

# The Billboard

UNIVERSITY OF MICHIGAN  
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PERIODICAL READING ROOM

MARCH 1, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## \$10,000,000 Worth of Acts Booked for Fairs in 1952

### Coy Move Seen As Educational Boost to Video

Time Job Puts Him In Solid Role in Public Service TV

NEW YORK, Feb. 23.—Following his resignation as chairman of the Federal Communications Commission, Wayne Coy's acceptance of the post of TV consultant to Time, Inc., starting April 1, is believed to be a move in good faith at least, on the opportunity he will have to work on public service and educational video programming. The job, reported to pay upwards of \$50,000 annually including a bonus, is said to be particularly appealing to Coy in view of his feeling that video should play a major role, not only in publishing and industry generally, but in the life of the nation as a whole, and that he will thus be able to participate directly in the active development of the medium's potentialities.

Coy's contract with the publishing firm is understood to have a minimum life of a year and is regarded as a departure for Time, inasmuch as it has hired top consultants for other phases of its work.

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### Acts Bumped by Blue Laws All Over U. S.

NEW YORK, Feb. 23.—Local blue laws are upping the employment rate among performers in various parts of the country, as well as Canada. The industry is to increase supervision rather than go slow in what various church groups describe as "an offense against public decency."

Hardly enough the worst performers are the young blues, emcees and special material singers who are trying to raise the grade in a field where television is the ultimate objective. Whether blue material is about laws is a moot question. In some areas the material is presently having no direct bearing on the promulgation of blue laws. In the province of Quebec, for example, various cities have

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### COULD IT OPEN ON CURTAIN?

SYRACUSE, Feb. 23.—A puzzled televisioner registered a unique "reception" comment with the engineering department of WSYR-TV here this week. Dialer claims to hear every time the tunes in Channel 5 (WSYR) her garage doors open.

### NAVY SHAM, TV REAL Stations' Battle Outfights US Navy

By LEE ZHITO  
HOLLYWOOD, Feb. 23.—As it must to all Los Angeles television remotes, heated rivalry and claims of super-duper firsts marked coverage of Navy and Marine amphibious exercise. Operations, involving 15,000 men in simulated battle, included beach landings of troops and heavy equipment.

Battle between the two outlets, however, packed more fire than the rather anti-climactic sham they were covering. First smoke was seen when KTLA slapped back at KTTV's announcement that Paekard-Bell would sponsor its coverage. (P-B paid \$4,000 for super-imposed plugs.) KTLA self-righteously informed all that it feels events of this nature should be presented as a public service sans bankroller.

Determined to leave its rival in the dust, KTLA jumped the gun on the scheduled Friday (22) dawn telecast as early as Wednesday by interrupting its programming with a remote pick-up from the USS El Dorado, 75 miles at sea, to get a preview of the Friday remote. On Thursday night viewers again returned aboard the El Dorado—then 150 miles at sea—for an interview with Vice-Adm. I. N. Kiland, in charge of Pacific amphibious forces.

While KTLA topped its rival in stunts, KTTV delivered a more comprehensive report, thanks to the gabbing job of Roy Maypole, who drew heavily upon his marine correspondent's experience of the last war to deliver top-flight commentary.

As is the case of all L. A. special events, both outlets returned to the studios only after each had soundly congratulated itself on doing a top job. To make sure the congrats caught on, KTLA followed its aired self-plugs with a publicity release containing solicited press quotes.

### 870G Goes To Music Fund

NEW YORK, Feb. 23.—The music performance trust fund received \$870,000 during the second half of 1951 from the 1,024 phonograph record manufacturers and 127 transcription firms which are signatories to the pact on sales made during the first half of the year. This compares with contributions totaling \$733,000 made during the same period the year before. Additional statistical information contained in Trustee Samuel R. Rosenbaum's report for the second half of 1951 includes the following: 693 of the signatories reported no sales during the first half of the year; licenses of 69 diskeries and three transcription companies were canceled, and 110 additional firms

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### Outlawing of Record Piracy Proposed in N. Y. State Bill

NEW YORK, Feb. 23.—The Record Industry Association of New York, which only recently elected permanent officers, swung into action rapidly this week by sponsoring a bill which would make the piracy of disks a misdemeanor. The bill, prepared by the office of Young, Kaplan and Edelstein, attorneys for the disk org., was introduced Tuesday in the New York State Senate by Sen. John D. Bennett, and in the Assembly by Rep. Malcolm Wilson. The bill would place the matter of piracy under penal law. Under such law, misdemeanors are generally punishable by \$500 fine or imprisonment of one year.

According to the thinking of the framers of the bill, only the effect of a criminal statute will provide the necessary deterrent to the growing menace of piracy. The bill, it is believed, would provide protection to the artists, performers and technicians as well as the diskeries. A memorandum attached to the bill points out that it is necessary that all concerned have such protection.

### Fight Looms on TV Scripters

HOLLYWOOD, Feb. 23.—Smoke of a long smoldering jurisdictional dispute over TV scripters between Screen Writers' Guild and Radio Writers' Guild is expected to break out next week when RWG will clarify its stand. RWG move will come after screen scripters this week called a strike for March 10 against members of the Alliance of TV Film Producers. Guild blamed its strike action on the producers, claiming TV film makers have refused to enter into contract negotiations.

TV Alliance (Gene Autry's Fly-  
(Continued on page 7)

### WRONG NUMBER IN N. Y. RIGHT TO PHILA. D. J.

PHILADELPHIA, Feb. 23.—WCAU's all night disk jockey Barry Kaye, invites phone calls from listeners, but he's strictly a "wrong number" to Mr. and Mrs. Henry Beiningger of New York.

Jack chats on the phone with listeners, and makes a big thing out of his telephone number (LOcast 7-3180) so Philly listeners will call. However, the broadcast can also be heard in New York City. Consequently, the Beininggers (whose New York telephone exchange is LOrraine 7-3180) have been spending sleepless nights growing "wrong number" to Kaye's fans.

### Rate Hike Won In ASCAP Suit

NEW YORK, Feb. 23.—Arbitration panel handling the case of Southern Music and its ASCAP-affiliated catalogs, LaSalle and Charles K. Harris, has granted the Peer-owned properties a substantial hike in availability rating. Case has special interest in that it is technically the first major instance in which a publisher chose to have recourse to the arbitration machinery provided for in the revised version of the Consent Decree. The arbitration panel, consisting of impartial chairman Tom Belviso, NBC mu-

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### Outdoor Men Optimistic as Season Dawns

2,000 Events Set Night Shows, Sked Grandstand Talent

NEW YORK, Feb. 23.—As a result of a bountiful season enjoyed by many of the nation's fairs last season, and with 1952 promising to be another banner year in the outdoor amusement field, it looks now as though the talent to be booked for night shows and other grandstand features may garner at least \$10,000,000 during the coming months.

Most of the large fairs have already booked their flash acts for 1952, in increasing last year's budgets. Practically all of the annuals that enjoyed good weather last year are optimistic for 1952, and the talent bookings have zoomed accordingly.

The number of performers involved in contracts covering an estimated minimum of 2,000 events, adds up to one of the most

(Continued on page 48)

### Morton Circus Signs AGVA's "Fair Code"

NEW YORK, Feb. 23.—Robert H. Morton, representing the Bob Morton Circus Company, and Howard V. Bary, his business manager and associate, have signed the National Code of Fair Practice of the American Guild of Variety Artists, covering a number of dates listed on the Hamid-Morton Circus route card. Inking took place last Saturday (16) at Memphis. Two riders attached to the standard team, at the insistence of the circus execs, made the contract unacceptable to the union, Jack Irving; AGVA executive administrative head, said at the national offices here yesterday.

The riders, which overlap in several instances, stipulate that the circus performers be considered "independent contractors" exclude AGVA from any dealings with the show sponsors; provide that no bond is to be required; approve of all contracts now existing between acts and circus

(Continued on page 14)

### Closed Circuit Opens TV Vista

PHILADELPHIA, Feb. 23.—New field for the TV camera in a closed-circuit set-up was pioneered on Thursday (21) by RCA Victor across the Delaware River in Camden, N. J., in piping a tour of the Foote Mineral Company plant in suburban Exton, Pa., to the officers and board of the giant chemical corporation as the company's annual report at the annual meeting of stockholders at the plant.

Since the Foote firm takes in some 80 acres, it would have been impossible to stage an inspection tour. However, four TV cameras

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TV BASKETBALL KNOCKS LIVE GAME FOR BOX-OFFICE LOOP

CHICAGO, Feb. 23.—With Illinois and Iowa fighting for the Big 10 basketball championship tonight, WGN-TV Thursday (21) arranged to pick up the game from Champaign, Ill., found a sponsor, Holpoint, to pick up the tab, and assigned Jack Brickhouse to cover the game.

TOP SERVICE

Sponsor on WXYZ-TV in Blood Pitch

DETROIT, Feb. 23.—Use of one of the most expensive film rentals to be booked on a local television station, "The Story of G. I. Joe," to secure donors for the Red Cross Blood Bank, is scheduled for Friday (29) on WXYZ-TV.

Idea was sparked by the experience of two WXYZ-TV staffers, who were actually working in Korea before returning to civilian life, and the drastic need for blood currently.

U. S. Cuts Set Maker Metals

WASHINGTON, Feb. 23.—TV set manufacturers will probably receive material allocations for April, May and June production at rates of 50 per cent of base period production for steel; 30 per cent for aluminum; 30 per cent for copper and brass products; 12.5 per cent for copper foundry products; and 35 per cent for copper wire, the National Production Authority announced this week.

Survey Shows AM Still Big In Syracuse

SYRACUSE, Feb. 23.—Radio remains a potent medium in TV homes in this central New York State region, according to results of studies made here by WSYR and WSYR-TV. The promotion department of the Central New York Broadcasting Corporation, which owns and operates the basic affiliates of the National Broadcasting Company, regards its AM and TV stations as competitors, and thus sought to determine how its radio outlet was faring in maintaining listenership.

Outstanding result was that radio listening in TV homes averages 3.07 hours per day per home, although TV now is firmly entrenched.

The studies were ordered by E. R. Vadeboncoeur, vice president and general manager, and conducted by promotion manager Caley E. Augustine. They involved sampling 1,000 TV homes, with 500 covered in October, 1951, and 500 more in December, 1951.

A loss of only about 30 per cent was noted in the amount of listening done in TV homes from that done in non-TV homes. Where the 3.07 hours per day listening figure came up in TV homes it was 4.6 hours per day in non-TV homes. TV viewing averaged 4.52 hours per day, and combined AM-TV use in TV homes was 7.59 hours per day.

Official Nod to "Faith"

WASHINGTON, Feb. 23.—The U. S. Comptroller-General this week formally recommended another canon for this summer of "Faith of Our Fathers," the outdoor drama of George Washington's life, to be staged in the Carter Barron Amphitheater here.

SAUL CARSON JOINS COMPASS

NEW YORK, Feb. 23.—Saul Carson, for the last two years in charge of editorial copy in the New York offices of The Billboard, resigned this week. He becomes radio-TV columnist for The New York Daily Compass. Carson is one of the pioneer television critics in the U. S. In addition to having been radio-TV editor for The New Republic for five years he has lectured before various college courses, has frequently been featured at sessions of the Institute for Education by Radio and Television, and has contributed articles on various phases of broadcasting to both trade publications and other national magazines.

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LEGITIMATE

"Mrs. Mc" a Thing of Fun, Fantasy; H. Hayes & Co. Pour on the Charm

By BOB FRANCIS

Some seasons back, Mary Chase left an indelible imprint of a rabbit's foot on Broadway via a matter called "Harvey." With "Mrs. McThing," the second offering on the American National Theater and Academy's play series, Mrs. Chase is even more concerned with the fantastic. It would almost seem that she has had the late James Barrie, Lewis Carroll and the brothers Grimm peeping over her shoulder at her typewriter, with perhaps Sroogyan making a few suggestions from the background.

With vs. Snob
"Mrs. McThing" is a fairy tale that makes sense and, with all its whimsy, points up a sturdy satire. Mrs. McThing is a very mean witch who lives on a mountain. She won't put up with snobbery.

When a wealthy woman won't let her little boy play with her ragged little girl, Mrs. McThing hexes the lady plenty by substituting a sickening brat who might have stepped from the pages of "Little Lord Fauntleroy." Meanwhile the real lad is banished to a haunt of mobsters called the Shantylead Pool Hall Luncheonroom, where he is hugely enjoying himself. It doesn't take mama long to catch on and go looking for him, but she is foolish enough to buck Mrs. McThing again, and finds herself scrubbing restaurant floors, while her replica is safe at home with her changing offspring in the family mansion.

The fantasy is played as charmingly as it is written. As the mother, Helen Hayes is giving one of her most infectious performances which is progressively a sheer delight. She has likely, too, not had so much fun on a stage in years—at least that is the way it comes across the footlights. Young Brandon de Wilde does splendidly by the dual role of the youngster, and 7-year-old Lylda

Reed is quite terrific as the witch's busy-body daughter. There is top support, likewise, from Jules Munshin as a gangster with a silver cord complex and his able assistants, Irwin Corey and Fred Gwynne. Igute Wolfington makes a wonderful chef who plays an imaginary piano, and Enid Markey and Paula Trueman contribute solidly in their respective parts.

MRS. McTHING
(Mopened Wednesday, February 20)
Martin Beck
A fantasy by Mary Chase. Staged by Joseph Buloff. Settings by Lester Polakov. Costumes by Lucinda Ballard. Company manager, Harold Kuehl. Stage manager, Frederick de Wilde. Press representative, Harry Hyams. Presented by the American National Theater and Academy. Mrs. Howard V. Lurie II. Helen Hayes. Lylda Reed. Irwin Corey. Fred Gwynne. Enid Markey. Paula Trueman. Jules Munshin. Igute Wolfington. Brandon de Wilde. Enid Markey. Paula Trueman. Harry Hyams. Harold Kuehl. Lester Polakov. Lucinda Ballard. Martin Beck. Mary Chase.

NIGHT CLUB

Waldorf's Longhair Kick, Via New Borge Routine, Could Spark Trend

By JOE MARTIN

Victor Borge proved two things via his concert in comedy routine. First, Merriell Abbott bought a perfect act for this kind of room when she inked Borge, and second, Stanley Melba's plan to use longhair names at the Pierre's Coffin Room is based on sound thinking and could result in good business for hotel rooms. Aside from this, however, Borge's act was excellent despite an over-long opener on the "Taming of the Shrew" routine. The surprise gimmick of the off-stage voice and delayed entrance is cleverly conceived it ran a little too long for the opening night audience. The bit picked up the when Borge came on and carried on a conversation with the piano voice. Rest of Borge's run was his usual and wonderful line of non-

sequitur phrases, asides and silliness. It wasn't often that the piano-playing comedian got big yocks for his material, but he kept the audience happy thruout with such routines as the old masters, the switch on his standard phonetic punctuation act which now runs as a TV commercial in every-day-life routine and his medley of audience requests in which the ork plays straight. He wound up with a terrific hand from a packed house. Sandwiched in between his comedy bits was a lengthy and straight-laced keyboard solo on a Tschalkovsky piano concerto. Borge, a first-class longhair pianist, got rapt attention thruout and drew shouts of bravo at the finish. The mixed audience listened intently and appreciated the clas-

sical effort. On the strength of the reception he got for the selection, it is quite plausible to assume that a name musician could hold a similar audience thru a complete concert. The Nat Brandwynne ork did a first-rate job of cutting some difficult background stuff for Borge, and played for dancing. Mischa Bor's little combo played relief. Empire Room, Waldorf-Astoria, New York (Thursday, February 21) Capacity, 440. Price policy, \$1 cover after 9 p.m., \$2 after 11 p.m. Shows at 8:30 and 12:15. Owners, Hilton Chain. Exclusive booker, Merriell Abbott. Publicity, Paul Stewart. Estimated budget this show, \$3,500.

TELEVISION

Met Auditions, Sans Sets, Costumes, Are Dull to Eye But Treat to Ear

By BOB FRANCIS

About a month ago the Metropolitan Auditions of the Air turned to TV after some 14 years of radio respectively. The formula appears to be approximately the same, with two contestants selected weekly via auditions by John Gutman, assistant to Met's impresario, Rudolph Bing; Kurt Adler, Met conductor and chorus master, and William Marshall, producer of the TV program. After some 18 weeks, semifinalists will be selected, primarily on the basis of program recordings, and a final wind-up will pick two top songbirds for prizes of \$3,000 and \$2,000 respectively. The formula appears for further vocal study, subject to approval by Metopera cognoscenti. Tuesday (19) program spotlighted the talents of Frances Wyatt, who hails from Charlottesville, Va., and who has held scholarship in the Juillard School. Miss Wyatt projected a well-trained soprano on such

matters as the letter song from "Carmen," a touch of Mozart's "Don Giovanni" and Mimi's farewell to "Bohème." John Gallo, a graduate of Curtis Institute in Philadelphia, exhibited a reasonably good tenor with selections from "The Girl of the Golden West" and "Cavalleria Rusticana." Both were well backgrounded by the ABC Symphony Orchestra. It seemed to this reporter that the Met Auditions were better by ear than by eye. Certainly this sort of thing needs infinitely more dramatization to be interesting televisewise. Milton Cross's commentaries are factual, but without sparkle. If longhair singers are to be presented, background color should be included, as against spotting them in purely concert form. Operatic numbers are offered most effectively on other programs via costume production numbers. There seems no good reason why ABC and the Met

shouldn't get together along similar lines. Certainly the current format is both a disservice to contestants and to any general interest build-up for grand opera. Presumably, the latter is the real reason for the program. As matters stand now, only died-in-the-wool lovers of longhair chanting are going to give the Met Auditions more than a cursory look and listen. Metropolitan Auditions of the Air TELEVISION - Reviewed Tuesday (19), 8:30-9 p.m. EST. Sustaining via American Broadcasting Company-TV and Metropolitan Opera Society. Producer, William Marshall. Director, James Yarborough. Conductor, Fausto Cleva. Writer, Ira Marion. Host, Milton Cross. Contestants: Frances Wyatt and John Gallo.

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## COY SWITCH TO TIME SEEN AS PUBSERV LIFT

Job Gives Him Central Role in Development of Educational TV

Continued from page 1

activities, covering such aspects as printing and production. Coy's duties will bring him in touch with such ventures as the "March of Time" and the TV series, "Crusade in Europe" and "Crusade in the Pacific." Plans of even greater interest to Coy may be his involvement in the

rapidly growing Time video experiments titled "Inside Our Schools." This series correlates TV with classroom studies, and received a one-week trial recently in Louisville. This was followed up with a one-day trial in Schenectady, and most recently with five days using the facilities of KSD-TV, St. Louis.

Coy's resignation from his FCC post was long rumored, but the stepped-up timing in advance of the projected freeze-lift came as a stunning surprise to his associates Thursday (21), and even Acting Chairman Paul A. Walker had not heard from the ex-chairman 36 hours later. Coy went directly to New York after leaving the White House Thursday morning, when his resignation was announced in an exchange

of letters between himself and the President.

The precipitate action, which took effect the same day tendered, is seen based on Coy's determination to avoid signing the final allocations plan so that he would be spared embarrassment when he moves into his new role. He is known to have been chafing at the bit to get into higher-salaried brackets via private employment, since his FCC post paid but \$15,000 annually. Twice in the last month he visited his home state of Indiana, and rumors had him resigning over the past couple of years to take posts reportedly offered over a range of fields including a college presidency, a TV consultant role with the Ford Foundation, an executive and consultant's post with a movie outfit with TV aims, entry into TV broadcasting in Indiana, and a job as new TV code administrator for the National Association of Radio and Television Broadcasters.

It is also reported that Coy still retains political ambitions, preferably as Senator in his home state of Indiana. With the Time deal set, however, it is anticipated he will make no moves in this direction for at least the next several years.

## MEXICAN TINT

### Matty Kemp Completes 'Show Time'

HOLLYWOOD, Feb. 23.—Matty Kemp (Kemp-Brighton Productions) returned this week from Mexico City where his firm's "Pan American Show Time" TV film series was completed. Series co-stars vocalists Bob Savage and Gail Robbins, using Mexican musicians, thereby skirting the American Federation of Musicians' 5 per cent royalty ruling.

According to Kemp, all hands on the series, including Miss Robbins and Savage, are Mexican. Even processing, editing and recording is being completed south-of-the-border. After sale of the completed 13 half-hour episodes, firm intends to continue the series in Mexico. This marks the first time a producer completely relied on south-of-the-border to complete a TV film series. It's likely that if Kemp-Brighton proves successful, others may follow the path southward to escape high U. S. production costs. "Pan American" series was filmed at Mexico City's Tepeyac Studios.

## MORE TO DO, WITH LESS

### FCC, Staff Depleted, Faces Busiest Year

WASHINGTON, Feb. 23.—Swamped with the weighty issues in the history of broadcasting (see separate story), the Federal Communications Commission is slowly recovering from the surprise of Wayne Coy's sudden resignation as chairman on the eve of TV's greatest expansion. Coy's exit was the latest in a parade of resignations which has left the FCC so badly understaffed that one of acting chairman Paul A. Walker's first major acts is expected to be a stepped-up plea to Congress for vastly increased funds.

Typical of the valuable brass leaving FCC recently are such high caliber workhorses as legalist Max Goldman, Harry Plotkin, chief of the broadcast section; hearing examiner Jack Blume and Dwight Doty, valuable division head. Because of insufficient funds, no replacements were made.

Remaining staffers have found their own work load going to be the heaviest in the Commission's history. Already bracing themselves for the possibility that after thawing of the TV freeze

the industry can be expected to tap FCC for even more personnel, all of the commissioners, including acting Chairman Walker, were taken by surprise by the advanced timing of Coy's departure.

Although speculation on Coy's (Continued on page 12)

### Bracken Signs Pact With CBS

HOLLYWOOD, Feb. 23.—Columbia Broadcasting System has set an exclusive TV deal with Eddie Bracken. Half-hour program will be prepared for fall launching and will likely be on film. If filmed, Bracken's own TV film unit will make the series.

Format hasn't as yet crystallized, nor has the budget been set. Deal was concluded this week between CBS Programming Vicepres Harry Ackerman and the law firm, Gang, Kopp & Tyre, Bracken's reps.

## NEWS CAPSULES--COAST TO COAST

### Radio, TV Assured Defense Ads, Educators to Talk Tele

WASHINGTON, Feb. 23.—Uncle Sam assured radio and TV broadcasters this week that they will get an appropriate share in Defense Department advertising funds disbursed for manpower recruitment programs. The National Association of Radio and Television Broadcasters got the latest reassurance at a meeting with Defense officials this week to arrange disbursement.

Educator Institute to Plan TV Channels Use . . .

WASHINGTON—Experts in TV programming, technology and finances will participate in a five-day Educational Television Programs Institute, commencing April 21, to plan for effective use by educational organizations of the TV channels the Federal Communications Commission proposes to reserve for non-commercial educational use.

Radio Offers Biggest Baseball Headache . . .

MIAMI BEACH—Radio is baseball's biggest problem right now,

according to George Trautman, minor league topper. At a luncheon given in his honor by the Miami Beach club, here, Tuesday (19) Trautman said: "The major difficulty has been that the big leagues turn our communities into major league mines, broadcasting games at nights when our minor leaguers are playing." We have lost five leagues since last summer, cutting us down to 44, and we may lose one or two more. TV is going to be a bugaboo all right too," he added, "when it expands a little more."

Food Industry Heads WOR Sponsorship List . . .

NEW YORK—The food industry has been the number one user of commercial time over WOR here during the station's first 30 years, according to a special sponsor survey made by that station. Oldest WOR sponsor is a food-stuffs company, Dugan Brothers of New Jersey, Inc., which has been a consistent WOR advertiser for more than 28 years. Next four major purchasers have been phar-

## Bartley and Miller Lead for Coy Post

Walker Continues as Acting FCC Head; Presidential Election Important Factor

WASHINGTON, Feb. 23.—Acting Chairman Paul Walker of the Federal Communications Commission is in prospect of an indefinite stay at the Commission helm as President Truman rests about for someone to fill the FCC vacancy left by Wayne Coy's resignation from the chairmanship this week.

White House insiders hinted that Walker's tenure as chairman could run anywhere from "a month or so to the expiration of his term in 1953," depending on Mr. Truman's choice for the FCC vacancy. Heading a raft of names mentioned as prospects for the Commission are Robert Bartley, nephew of House Speaker Sam Rayburn, and Neville Miller, former president of the then National Association of Broadcasters (now National Association of Radio and Television Broadcasters).

Talk points to likelihood of Bartley going to Miller if he is appointed to Coy's Commission berth, whereas Walker would stay as chairman if Bartley goes to the Commission.

Coy's resignation, long rumored, took Mr. Truman by surprise, because of the stepped-up timing. Coy originally had intended to wait until the freeze was thawed. His decision to quit this week instead of waiting for the freeze-end is learned to have been precipitated chiefly by two factors: (1) determination to keep his signature off the TV allocations plan so that he would be free to take a TV industry role, and (2) seizing an opportunity which he felt would vanish if he waited longer.

Acting chairman Walker, sole active surviving member of the original 1934-created Commission, completes his term in 1953,

having been exempted from the age ceiling by an executive order. President Truman in accepting Coy's resignation this week told Coy in a "Dear Wayne" letter, "It will not be easy to fill your place." The President pointed out that the duties "required the patience of Job and the wisdom of Solomon."

Coy, in resigning the post, said it was necessary for him "to leave the Government for private employment" because "my meager resources are much too near the vanishing point for comfort."

There appears to be no end of (Continued on page 12)

## AT&T Asks 3 New Links' OK

NEW YORK, Feb. 23.—American Telephone & Telegraph Company this week filed an application with the Federal Communications Commission for authority to provide three additional TV links between Chicago, Omaha and San Francisco. One will be placed in service late this year and will operate from Chicago to San Francisco. The other two will be in operation by 1953, adding one channel from San Francisco to Chicago and one from Omaha to San Francisco.

Upon completion of the project (which involves some 6,000 channel miles of radio-relay facilities) there will be five channels available for full-time TV service; three westbound from Chicago and two eastbound from San Francisco. Eventually the system will also be used to feed cities in Oklahoma and Texas.

## PLOWS ON MINUS COY

### Allocation Target OK; Delay Others?

WASHINGTON, Feb. 23.—Lifting the TV freeze is the biggest issue before the Federal Communications Commission as it tackles its workload, following the resignation of Wayne Coy as chairman. FCC'ers are agreed

that Coy's exit doesn't affect the March 15 target date for issuance of a new national TV allocations plan, but it is generally felt that a slowdown will be felt all along the line on most other major issues. Here are the top issues still pending:

1. Issuance of a national TV allocations plan preparatory to thawing the three-and-a-half-year-old freeze on TV applications.
2. Final decision on percentage of channels to be reserved for educational non-commercial TV.
3. Procedure on whether UHF bids will be handled separately from VHF applications.
4. Contemplation of a national theater-TV system (oft-postponed hearing is now scheduled for March 12, but another deferral is expected). Subscriptions (Continued on page 12)

## FCC REGISTERS "COY" SURPRISE

WASHINGTON, Feb. 23.—Wayne Coy's office staff at the Federal Communications Commission is figured to have had the "inside dope" on the timing of the FCC chairman's resignation as early as last Monday, but they stared a fairly convincing reaction of surprise when confronted by newsmen. An observing FCC messenger caught them off guard, however, when he innocently asked them Thursday (18) if they were surprised by "today's news." One of the staffers replied hastily, "No we weren't surprised today, but we were surprised when we first heard of it."

WTOP-TV, DC Theater Feature Temple Day . . .

WASHINGTON—Joint promotion by a local TV station and a local theater led to celebration today of "Pick Temple Day" when RKO Keith's Theater featured a personal appearance by Temple, WTOP-TV folk singer, at showing of Universal International's new flicker "Bend of the River." WTOP-TV gave \$3,000 worth of promotion spots to the event, and the theater placed newspaper ads and arranged lobby displays.

Radio "Kid" Returns to WGN TV Version on WENR . . .

CHICAGO—After a two year absence "The Cisco Kid" radio series returns to local station WGN Tuesday (26) and will be aired twice-weekly thereafter, Tuesdays and Thursdays, 7:30-8 p.m., CST. Schulze Butternut Bread sponsors the TV version of "Cisco Kid" (Continued on page 12)

# MBS WEB BUSY, SIGNS 9 TEAMS

## 'Game of Day' Broadcasts Are Pacted To Be Aired Seven Days Weekly

NEW YORK, Feb. 23.—Nine major league baseball clubs had signed contracts with the Mutual Broadcasting System as of this week, giving the web the right to air their 1952 games on the MBS "Game of the Day" broadcasts. MBS is continuing to negotiate with other teams, and said it expects to expand its schedule before the opening of the season, on March 8, when exhibition game broadcasts begin. Deals are all on a non-exclusive basis. (See Liberty baseball suit story this page.)

American League teams which were pacted include the Chicago White Sox, Cleveland Indians, Detroit Tigers and St. Louis Browns. The National League clubs include the Brooklyn Dodgers, Boston Braves, Philadelphia Phillies. At least two other teams are also pacted.

Falstaff Brewing Corporation is sponsoring the games via a portion of the MBS line-up, with other web affiliates selling the contests on a co-op basis. The regular season runs from April 15 to September 28. Games will be

### "PULSE" STRONG

## S. C. Stations Told Personal Call Type OK

COLUMBIA, S. C., Feb. 23.—In the face of criticisms of the personal interview roster technique of audience research employed by The Pulse, the four local radio stations hired a disinterested person to check up on the Pulse survey taken here October 30 thru November 5, 1951. Lottie D. Hamby, partner in Bradley, Graham and Hamby, ad agency here, made a spot check on the interviews and turned in a 13-page report on the stations. The report was released this week.

Miss Hamby's main conclusion was that "the sincerity of the interviewers and the desire of the respondents to give accurate information makes me feel this type of survey is more nearly accurate than the coincidental method."

Miss Hamby said she found all interviewers qualified. They were generally housewives, and several of them had experience working on the census and other research projects. She said "without exception, every interviewer turned in her quota of interviews."

As for the radio listeners interviewed, Miss Hamby said in her report "the majority of the respondents seemed perfectly clear in memory of what had been heard and of what time it was heard. This was true even when the interviewers were checking what had been heard the previous evening."

Miss Hamby said further that on the basis of her observations she did not think there was any great possibility of a listener unduly crediting any single station with all the listening done in any time bracket.

## "Bellboy" Case Put Off to Apr.

DETROIT, Feb. 23.—The involved Federal Court lawsuit by WJBK against WXYZ over the right to use the title of "Jack the Bellboy" was set back to April 24 by Judge Arthur F. Lederle. Only legal presentations were made when the case was called on Wednesday. Surprise filing of a claim for \$650,000 damages by WJBK two weeks ago complicated the legal issues, and may result in a longer court battle than originally anticipated. Formal filing and preparation of legal briefs for consideration by the court are expected to occupy the interim.

## LIB. SETS SKED DESPITE SUIT

DALLAS, Feb. 23.—Just 48 hours before announcement of its suit against organized baseball, president Gordon McLendon of the Liberty Broadcasting System said the web's baseball coverage would start March 8 with exhibition games, and run thru the end of the major league season in September. He also said that the five-minute pregame warm-up show had been sold on the full network to Amana Refrigeration, Inc., manufacturers of home freezers, who would be making its initial network radio bow. Deal was closed thru the Rutledge & Shideler agency of Long Beach, Calif.

## McLENDON'S BEEFS

# Charges Major Clubs With Restrictive Acts

NEW YORK, Feb. 23.—In filing his \$12,000,000 anti-trust suit against major league baseball, president Gordon McLendon of the Liberty Broadcasting Company revealed that eight major league clubs had flatly refused to sell rights to Liberty to broadcast 1952 games, and that five others insisted on highly restrictive clauses. The absolute rejections came from the New York Yankees, New York Giants, St. Louis Cardinals, Boston Red Sox, Pittsburgh Pirates, Washington Senators, and Philadelphia's Athletics and Phillies. Those demanding restrictive clauses, charged McLendon, were the Cleveland Indians, Detroit Tigers, Boston Braves, Chicago Cubs and St. Louis Browns.

McLendon also said that last year he had agreements with every major league team but one, the St. Louis Cardinals. However, he said that those deals had contained "certain illegal restrictions."

McLendon, who handles the sportscasts himself as "The Old Scotchman," also charged that in the past, he also has been illegally restrained from evening rebroadcasts of World Series games, from airing on the West Coast until 1950, from airing a "Game of the Night" contest each evening from airing either a "Game of the Day" or "Game of the Night" in the Northeast and Midwest in an area bounded by the cities in which there are major league teams, and from airing broadcasts of the World Series and All-Star games competing with those already scheduled. He also charged baseball officials with trying to cen-

sur what announcers can say and with deciding what sponsors may bankroll broadcasts.

All of this, he charged, is not only a monopolistic practice, but also constitutes a violation of the Bill of Rights by abridgment of the rights of free speech and fair trial. He added that baseball conducts its affairs in "star chamber secrecy, and governs itself thru the commissioner's office against the laws of the land." He said that baseball's "major and minor league dictators are afraid of losing their monopoly on time, sponsors and listening habits, as well as the advantages that go with a monopoly.

Last December's minor league convention heard the minors' commissioner, George Trautman, charge that network broadcasts were chiefly responsible for a 40 per cent attendance drop in the past two years. Individual clubs, led by the Yankees, then announced cuts in network broadcasts.

## Anson Co. Sponsors Kate Smith Seg

NEW YORK, Feb. 23.—Anson, Inc., manufacturer of jewelry and accessories, is the purchaser of the 8:30 to 9 p.m. period on alternate Wednesdays of the Kate Smith video show on the National Broadcasting Company. The deal is effective June 16, and will have Anson picking up at least five shows. It was erroneously reported that the sponsor picking up this time following Norge's blow-out would be Swank Agency for Anson is Gray.

# LIBERTY STAKES FUTURE ON SUIT

## Radio Web Files \$12 Mil Anti-Trust Action Against Organized Baseball

NEW YORK, Feb. 23.—The entire future of the Liberty Broadcasting System this week was regarded by the radio industry as hanging in the balance with its \$12,000,000 anti-trust suit against organized baseball. The web, which began its "game of the day" baseball broadcasts in 1948, has built itself to 458 affiliates largely on the strength of these and other sportscasts. Its ability to continue to supply sports coverage, it is believed, will largely determine its future.

The suit, filed in Chicago, charges 13 major league baseball clubs and the presidents of the two major leagues with a "continuing conspiracy to monopolize and restrain competition" of baseball broadcasts. Gordon McLendon, LBS president, said that "Liberty is illegally being forced to discontinue its broadcasting of the 'game of the day' for the 1952 season by arbitrary exclusion."

Speculation hinged on what action LBS might take to remain on the air with broadcasts in 1952, despite that statement by McLendon. The web topper also said, in announcing the suit, that he planned some operation this season, but he would not expand on that form this would take. Inasmuch as LBS does have pacts with the Brooklyn Dodgers and Chicago White Sox, who were not named in the suit, it was considered probable that the web would use their games as a nucleus. Whether it would also seek to use games thus far denied it, either live or by telegraph was not known at the week-end.

It was considered significant by trade observers that organized baseball has sought almost invariably to keep its troubles out of the law courts. Thus, in cases involving the game's controversial "reserve clause" and the "blacklisting" of players who jumped to Mexican League teams in recent years, nearly all were settled quietly before coming to trial. This has led to conjecture that rather than drag the national pastime thru involved legal proceedings which would bring it down to the level of a business in public regard, the sport's top officials may effect an out-of-court settlement with LBS on at least a limited basis.

However, should this not come about, the question of LBS's standing with executives in other sports might be raised. The web has been airing professional football games in recent seasons, as well as a heavy schedule of col-

legiate basketball. Whether the pro grid moguls who for the most part use the baseball stadiums as their own home grounds, might not feel compelled to take sides is a question.

### 13 Teams Involved

McLendon's suit involves all major league teams except the White Sox, Dodgers and the Cincinnati Reds, although the latter team had no contract with LBS. The Reds were said to be excluded from the suit "on general principles." The suit claims a loss in profits and suffering of damages in excess of \$4,000,000 as a result of the alleged conspiracy. The anti-trust laws entitle successful plaintiffs to threefold damages, accounting for the \$12,000,000 demanded by LBS. Also named as defendants besides the 13 teams were William W. Davidson, American League president, Warren C. Giles, National League president, and Ford C. Frick, commissioner of baseball. Named as co-conspirators were Albert B. Chandler, former baseball commissioner, and George N. Trautman, president of the National Association of Minor Leagues.

McLendon said that the clubs sued had refused to sell rights to LBS, "despite the fact that Liberty has been ready, willing and able to pay more money for other broadcasting rights than any other broadcasting system, station or stations."

Mutual Broadcasting System has signed deals with nine of the 18 major league clubs (see other story). He also charged that west of the Mississippi and south of the Mason-Dixon line, no broadcasts could be obtained for stations within a radius of 50 miles of a minor league park, and the same applied to the country as a whole for night games played unless concluded 30 minutes before or starting 90 minutes after a minor league game in a local park. He added that the defendants agreed to deny rights for re-creation of games to any broadcaster who does not agree to use Western Union wire reports of the play-by-play.

Attorney filing the suit for LBS in the U. S. District Court, North District of Illinois, Eastern Division, was Thomas J. McConnell, the lawyer who is noted for his busting of the so-called theater trust in Chicago, via the Jackson Park Theater decree. McConnell, who also has handled similar theater suits in other parts of the country, is following the same pattern in the LBS case as with the theater cases by requesting a perpetual injunction.

This course of action minimizes the LBS potential for airing out of the parks of the defendant clubs in 1952. Had a request for a temporary injunction been made and granted, this would be feasible, with the posting of a multi-million dollar bond. However, a permanent injunction, if granted, could not come about until after a trial, and this is likely to be a long-drawn-out affair unless settled out of court. Judge John P. Barnes, in whose court the suit was filed, is out of town and will not be back until mid-April. All defendants must be served notice of the suit, and then have 20 days in which to file their replies.

## Jack Russell Quits ME to Go On Own

CHICAGO, Feb. 23.—Jack Russell, who resigned last week as vice-president of Mutual Entertainment, has formed a new firm to be known as Jack J. Russell & Associates. Headquarters will be opened March 1 in the 203 North Wabash Building here. Russell stated that plans for his agency call for concentrating efforts in the radio and TV fields.

Russell has been one of the most active TV agents in this area. Included among the names he has represented and will continue to handle in his new firm are Cliff Norton, Cactus Jim (Bill Bailey), Russ Davis, Art Van Damme, Bette Chappell, Jack Haskell, Connie Russell, Vin Gotschalk, Norb Locke (Uncle Ned), Hugh Downs, Marvin David and Julio Maro.



### Deadline for the RADIO & TELEVISION PROMOTION COMPETITION is MARCH 15, 1952

That's only three weeks from the date of this issue. Better begin to put your entries together.

Radio and television stations and networks can enter either or both of the following divisions: **AUDIENCE and/or SALES PROMOTION PUBLIC SERVICE PROMOTION**

Any group, company, organization or association — and that includes stations and networks — can enter the following division: **PROMOTION OF RADIO AS A MEDIUM**

Hurry and make up an entry. Contest deadline is only three weeks away.





# Jurisdictional Fight On Scripters Looms

Continued from page 1

ing A Productions, William F. Brody Productions, Jerry Fairbank, Ziv, Roy Rogers, Abbott & Costello's TCA Productions, Bing Crosby Productions, Primrose Productions, Frank Wisbar and Screen Televideo) last week buckled under the weight of an International Alliance of Theatrical Stage Employees strike covering workers in the basic film crafts. Work stoppage lasted only 45 minutes, after which an agreement was reached with IA boss Roy Brewer. After smoke settled, film producers' org. ousted Frank Wisbar on his own. Wisbar, however, had been on threshold of leaving, claiming his contractual

ties to Procter & Gamble demand he deliver product on deadline and that he couldn't remain in the org and endanger loss of time in labor hassles.

# KNXT Racks Up 200G New Biz In Two Weeks

HOLLYWOOD, Feb. 23.—KNXT, Columbia Broadcasting System's owned-operated tele outlet here, racked up more than \$200,000 worth of new biz during the past two weeks. New coin comes from Dunhill Cigarettes, who signed a 52-week contract for thrice weekly spots on "KNXT 10 o'Clock News," to start March 24 (set by Blow agency, New York); Byrtercum Hair Tonic, who will pick up the tab on Tom Harmon's Wednesday sports portion of the "KNXT 10 o'Clock News" starting March 13 for 13 weeks (set by Atherton & Currier agency); Sunbeam Shave-master for the same Harmon seg on Sundays (13 weeks, set by Perry-Paul) starting tomorrow (24), and Harmon's new show, "Here's How With Harmon" (7:45-8 p.m., Wednesdays), bought by Hughes Aircraft for 13 weeks (Foots, Cone & Belding selling the biz).

Dennison "Bois (Blow) started sponsoring the 5:30 news on February 24, while "The Jimmy Wakely Show" bows tomorrow (Sunday) for a 30-minute weekly series sponsored by Thyavals, Inc. (Maudsley & Miller agency). Biz also includes spots bought by Armour & Company, Southern California Furline Company, John Red Studios, Philip Morris, Waffle Corporation of America, U. S. Envelope Company, Raleigh Cigarettes, Vick Chemical Corporation and Dunhill Cigarettes.

# ABC Pyramids On 2, Maybe 3

NEW YORK, Feb. 23.—A second and possibly a third "pyramid" radio sales plan was in the works at the American Broadcasting Company this week. The web has found that as a sales device, "pyramid" enables the advertiser to get a more highly saturated coverage, and that sponsors have reacted favorably to the plan. "Pyramid" also is a means of getting the smaller or seasonal advertiser into network radio.

The second "pyramid" is likely to be built around a Sunday news show (probably "Monday Morning Headlines"), a Monday or Tuesday adventure or dramatic series (probably "The Big Hand" or "Newsstand Theater") and a Thursday dramatic stanza (probably "The Red-Head" or the Marlene Dietrich stanza, "Cafe Istanbul," which would be shifted over from Sunday if used).

A third "pyramid" might be built in the late afternoon hours, aimed at bankrollers who are gunning for the moppet trade. This might take the form of a 15-minute advertising strip across the board, and would be of special interest to candy companies, cereal firms, etc.

The current "pyramid" involves "Stop the Music," "Top Guy" and "Defense Attorney." It is two-thirds sold out at this point, with American Chicle and General Mills participating. A third bankroller to fill out the block is expected to be signed momentarily.

# CBS's Pearce Seg Goes Live

HOLLYWOOD, Feb. 23.—Columbia Broadcasting System's coast-to-coast Al Pearce Show will air live in this area effective Monday (25), becoming the earliest regular series show yet tried here (7:45-8:30 a.m.). Originally, CBS planned to show a hot kine in each day's programs at a later time slot, but cost was prohibitive. Net then decided to skip this market. However, a last-minute decision prompted the web to air series live at the near-dawn time, altho this means putting on an additional transmitter crew at KNXT, CBS owned outlet. Series is still airing sustaining.

For the immediate future, KNXT will fill in with music from 8:30 to 11:30, when station starts its regular programs. However, outlet expects to work up shows for the early morning hours once web is convinced the early morning hours can build a following.

# AP's TV News Nearly Ready

NEW YORK, Feb. 23.—Plans for a TV newscast service to be instituted by the Associated Press are jelling rapidly. Reports this week were that AP will be ready to notify video stations of its service by mid-March.

The film outfit which was organized a few weeks ago to supply AP with newscast product, Spot News Productions, Inc., already is said to be on the lookout for expanded time at the, based on the premise that AP's plans are on the verge of finalization (The Billboard, February 16).

# U. OF MICHIGAN GIVEN WAJL-FM STA. IN FLINT

DETROIT, Feb. 23.—With educational television grabbing the spotlight, radio in education received a big boost Tuesday (19) when the University of Michigan was given radio station WAJL-FM at Flint, Michigan's second largest city. The donor was not stated by the University, but the station has been operated by Advertisers' Press, Inc., of which Myron Weingarden was president. The transmitter is in Hurley Hospital at Flint.

The station will be hooked up on a small network basis with the University's station at Ann Arbor, WUOM-FM, and used primarily as a relay point to improve reception in Central Michigan. Plans call for 40-hour weekly operation, with a flexible schedule to allow the broadcast of special events. Local originations will include broadcasts from the University's own extension courses in Flint, public service shows and special programs worked out in cooperation with another FM station operated by the Flint public schools, according to Waldo Abbot, University director of broadcasting.

# NATURE OF MAN Museum in 6 NBC-TV Documents

NEW YORK, Feb. 23.—As part of its "Operation Frontal Love," the National Broadcasting Company TV network this week set a deal with the American Museum of Natural History for a series of six video shows. To be presented under the general title, "Man," the stanzas will utilize a dramatic documentary technique involving some use of film. They will be spaced at irregular intervals, with the first outing due within the next few weeks.

The first show will deal with the physical nature of man. It will be followed by stanzas relating to man as a psychological being, man's communication with man, the seas and oceans, land development, and the nature of the universe.

# Roach Winds Up "Children" Seg

HOLLYWOOD, Feb. 23.—Hal Roach Sr. will film final footage next week on his "Children's Hour" pilot reel with lensers focusing on Maureen O'Sullivan, who serves as femsee of the four-part kid show. According to Roach, pilot will come in a full \$15,000 over the budgeted \$10,000. However, reason for the \$5,000 expenditure has been in setting up special procedures which will be retained for succeeding films in the series.

Hour show consists of four separate sequences: "The Clown," "The Rascals," "The Little People" (Impy and Angie) and "The Bible Story." Sixty-minute show can handle eight commercials. "Children's Hour" is being produced according to Roach's plan of following the daily comic strip idea of providing short daily installments rather than longer weekly jams.

# NBC Samples Lester "Date"

NEW YORK, Feb. 23.—A sample kine has been cut by the National Broadcasting Company of Jerry Lester emceeing the "Blind Date" video show. The stanza is a Bernard Shubert package which aired for a couple of seasons with Arlene Frances as femsee, but currently is off the air. Lester, it is understood, is drawing down a neat weekly stipend from NBC on a play-or-pay deal, and the web is reported anxious to locate the right vehicle for him to work in regularly. Reaction on Lester's work in "Date" is said to be excellent.

# Hamm's, Chesterfield Buy Cubs, Sox Games

CHICAGO, Feb. 23.—Theodore Hamm Brewing Company, for Hamm's Beer, and Liggett & Myers Tobacco Company, for Chesterfield, have bought the telecasts of the home games of the Chicago Cubs and White Sox from WGN-TV. Deal has several unique aspects. It is the Minneapolis

brewery's first major venture into TV in this area.

The sponsors will share each game. One will take the first four and a half innings, the other the second half. They will alternate innings on extra inning games. The deal includes the city series, starting April 11, and the 77 Cub home games and 57 Sox daylight games. The Sox would not sell night game rights.

WGN-TV paid \$75,000 for rights to the Cubs, and are believed to have paid the Sox \$100,000, or an average of more than \$1,000 per game in each park. Advertiser Jack Brickhouse and Harry Creighton will handle the games. Business was placed thru Campbell-Mithun, Inc., Minneapolis and Chicago, for Hamm's, and Cunningham & Walsh Company, of New York, for Chesterfield.

# NBC, CBS Talent Tiff Rages Anew; Skelton Target

HOLLYWOOD, Feb. 23.—Battle over talent between the National Broadcasting Company and Columbia Broadcasting System raged anew at week's end as NBC, having contractually captured Phil Harris, continued to drive after Red Skelton for the web.

To waste this fight, NBC Prexy Joe McConnell personally arrived on the scene, while CBS radio net Prexy Howard Meighan also pulled in to personally take a hand in the negotiations. Meighan attended Skelton's radio taping session last week at the Guild Theater and, tho he refused to comment on his presence in Hollywood, authoritative sources at CBS confirmed Meighan was here to sew up Skelton for the web.

Skelton at present is split between NBC and CBS, the former airing his TV show while the latter continues to carry his radio series. Both webs are fighting for a combined exclusive radio-TV hold on the comic.

Earlier this week, NBC's McConnell signed a long-term pact with Phil Harris covering both radio and TV. According to the contract, Harris' Sunday radio series will continue, with him taking a gradual dip into TV via guest spots on the net's top shows. Plans call for preparation of a show featuring Harris in time for fall.

# NARTB Hits at New FCC Form

WASHINGTON, Feb. 23.—The National Association of Radio and Television Broadcasters this week filed an opposition to the Federal Communications Commission's proposed new annual financial report of broadcasters, which would include additional data on employee set-ups.

The NARTB said FCC's power to require confidential business information is limited to matters regarding license qualifications.

The National Broadcasting Company filed a separate opposition to the proposed rule, claiming that it would require NBC to give detailed data on some 3,000 employees.

# Henderson Signed For New NBC Show

NEW YORK, Feb. 23.—Charles A. Henderson was signed this week by National Broadcasting Company to serve as assistant to the producer on the web's upcoming TV documentary series, "Victory at Sea."

Henderson formerly was manager of the Atwater Kent Foundation and headed his own public relations firm in Hollywood.

# CBS-TV Cops NBC's Cannon

NEW YORK, Feb. 23.—Pacting of Cannon Mills by the Columbia Broadcasting System's TV web this week brings to four the number of shows or sponsors the web has swiped from the National Broadcasting Company in recent weeks. Cannon, announced to bankroll "Give and Take" in the Thursday 3:30-4 p.m. slot on CBS-TV after having dropped out of the Kate Smith daytime stanza on NBC-TV.

CBS-TV last week took over the General Foods business on "Claudia" from NBC. Earlier the same sponsor had moved the Bert Parks show's daytime listings over from NBC-TV. And Bristol-Myers had switched over its "Break the Bank" stanza CBS also has captured the "Ranger Joe" billings from the American Broadcasting Company on a n y, noon-12:15 p.m. Sundays, starting March 2, and is regarded as likely to pick up the Carter billings from ABC when Carter leaves the 12:30-1 p.m., alternate week slot Saturdays with "City Hospital," after March 29.

# Offer Gallup Poll TV Show

NEW YORK, Feb. 23.—A new 15-minute weekly TV series featuring Dr. George Gallup, head of the Gallup Poll, is now being offered to bankrollers as a 26-week pre-election feature. Show, packaged by George Foley, is titled "America Speaks." It also will be made available as a radio series.

Format is the same as that used on a similar Gallup series in 1948, with the researcher answering questions tossed at him by a "typical American couple." Male half of the team is set, with Rex Marshall to play the husband. The 1948 series was sponsored by the Merrill Lynch, Pierce, Fenner & Beane brokerage firm on the Columbia Broadcasting System's TV web.

# WATV Gets 85 Western Films

NEWARK, Feb. 23.—Video station WATV here has purchased 85 Western films never before shown on television, featuring such top movie cowboys as Sunset Carson, Gabby Hayes, Smiley Burnette, John Mack Brown, and Wild Bill Elliott. Films edited down to 53 minutes for TV, were produced by Republic Pictures.

Deal gives station exclusive screening rights to flickers in the metropolitan area for the next 18 months. The American Broadcasting Company took an option to buy this package when it picked up Republic's first group of Western features last month, but evidently web didn't choose to exercise it.

# Screen Gems Plucks a Plum

HOLLYWOOD, Feb. 23.—Screen Gems, Columbia Pictures' TV film subsidiary, plucked its first major plum this week by signing to do a 15-hour episodic in DuPont's "Cavaleade of America" series. Screen Gems had previously filmed two episodes (as had Jack Certok Productions here), among others. Contract calling for an additional five shows is the biggest single commercial deal SG has made to date in its increasingly active competitive bidding against TV film producers.

# Mrs. Wile Dies in New York Hospital

NEW YORK, Feb. 23.—Mrs. Rita Halle Wile died this week in New York Hospital following a brief illness. She was the wife of Frederic W. Wile Jr., vice-president and director of TV production at the National Broadcasting Company. Surviving are a son and daughter, besides Wile.

Profitable TV Audience exclusive with

# WGAL-TV

LANCASTER, PENNA.


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

Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco



BL59-62M-ERB1





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 BOSTON

(878,800 Families\*)

... According to Pulse Reports

Table listing radio stations and their wattage: WBZ (50,000), WOPR (5,000), WEEL (5,000), WHDH (50,000), WHEE (3,000), WLAW (50,000), WMEK (5,000), WNAC (5,000), WROL (5,000), WTAO (250 daylight).

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, using a cross-section of homes pre-selected by a modified area sampling method.

WEEL, the CBS owned station, carried the most top-rated evening shows in Boston during November and December, 1951. But its strength was concentrated on the week-ends.

In daylight listening, WEEL was tops Monday to Friday with the CBS line-up headed by Arthur Godfrey. In Saturday and Sunday daylight listening, indie WHDH was strongest.

7 P.M. to Midnight

Table of Top 5 Radio Shows for 7 P.M. to Midnight: 1. BERGEN MCCARTHY (CBS, 8:00-8:30, WEEL, 11.3), 2. HORACE HELOT (CBS, 8:30-9:00, WEEL, 10.3), 3. JACK BENNY (CBS, 7:00-7:30, WEEL, 8.5), 4. AMOS 'N' ANOY (CBS, 7:30-8:00, WEEL, 8.5), 5. MEET CORLISS ARCHER (CBS, 9:00-9:30, WEEL, 7.8).

MONDAY

Table of Top 5 Radio Shows for Monday: 1. LUX RADIO THEATER (CBS, 9:00-10:00, WEEL, 9.8), 2. GODFREY'S TALENT SCOUTS (CBS, 8:30-9:00, WEEL, 8.5), 3. BOB HAWK (CBS, 10:00-10:30, WEEL, 8.0), 4. TELEPHONE HOUR (NBC, 9:00-9:30, WBZ, 7.8), 5. SUSPENSE (CBS, 8:00-8:30, WEEL, 7.5).

TUESDAY

Table of Top 5 Radio Shows for Tuesday: 1. BOB HOPE (NBC, 9:00-9:30, WBZ, 8.5), 2. FIBBER MCGEE & MOLLY (NBC, 9:30-10:00, WBZ, 7.8), 3. LIFE WITH LUIGI (CBS, 9:00-9:30, WEEL, 6.8), 4. ELECTION, BIG TOWN (NBC, 10:00-10:30, WBZ, 6.5), 5. PHILIP MORRIS PLAYHOUSE (NBC, 10:30-11:00, WBZ, 6.5).

WEDNESDAY

Table of Top 5 Radio Shows for Wednesday: 1. YOU BET YOUR LIFE (NBC, 9:00-9:30, WBZ, 8.8), 2. BIG STORY (NBC, 9:30-10:00, WBZ, 8.3), 3. BIG TOWN, B. CRAIG (NBC, 10:00-10:30, WBZ, 7.8), 4. HALLS OF IVY (NBC, 8:00-8:30, WBZ, 7.3), 5. RED SKELTON (CBS, 9:00-9:30, WEEL, 7.0), 6. BIG CROSBY (CBS, 9:30-10:00, WEEL, 7.0).

THURSDAY

Table of Top 5 Radio Shows for Thursday: 1. YOUR HIT PARADE (NBC, 10:00-10:30, WBZ, 7.5), 2. DRAGNET (NBC, 9:00-9:30, WBZ, 7.5), 3. INSPECTOR HEARTHSTONE (CBS, 9:00-9:30, WEEL, 7.3), 4. COUNTERSPY (NBC, 9:30-10:00, WBZ, 7.3), 5. OPERATION UNDERGROUND (CBS, 9:30-10:00, WEEL, 7.0), 6. FBI IN PEACE & WAR (CBS, 8:00-8:30, WEEL, 7.0), 7. MALLMARK PLAYHOUSE (CBS, 8:30-9:00, WEEL, 7.0).

FRIDAY

Table of Top 5 Radio Shows for Friday: 1. NIGHTBEAT (NBC, 10:00-10:30, WBZ, 6.5), 2. DUFFY'S TAVERN (NBC, 9:00-9:30, WBZ, 6.5), 3. GAZIE & HARRIET (ABC, 9:00-9:30, WLAW, 6.5), 4. MR. DISTRICT ATTORNEY (ABC, 9:30-10:00, WLAW, 6.5), 5. THIS IS YOUR FBI (ABC, 8:30-9:00, WLAW, 6.5).

SATURDAY

Table of Top 5 Radio Shows for Saturday: 1. GAMBUSTERS (CBS, 9:00-9:30, WEEL, 6.5), 2. BROADWAY'S MY BEAT (CBS, 9:30-10:00, WEEL, 6.5), 3. WPAALONG CASSIDY (CBS, 8:30-9:00, WEEL, 6.0), 4. JOHNNY DOLLAR, WAXWORKS (CBS, 10:00-11:00, WEEL, 5.8), 5. TRENDY QUESTIONS (MBS, 8:00-8:30, WNAC, 5.5).

6 A.M. to 7 P.M.

MONDAY-FRIDAY

Table of Top 5 Radio Shows for 6 A.M. to 7 P.M. (Mon-Fri): 1. ARTHUR GODFREY (CBS, 10:00-11:30, WEEL, 12.5), 2. ROSEMARY (CBS, 11:45-12:00, WEEL, 11.1), 3. GRAND SLAM (CBS, 11:30-11:45, WEEL, 10.9), 4. MERRY WARREN (CBS, 12:00-12:15, WEEL, 9.7), 5. MARY JENNY (CBS, 12:15-12:30, WEEL, 9.4).

SATURDAY

Table of Top 5 Radio Shows for Saturday: 1. CARNIVAL OF MUSIC (Non-Nel, 10:00-12:00, WHOH, 8.3), 2. FOOTBALL, MISC. (Non-Nel, 1:45-4:30, WHOH, 7.0), 3. NYOTON BALLROOM (Non-Nel, 4:30-6:00, WHOH, 6.0), 4. NEWS, SPORTS (Non-Nel, 6:00-6:15, WHOH, 6.0), 5. BIG CROSBY (Non-Nel, 6:15-6:30, WHOH, 5.8), 6. THEATER OF TODAY (CBS, 12:00-12:30, WEEL, 5.8).

SUNDAY

Table of Top 5 Radio Shows for Sunday: 1. MUSIC IN THE AIR (Non-Nel, 10:00-12:00, WHOH, 6.3), 2. BREW PEARSON (ABC, 6:00-6:15, WLAW, 5.5), 3. MISS BROOKS (CBS, 6:30-7:00, WEEL, 5.3), 4. ROCK CARTER (MBS, 6:30-7:00, WNAC, 5.0), 5. THE BIG SHOW (NBC, 6:30-7:00, WBZ, 4.8).

\*Sales Management 1951 estimate for Boston Metropolitan Area

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...

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

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

NEXT WEEK Videodex and Pulse Studies of CHICAGO

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience RADIO vs. TV

... According to Pulse

also

Top 25 TV Shows NATIONALLY

According to Am. Research Bureau

Share of Total Audience Radio vs. TV BOSTON

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

7 P.M. to Midnight

Table showing Share of Total Audience Radio vs. TV Boston for 7 P.M. to Midnight. Columns: Television % of Total, Radio % of Total, Total Aud. & TV. Rows: SUNDAY (55.0, 45.0, 45.9), MONDAY (50.5, 49.5, 43.0), TUESDAY (53.6, 46.4, 43.1), WEDNESDAY (51.0, 49.0, 46.4), THURSDAY (49.2, 50.8, 44.6), FRIDAY (50.5, 49.5, 45.4), SATURDAY (57.4, 42.6, 43.4).

6 A.M. to 6 P.M.

Table showing Share of Total Audience Radio vs. TV Boston for 6 A.M. to 6 P.M.: MON.-FRI. 15.5, 84.5, 27.6

6 A.M. to Midnight

Table showing Share of Total Audience Radio vs. TV Boston for 6 A.M. to Midnight: ENTIRE WEEK 34.2, 65.8, 32.5

Correction

The "Share of Total Audience" chart on these pages in the February 23 issue of The Billboard applied to Atlanta. It was erroneously headed "Share of Total Audience, Radio vs. TV, in Richmond."

Top 10 TV Shows Each Day of the Week in BOSTON

(848,000 TV Sets; \* Panel Size 350)

... According to Videodex Reports

Table listing TV stations and their ownership: WBZ-TV (Westinghouse Radio Stations, NBC), WNAC-TV (Yankee Network, ABC, CBS, Du Mont).

Videodex reports monthly on each of 20 major television markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed dials in a total of 7,700 TV homes.

National Broadcasting Company and its Boston TV affiliate, WSB-TV, maintained their lead in Boston in January, the following Videodex study shows. But the top show of the week was from the Columbia Broadcasting System, "Godfrey's Talent Scouts."

7 P.M. to Sign-Off

SUNDAY

Table of Top 10 TV Shows for Sunday 7 P.M. to Sign-Off: 1. RED SKELTON (NBC, 10:00-10:30, WBZ, 49.8), 2. GOODYEAR TV PLAYHOUSE (NBC, 9:00-10:00, WBZ, 47.0), 3. COMEDY HOUR (O'CONNOR) (NBC, 8:00-9:00, WBZ, 38.5), 4. THIS IS SHOW BUSINESS (CBS, 7:30-8:00, WNAC, 33.7), 5. TOAST OF THE TOWN (CBS, 8:00-9:00, WNAC, 32.5), 6. RANGE RIDER (Non-Nel, 7:00-7:30, WBZ, 28.1), 7. YOUNG MR. BOBBAM (NBC, 7:30-8:00, WBZ, 20.6), 8. GENE AUTRY (CBS, 7:00-7:30, WNAC, 18.5), 9. FRED WARING SHOW (CBS, 9:00-10:00, WNAC, 17.6), 10. THE LITTLE THEATER (Non-Nel, 10:30-11:00, WBZ, 15.0).

MONDAY

Table of Top 10 TV Shows for Monday 7 P.M. to Sign-Off: 1. TALENT SCOUTS (CBS, 8:30-9:00, WNAC, 56.7), 2. I LOVE LUCY (CBS, 9:00-9:30, WNAC, 53.0), 3. LUX VIDEO THEATER (CBS, 8:00-8:30, WNAC, 34.3), 4. ROBERT MONTGOMERY (NBC, 9:30-10:30, WBZ, 32.1), 5. CAMEL NEWS CARAVAN (NBC, 7:45-8:00, WBZ, 30.1), 6. WHAT'S MY NAME? (NBC, 8:00-8:30, WBZ, 28.1), 7. PERRY COMO (CBS, 7:45-8:00, WNAC, 17.1), 8. IT'S NEWS TO ME (CBS, 9:30-10:00, WNAC, 15.7), 9. THOSE TWO (NBC, 7:30-7:45, WBZ, 15.6), 10. STUDIO ONE (CBS, 10:00-11:00, WNAC, 14.6).

TUESDAY

Table of Top 10 TV Shows for Tuesday 7 P.M. to Sign-Off: 1. TEXACO STAR THEATER (NBC, 8:00-9:00, WBZ, 48.8), 2. FIRESIDE THEATER (NBC, 9:00-9:30, WBZ, 43.3), 3. CAMEL NEWS CARAVAN (NBC, 7:45-8:00, WBZ, 35.0), 4. CIRCLE THEATER (NBC, 9:30-10:00, WBZ, 31.6), 5. SUSPENSE (CBS, 9:30-10:00, WNAC, 24.7), 6. BURNS AND ALLEN (KINE) (CBS, 10:30-11:00, WNAC, 22.6), 7. ORIGINAL AMATEUR HOUR (NBC, 10:00-10:45, WBZ, 22.3), 8. DANGER (CBS, 10:00-10:30, WNAC, 20.2), 9. CRIME SYNOCATED (CBS, 9:00-9:30, WNAC, 19.2), 10. OINAH SHORE (NBC, 7:30-7:45, WBZ, 18.4).

WEDNESDAY

Table of Top 10 TV Shows for Wednesday 7 P.M. to Sign-Off: 1. KRAFT TV THEATER (NBC, 9:00-10:00, WBZ, 42.4), 2. GODFREY AND FRIENDS (CBS, 8:00-9:00, WNAC, 32.5), 3. KATE SMITH (NBC, 8:00-9:00, WBZ, 28.7), 4. BREAK THE BANK (NBC, 10:00-10:30, WBZ, 28.1), 5. CAMEL NEWS CARAVAN (NBC, 7:45-8:00, WBZ, 24.2), 6. PABST BLUE RIBBON BOUTS (CBS, 10:00-10:45, WNAC, 24.2), 7. SPORTS SPOT (CBS, 10:45-11:00, WNAC, 18.4), 8. THE WEB (CBS, 9:30-10:00, WNAC, 18.1), 9. STRIKE IT RICH (CBS, 9:00-9:30, WNAC, 16.7), 10. BIG STORY (KINE) (NBC, 10:30-11:00, WBZ, 15.7).

THURSDAY

Table of Top 10 TV Shows for Thursday 7 P.M. to Sign-Off: 1. YOU BET YOUR LIFE (NBC, 8:00-8:30, WBZ, 55.7), 2. CAMEL NEWS CARAVAN (NBC, 7:45-8:00, WBZ, 39.9), 3. DRAGNET (NBC, 9:00-9:30, WBZ, 38.5), 4. RACKET SQUAD (CBS, 10:00-10:30, WNAC, 32.3), 5. BIG TOWN (CBS, 9:30-10:00, WNAC, 30.9), 6. BROADWAY TO HOLLYWOOD (Oum, 8:30-9:00, WBZ, 30.2), 7. CRIME PHOTOGRAPHER (CBS, 10:30-11:00, WNAC, 30.2), 8. OINAH SHORE (NBC, 7:30-7:45, WBZ, 27.5), 9. FORD FESTIVAL (NBC, 9:30-10:00, WBZ, 27.5), 10. STOP THE MUSIC (ABC, 8:00-9:00, WNAC, 23.1).

FRIDAY

Table of Top 10 TV Shows for Friday 7 P.M. to Sign-Off: 1. PLAYHOUSE OF STARS (CBS, 9:00-10:00, WNAC, 49.3), 2. MAN AGAINST CRIME (CBS, 8:30-9:00, WNAC, 46.1), 3. MAMA (CBS, 8:00-8:30, WNAC, 45.4), 4. BOXING (NBC, 10:00-10:45, WBZ, 37.8), 5. CAVALCADE OF STARS (Oum, 10:00-11:00, WNAC, 27.1), 6. GREATEST FIGHTS (NBC, 10:45-11:00, WBZ, 25.6), 7. CAMEL NEWS CARAVAN (NBC, 7:45-8:00, WBZ, 24.7), 8. RCA SHOW (NBC, 8:00-8:30, WBZ, 15.6), 9. WE THE PEOPLE (NBC, 8:30-9:00, WBZ, 14.4), 10. PERRY COMO (CBS, 7:45-8:00, WNAC, 12.3), 11. DOWN YOU GO (Oum, 9:00-9:30, WBZ, 12.3).

SATURDAY

Table of Top 10 TV Shows for Saturday 7 P.M. to Sign-Off: 1. YOUR SHOW OF SHOWS (NBC, 9:00-10:00, WBZ, 52.6), 2. YOUR HIT PARADE (NBC, 10:30-11:00, WBZ, 36.1), 3. ALL STAR REVUE (NBC, 8:00-9:00, WBZ, 35.5), 4. ONE MAN'S FAMILY (NBC, 7:30-8:00, WBZ, 29.4), 5. KEN MURRAY (CBS, 8:00-9:00, WNAC, 27.1), 6. STU ERWIN (FILM) (ABC, 7:00-7:30, WNAC, 25.7), 7. BOSTON BLACKIE (FILM) (Non-Nel, 7:30-8:00, WNAC, 21.2), 8. PUBLIC PROSECUTOR (FILM) (Non-Nel, 11:00-11:30, WBZ, 16.4), 9. WRESTLING FROM CHICAGO (Oum, 11:00-12:00, WNAC, 13.8), 10. SONGS-FOR SALE (CBS, 10:00-11:00, WNAC, 13.3).

\*NBC estimate for January, 1952





**Son of the Eagle**

TELEVISION — Reviewed Wednesday (13), 5 to 6 p.m. EST. Sustaining via WABD, New York. Created by James L. Caddigan. Film editor, Pete Sarkies. Director, Al Johnston. Writer, Barbara Boothe. Announcer, Gordon Holiday. Cast, Hummingbird.

Du Mont program chief Jim Caddigan has a good idea in this stanza, which daily presents a Western feature film with live introduction and interpolation by an Indian youth named Hummingbird, who spouts to a few moppets in the studio and to those watching at home. Show has a few rough spots which need work, but thesis itself is sound, and the trimmings that go with it should sell the kid viewers.

Apart from the standard bang-bang old six, which carry plenty of action along routine lines, Hummingbird intros and provides bridges via commentary of the "Red Record," a huge book of Indian cryptographs. These, presumably, tell the story which the film enacts. There's also a break at the half way mark, where redskin lad tells a true story, supposedly reading it from a barkskin scroll pulled taut on a large wooden frame. Drawings are projected onto this scroll during the telling.

All these production items are imaginative and, for the most part well done. Major weaknesses are the boy's delivery, which tends to be a bit on the monotonous side, and some of the lines he is called upon to render. The first may improve as the youth gains experience. The script, however, are a hodge-podge of hokey pseudo-Indian dialect (sometimes almost unintelligible) and some pretty awful lines.

Perhaps in honor of Lincoln's birthday, Hummingbird was called upon to say, at one point when talking about an aviator, that "he fool all some of people all time," but he not fool all of people all time." His moral: "Crime not pay!" His wind-up, telling the kids to tune in tomorrow: "Until then, when sun in same place in sky, Hummingbird say good-night." Kids these days seem a little too precocious for this kind of thing. A change of pace also would seem to be called for, instead of the midway true story, this might come via demonstrations of Indian ceremonials, or maybe even some Indian history. Sam Chase.

**Life Is Worth Living**

TELEVISION — Reviewed Tuesday (12), 8-8:30 p.m. EST. Sustaining via Du Mont Television Network. Producer, the Rev. Edwin B. Broderick, director of radio-television communications, Archdiocese of New York. Director, Frank Bunetta. Cast: Bishop Fulton J. Sheen.

There's not much that can be done in the Tuesday, 8-9 p.m. slot with the rough competition presented by Milton Berle. So Du Mont has turned to the other cheek. With a discussion show filling the second half of the period, the network has now given the first half over to Bishop Fulton J. Sheen. The few good souls who would care to attend a talk on ethics and theology would probably not otherwise turn on television at all at this time.

Bishop Sheen is, of course, a poised and fluent speaker. In appearance he is quite striking. He announced at the outset that the purpose of the series was "to make us love God and our neighbor," and that he would use no script.

The expressed aim of his talk was to define the purpose of life. It was largely non-sectarian. He used only reasonable arguments, making no reference to any authority, doctrine, or article of faith.

In the last 10 minutes, three studio guests were brought in. Each asked a rather fundamental theological question, and the bishop offered his answers. Except for Bishop Sheen's occasional display of wit, the program made almost no concession to entertainment values, probably rightly so. For virtually the entire half hour, the screen showed nothing but a medium shot of the bishop standing in a library-study, talking straight to the camera. The view of the show's serious intent, a limited budget, and the small potential audience, and the plainness of its format is probably justifiable. Gene Plotnik.

**Poole's Paradise**

RADIO — Reviewed via transcription. Participating sponsorship via Mutual Broadcasting System. Monday thru Friday, 3-4 p.m. EST. Producer-director, Larry Dorn. Script, Bob Poole. Cast, Bob Poole and guests.

Top impressions derived from listening to a week's platters of the hour-long disk-interview-chatter show conducted by Bob Poole were that this is the kind of music that can withstand withstand video competition in monochrome, color or three-dimensions. The basic ingredients are phonograph records and comedy. Poole has developed a show of substance by his honey style, down-to-earth humor and good taste. That his formula is right has been proved by the winning of top-three positions he has garnered in consumer and trade magazines for several years.

The show avoids the trade, music business character of so many of the platter shows on the air. Instead, Poole programs disks current and standard, which would satisfy the tastes of mid-afternoon listeners in several hundred towns across the country. Rarely is the label identified and, in many cases, the artist and song title definitions are also eliminated. The net result is a healthy mixture of all types of music surrounded by sound effects, voice cuts and such other gimmicks as would give the listeners a chuckle. The show includes some fine station relations work for the net via plugs for the affiliates and, in one case, an on-the-air phone call to the program director of one of the stations which had a Bob Poole contest.

Guests interviewed on the show caught ranged from thrush Betty Clooney to chain-store owner J. C. Penney. Poole's ribbing of his guests via weird sound effects and gimmicked records rarely goes over the heads of the average listener. Yet the laughs come regularly and often. Typical bits used during the week were a hoked-up news broadcast called "Review of the News That's Weak" and a two-minute satire of soap operas called "The Dill Family, Featuring Ma Gherkins, the Pickle Packing Mamma." Disks ranged from current hits to Dorsey and Kosciuszko standards. Each voice closed with a hymn and a piece of poetry in the vein of Edgar Guest. Timing and pacing were tops, and the general result was one of the better hours of radio listening well suited to the family audience. Joe Martin.

**CAPSULE COMMENT**

Poole's Paradise (Radio), Mutual via transcription, Monday-thru-Friday, 3-4 p.m. EST.

A most welcome relief from the trade-wise type of deejay shows, the Bob Poole opus gets to the grass roots of America via varied and tasteful disk programming, down-to-earth humor and folksy-flavored chatter. This is the type of radio fare which can withstand TV competition. (See full review this issue.)

The Author Meets the Critics (TV), Du Mont, Thursday (21), 10-10:30 p.m. EST.

Fortcoming elections may yet prove too hot to handle on TV if Sen. Robert Taft's appearance on this show was any indication of what we can expect in the way of explosive debate on future political airers. Show was supposedly set up as a cozy discussion of the Republican presidential candidate's new book, but "critics" Tex McCrary and columnist George Sokolsky turned it into a minor riot. Moderator Faye Emerson deserved plenty of credit for trying to preserve order, but she was fighting a lost battle. (See full review this issue.)

**Allocation Target**

Continued from page 4

TV will be a related issue in the hearing.

**ABC-UPT Merger**

5. Proposed merger of American Broadcasting Company and United Paramount Theaters (hearing before examiner Leo Resnick has been under way several weeks).

6. Investigation to determine whether monopoly exists in handling of electronic patents.

7. Investigation of functional music (scores of FM licensees are on temporary renewals pending outcome of this inquiry).

8. Drafting of rules governing the number of TV stations (VHF and UHF) under single owner.

9. Final decision on whether there will be break-up of clear channels.

10. Legal battle still pending in New York City Federal District Court on FCC's anti-giveaways decision.

11. Handling of onrush for TV stations once the freeze is off.

**Color TV**

In addition, the FCC has not heard the last of the color TV battle despite its issuance of standards along lines of Columbia Broadcasting System's color. Expectations are that the Radio Corporation of America and others will be knocking at FCC's door with proposed new standards. The Commission is also involved in pushing legislation to take broadcasters off the hook for libel responsibility in political broadcasts. Other pending issues on Capitol Hill directly involving the FCC include: the Benton Bill to create a national citizens advisory board on radio-TV; the McFarland Bill shaking up the FCC and the President's Appropriation Bill seeking to increase FCC's budget by more than \$1,000,000. Chief among issues finally settled under Coy's regime were the G. A. Richards case and the broadcast editorializing decision which stemmed from the Mayflower case.

the Cordmen, Neal Burris, and the Polk County Boys. Regulars were the Candy Mountain Girls, a singing trio currently on tour with Gene Autry, and Uncle Tom Corwin plus a group of square dancers who opened and closed the show.

While the sequels into the live commercial spots were designed for a commercial sponsor and, if used for that purpose, are well done, they came as an abrupt break in this show because the spots were used to pitch bonds and the Armed Forces, rather than a "bargain product." Only other disturbing factor in the show was the spotty calibre of print used.

Over-all, the effect of a real country dance was maintained from start to finish. The King-United can continue the pace of this seg in its future airings, it would appear that Chicagoans will have a new rural favorite to go along with its long-time AM "National Barn Dance" click. Norman Weiser.

**Schlitz Playhouse of Stars**

TELEVISION — Reviewed Friday (15), 9-10 p.m. EST. Sponsored by Schlitz Brewing Company, via Columbia Broadcasting System-TV, thru Young and Rubicam. Producer-director, Bill Brown. Story adapted from Ernest Hemingway yarn: "Fifty Grand," by Arnold Kenny. Cast: Dane Clark, Anthony Ross, Nancy Devlin, Harry Bellaver, Pat O'Malley, Bill Gray, Joe Eastman, Lou Effrat, Milton Richman, Frank Eck, Murray Rose, Ray Miller and others.

Maybe twenty years ago, Ernest Hemingway's corny fable about a fading champ prize-fighter carried some emotional weight. This viewer remembers vaguely reading it at the time. It didn't have much bite then—and it has less now. But someone has taken it and is pushing it on current television, it has a sufficiently workmanlike plot.

So Arnold Kenny has adapted "Fifty Grand" to fit an hour's program for the Schlitz Playhouse seg, and we got the familiar backstage boxing set-up, wherein the old champ has lost what it takes, but must continue to take it in order to meet domestic commitments. This time a young daughter is involved, which makes Hemingway's concept slightly different from the average fisticuff soap opera.

Actually, considerable realism was added production-wise. Screenwriters, Lou Effrat, Milton Richman, Frank Eck and Murray Rose were written into the script, and the fight sequence in the Garden ring was presided over by referee Ray Miller. However, Dane Clark, as the champion, physically looked as tho he could readily swap his gloves for a badminton bat, and the Garden bout which a viewer would assume was the program's high point of excitement was hardly one to set the customers to throwing pop bottles.

Anyway, the champ took it on the chin, according to Hemingway, and thereby reinstated himself with both wife and young daughter. Dane Clark's daughter, incidentally, was young Nancy Devlin who acquitted herself admirably—an ingenue new to this viewer who should go on to better assignments. There were also sound performances from Anthony Ross as a venal fight manager and Harry Bellaver as an arrogant sparring partner. Support also was contributed by John Mariot, Pat O'Malley and Joe Eastman.

Insofar as such a yarn can have much more than melo impact, Bill Brown's direction holds it to pace. The Schlitz commercials could stand a lot of imaginative improvement photographically. In sum, it was long and somewhat tedious full-hour seg. But at least young Miss Devlin packs potential charm for better times. Bob Francis.

**Frankly Speaking**

RADIO — Reviewed Friday (8), 6:15-6:30 p.m. EST. Sponsored by Tele King Distributors, Inc., and Vic Hender, Philadelphia, via WIP, Philadelphia. Producer-commentator, Frank Brookhouser.

It's in the nature of a "scoop" on the part of sponsor and station in snaring Frank Brookhouser for this thrice weekly air commentary. Since 1947, Brookhouser has been dishing out the town's major gossip thru his daily "It's Happening Here" chatter column in the Philadelphia Enquirer. And the punchy patter he dishes out on his airer, "Frankly Speaking," is just that. Instead of the pithy patter, theatrical chatter and heart-throb yarns which characterize his daily newspaper pillars, Brookhouser gives greater and more serious consideration to things and events for his air stint. He comments on national as well as local events. He injects plenty of frank talk in an editorial and for the sock wind-up, spotlights the worst as well as the best on the week's theatrical scene.

Each item, each story and each editorial gets a verbal headline. And making for a favorable production effort as well as providing good voice contrasts, the headlines are read by announcer Bob Menaffe, who also handles the two evenly-spaced commercials for the sponsors.

Worn gear geared entirely to the Tele King video sets, the first take-off was for the virtues of the set itself, while the second pitch went to Vic Hender, local Tele King retailer, who co-sponsored the show. Maurie H. Ordelin.

**ABA Condemns Congress TV**

CHICAGO, Feb. 23.—The board of governors of the American Bar Association, meeting at the Edge-water Beach Hotel here this week, condemned the televising or broadcasting of all hearings conducted by congressional committees and included all judicial proceedings.

A committee, headed by John W. Davis, New York, which studied TV and radio coverage of this type, will submit its report to the ABA house of delegates, who will hold their annual mid-winter meet next week. The board has urged the delegates, at their session, to adopt the report.

Report was instigated by the widely publicized Kefauver hearings. The Davis committee, in its report, stated the question of televising or broadcasting sessions of congressional or legislative bodies was the concern of those bodies, but on legislative investigations the committee was concerned with the matter of private rights.

While agreeing that TV and/or radio could be "the greatest single educational arm available to Congress," the report said: "Your committee is not prepared to say televising or broadcasting of an unswearing witness is such an infringement of his right to privacy as to be unlawful, yet even where the consent of the witness is invoked there would seem to be an element of unfairness."

**FCC Busiest Year**

Continued from page 4

resignation has been aired for some two years, the Commission had expected him to wait until the freeze thawed. Also FCCers expected him, as one of their best envoys to Capitol Hill, to stay at the helm of a drive to strengthen FCC's budget, which is lower than last year's despite a heavier workload. The Commission is facing a slowdown unparalleled in its history unless it gets the additional \$200,000 requested for the broadcast division. The broadcast request is less than one sixth of the entire budget hike sought by President Truman for FCC.

Added to problems plaguing FCC is the avalanche of hearings that the depleted Commission must face when the freeze is lifted. Moreover, Commissioner Rosel H. Hyde's term expires June 30. Since he is a Republican, and Commission rules limit to three the number from each party, there is no certainty that President Truman will re-appoint. Present FCC make-up, not counting Coy, comprises three Republicans, Hyde, Robert F. Jones and George E. Sterling, leaving two Democrats, Walker and Frida B. Henock, and one Independent, Edwin M. Webster.

Need by FCC for experienced help steps up chances, however, for Hyde's re-appointment since he is an FCC career man.

**Bartley and Miller**

Continued from page 4

names mentioned for the FCC vacancy. Former U. S. Senator Frank Graham is mentioned in some quarters, but traders aren't taking that one seriously.

Also mentioned is Hustin Miller, doubling as NARTB board chairman and director of the Salary Stabilization Board. A factor in the vacancy is the upcoming June 30 expiration of Commissioner Rosel Hyde's term. Hyde is a Republican. Present law permits up to four members on the Commission. Coy's departure has left only two Democrats (Commissioners Frieda Henock and Walker) and three Republicans (Commissioners Robert Jones, Robert Sterling and Hyde), and one independent, Edward Webster. Term of Coy's commission-ership runs to June 30, 1958. Thus, Mr. Truman has two attractive commission posts to dispose of, altho Hyde would be figured as a likely possibility for renomination on the strength of his valuable experience and the FCC's shortage of talent.

Another key factor is the presidential election. Republicans in the Senate would be likely to hold off confirmation of a Democratic choice unsuitable to the Re-Te. The idea would be that their own publicans could make their own choice next year. If the White House changes hands.



# NIGHT CLUBS-VAUDE

## Morton Circus Signs AGVA "Code of Fair Practice"

### Union Unhappy About Riders; Hamid Refrains

Continued from page 1

premiums; provide that insurance premiums may be paid by Morton, the auspices or a combination of both, and that Leo Grund and Dave Solti are acknowledged to be the franchised agents handling all circus talent.

Grouping the performers into an exact category is believed to be the principal stumbling block contained in the riders. Irving said that, at the last national convention, the membership went on record as wanting to be classified as "employees." The Code refrains from referring to performers as either "employees" or "independent contractors," and the union refuses to commit itself on a question that would have to be decided legally in each state.

#### Hamid Excluded

Notably excluded in every possible way from the signing of the pact is George A. Hamid, head of his own Gotham talent agency, and a partner with Morton in the National Producing Company, operators of the Hamid-Morton Circus. Union execs were shown, and accepted the fact, that the circus contract with the Kansas City Police Benevolent Association was awarded to Morton and Bary as individuals. Morton is also reported to personally hold the contracts at a number of other dates on the Hamid-Morton itinerary. The contract covers circus dates at Kansas City, Wichita, Buffalo, Montreal, Toronto and Atlanta.

Forces prompting the signing included the backing of AGVA in Kansas City by the Central Labor Committee, a potent force. Credited with even more importance in the capitulation of circus execs is the reported use of a recording of a conversation between Don Roberts, who signed the pact for the union, and Bary, made with-

### STEEL PIER NOT "UNFAIR"

NEW YORK, Feb. 23.—The Steel Pier, Atlantic City, is not and never has been on the unfair list of the American Guild of Variety Artists, union's administrative exec, Jack Irving said here yesterday. The reported blacklisting, published several times in recent months, had not previously been denied.

George A. Hamid, president of the Steel Pier, helped to circulate the report, having been informed, Hamid said, of the blacklisting by union officials.

out the latter's knowledge.

While union officials offered a crisp "no comment" when queried on the existence of a recording, others including Morton and Ernie Young, Chicago booker, accused last week of attempting to sabotage the Morton contract with the Kansas City Police with the aid of Roberts, admitted the existence of a record. (See other story.)

#### Matter of Interpretation

In commenting on the contract, Morton said that the union was insisting on a closed shop, but execs here denied that, saying that only a union shop was called for. The difference is that, under the union shop designation, the circus may hire non-union acts but these performers must join AGVA to work. In a closed shop, the acts would have to belong to the union before they could be hired.

Morton said that the Bob Morton Circus Company was a title used prior to his affiliation with Hamid that had been kept current thru occasional use.

The contract includes participation in AGVA's blanket insurance plan. At Kansas City, the Morton Circus will pay \$3.50 per week for each person. Circus insurance payments will run an estimated minimum of \$450 per week.

The National Producing Company continues on the unfair listing, union officials said.

### Ernie Young Denies Trying To Sabotage

CHICAGO, Feb. 23.—Ernie Young, local booker, this week denied that he had conspired to undermine a circus contract existing between Kansas City Police Benevolent Association and Robert H. Morton and Howard Y. Bary while negotiations were continuing between the circus operators and the American Guild of Variety Artists. The charge was made by George A. Hamid, a partner with Morton in the National Producing Company, operators of the Hamid-Morton Circus, which fulfills the Kansas City pact, and published in these columns last week.

Young said he went to Kansas City in response to a phone call from Frank Tracy, a booking agent there, who informed him that the Central Labor Commit-

(Continued on page 48)

### Stem Off, The Palace and Para Biz Picks Up

NEW YORK, Feb. 23.—Gross takes for the week at the Stem fish houses fell off somewhat this week, too the Palace and Paramount did somewhat better business. Music Hall and Roxy theaters lost some business with their extended run bookings.

Radio City Music Hall (6,200 seats) average \$349,000, did \$120,000 for the fifth week of "Greatest Show on Earth" plus its stage show. Previous weeks grosses were \$142,000; \$135,000, and \$145,000, with \$148,000 for the opening frame.

Roxy (6,000 seats; average \$78,000) dropped to \$55,000 for the third and final frame of "Phone Call From a Stranger," plus George Tapp and Johnny Johnston. The new show has Dorothy Lamour, Florence Desmond, the Szonyis and "Five Fingers."

Paramount (3,654 seats; average \$81,000) hit \$58,000 for the first week of a show including Phil Foster, the Four Aces, Polly Bergen, Gene Krupa's orchestra and "Girl in Every Port."

Palace (1,700 seats; average \$36,000) did a hefty \$43,000 for 10 shows in Judy Garland's final full week. Previous stanzas of nine shows came in with \$39,500.

## Blue Laws Curb Acts, Close Clubs, Create Unemployment

Continued from page 1

driven clubs out of business, charging they contributed to juvenile delinquency. The fact that strict liquor laws bar teen-agers from cafes seemed to have no bearing on the ukase.

#### Arguable Point

In most cases new laws against the use of certain performers or certain material, observers say, were started by church groups. The question of what is blue material is an arguable one. There's little doubt that established box-office names can and do use material that the public will not accept from youngsters. The most serious effect on such youngsters is that they may be tagged as "dirty" performers, thereby killing their chances of television shots.

So far this drive against what various local authorities call

"lewd, obscene or questionable" material is comparatively widespread. The tendency, however, is to intensify supervision. New England, with Boston as the spearhead, has tugged its customary blue laws to a dark shade of indigo. The action there was a direct result of church group charges that the entertainment was immoral. Boston now has about four cops in every club that's open. There's a bill pending in the Massachusetts Senate which, if passed, will ban

### Chicago

Jay Setler, comic, who works on barrel-stave skis, has joined the "Skating Olympia" at the Conrad Hilton Hotel. The Blackhawk goes into rehearsal on a new musical revue to replace "Laugh It Off" next week. New show opens in mid-April. Denise Darcel into the Chicago Theater March 7 as bill topper.

Evelyn Knight, after closing the Empire Room Wednesday (6), planned to the West Coast for a few weeks before going to New York.

Blackhawk Owner Don Roth has been granted a jury trial scheduled for March 20 on the horse meat charge which shuttered the location for several days recently. Roth will drop the "Laugh It Off" musical revue March 6 and open with acts on March 7 for about three weeks when the new revue, "Six on a Honeymoon," bows.

Steve Harris reopened his Club Hollywood, which was destroyed by fire last year, last Wednesday (20). Initial show offers a full line. Bill Falbo, Sue Scott, Lorraine Bridges, Lowrey and Russell and Bill Nye's band. William Morris will book the location exclusively.

Paul Gilbert now being handled thru Music Corporation of America. George and Evelyn Kestlik, who operate "Cactus Inn," open a second bistro next week, the Sagebrush Inn. Latter will use semi-name acts and a band.

Joey Bishop gets a two-week renewal at the Tic-Toc, Milwaukee, carrying him thru March 8. Billy De Wolfe working the Empire Room with his back in a tape cast after suffering an injury on the floor last week.

### Miami Beach, Fla.

Don Tannen, following a local date here, is working at the British Colonial Hotel in Nassau. Rajah Rabold is dickering for a TV show in New York. Song impressionist Billy Banks is working at the Sea Gull Hotel.

The Beachcombers Quartet, vocalists and instrumen-

### Soph Booked Solid to '53

MIAMI BEACH, Feb. 23.—Sophie Tucker, who opened a two-week stand at Copa City here Thursday (21), is booked solid thru 1952 and into 1953. After her Miami stint, she will play the Tic-Toc Club, Milwaukee, and the Latin Casino, Philadelphia. Then she will sail April 8 for engagements at the London Palladium and a tour of foreign cities, ending with three appearances in Israel as guest of that State.

She returns to New York around Labor Day and later plays the Chez Paree, Chicago, and El Rancho Vegas, Las Vegas.

## Extra Added

talists, are packed for the season at the Allison, Miami Beach's newest hotel. Alan Gale is planning to remain at his local Celebrity Club all year, giving up his New York spot. Jeannette Wilby, striptease dancer known professionally as "Dark Venus," is being deported to Canada on charges she entered the U. S. illegally. Immigrant officers picked her up when she recently returned to Miami after a Havana date.

Jane Powell is in a return appearance at Copa City. National Casino in Havana re-opened February 14, with dance director Carlyle producing the shows. No deals set yet with big-name talent, premiere bills along revue lines.

## Cost-of-Living Boost Set by Detroit AGVA

DETROIT, Feb. 23.—Despite prevailing conditions which have sharply curtailed employment of talent in neighborhood spots here, the American Guild of Variety Artists is placing a cost-of-living increase in effect, averaging around 15 per cent. Under the basic weekly scale, Class A spots will have a \$100 rate and Class B \$85, both less 10 per cent agency commission. Chorus rates are \$60 net in Class A and \$55 net in Class B spots, with a six-day week (seven days is basic for principals). Members of the chorus doing specialties will receive an extra \$10.

The night club per diem rate (for spots having shows less than a full week) is \$20 net for principals and \$12.50 net for chorus, with a limitation to two shows a night. Transportation costs will be added on all dates beyond the city limits — defined as the 12-mile circle. Unique feature is the requirement of bridge or tunnel fees, applying to dates in Windsor, Ont. Fee for car and driver is 50 cents each way, making a sizable dent in the net income.

On club dates, the new rates provide for \$25 net, plus transportation outside the city, and restrict the act to one show.

Billy Grubbs, AGVA national representative, pointed out that regulations now enforced by the Michigan Liquor Control Commission require that all acts working where liquor is sold must have a contract from a state-licensed agency, tying in with both State employment and local police regulations.

## LQ and AGVA Declare Truce

NEW YORK, Feb. 23.—With the entire cast of Lou Walters' Latin Quarter set to be pulled out by the American Guild of Variety Artists, the club and AGVA's New York branch reached a temporary settlement yesterday on the hassle over insurance premiums which the union has been claiming from Walters.

According to AGVA's local topper Jimmy Lyons, the branch office received a check from the Latin Quarter "as an indication of the club's future compliance with all provisions of the minimum basic agreement." Lyons cut a tour of Canada and upstate New York to be ready for the last-minute negotiations, but Latin Quarter's Ed Risman had settled the beef with local AGVA rep Dick Reesman.

Risman handed AGVA a list of all acts which have worked at the spot since September 1, when the spot's new pact with the union was signed. Lyons claims that the check received from the Latin Quarter is only an advance against what is due the union. The total bill which union will claim is due will be computed from the list of acts.

Night Club-Vaude Reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Focus and Burlesque Notes, appear on page 45. Radio-Television Reviews on pages 10, 11 and 12.

## Kenton Mulls One-Nighter Key-Date Deal

HOLLYWOOD, Feb. 23.—Stan Kenton, completing the first leg of his 1952 one-nighter tour cross-country this week, may promote a number of key date one-nighters, following the success of a Kenton-Gene Howard date played Sunday (17) at the Civic Auditorium, San Francisco, when the Kenton crew drew 2,340 people at \$1.50 net. While the San Francisco date not only played to more people than any of the other first-week privately promoted dates, it also accrued a bigger gain, for Kenton was in on the private dates at \$1,000 and up guarantees against a 60 per cent privilege. His other grosses included: Civic Auditorium, Hanford, Calif., 1,370 people, February 15; Dream Bowl, Vallejo, 1,840, 16; Sweet's Ballroom, Oakland, 1,550, 18; Rainbow Ballroom, Fresno, 1,640, 19; and Trianon Ballroom, Stockton, 1,180, 20. All dates were \$1.50 per net.

In advance of the San Francisco date, Howard, ex-vocalist with Kenton, did 14 guest appearances on d.j. shows and one TV appearance, where he did his first public vocalizing since he left the man five years ago. Success of the San Francisco date also has Kenton thinking more seriously of taking his band, plus a good variety show, into vaude houses this summer, promoting the week stands himself.

## Paul Weston to Scout Europe For Columbia

HOLLYWOOD, Feb. 23.—Paul Weston, Columbia Records musical director here, will leave for Europe soon for a brief visit. He will investigate the European market, scout material and may cut some disks. Columbia has granted Weston a leave of absence, and it is expected the trip will last about one month, beginning in April, or toward the end of March. Weston's CBS radio show will use guests during his absence.

## BENJAMIN-WEISS DATE

### Pitt Copa Builds Weeks Around Team, Songs

NEW YORK, Feb. 23.—The songwriting team of Benny Benjamin and Georgie Weiss this week was signed for a one-week personal appearance at the Copa Night Club, Pittsburgh. Club operator, Lenny Litman, figures to cash in on the team's latest hit tune, "The Wheel of Fortune," in two ways. He already has booked thrush Sunny Gale, who recorded their original version of the tune for the Derby label. She opens at the club March 10. Benjamin and Weiss open March 24. The deal with the tunesmiths and their personal manager, Pubber Tommy Valando, is one of the most unusual booking pacts signed.

The paper calls for the Copa to use nothing but Benjamin and Weiss tunes for the entire week. The line of girls, dance orchestra and surrounding acts are all restricted to using Benjamin and Weiss ditties. In addition, Valando, who also has the team under a writer's contract, insisted that Litman supply them with an extra room and piano, so they can continue to compose new tunes when not working on the floor.

Litman decided to book the writers after accidentally catching them during a celebrity guest night at Leon & Eddie's here last week. The two do not have an "act" nor hold cards in either the American Federation of Musicians or American Guild of Variety Artists. They will join the unions in order to take the one-week booking. Reported price for the team's date is \$1,000.

According to Valando and Litman, the songwriters will work at the Copa much in the way they now demonstrate their tunes to diskery a.d.r. men. Nothing spe-

## JONES SPIKES REPORT THAT HE'LL JUNK ORK

HOLLYWOOD, Feb. 23.—Spike Jones will continue full-time to head his City Slickers' organization and will supplement the music depreciation outfit with his newly organized Country Cousins group. The Billboard erroneously reported that Jones would junk his Slickers' group in favor of the rustic group. In addition to cutting eight sides for Victor with the outfit group, Jones also cut humorous sides with the Slickers during the past three weeks. Jones currently has a two sizer, "Deep Purple" and "It Never Rains in Sunny California," by the Slickers on Victor and his first country sides will be released within the next six weeks.

Jones and his Slickers entrain late in February to start their first three-month tour of the U. S. March 1 at Des Moines. They will work the Midwest east to Ohio, thru the Canadian provinces and down the Northwest Coast to California.

## Freddy Martin Set for L. A. Ambassador

NEW YORK, Feb. 23.—Freddy Martin will return to his once familiar stand at the Coconut Grove of the Hotel Ambassador in Los Angeles July 8 for the first time in two years. The orchestra, who had held down the podium in the plush hotel room for almost a decade, left the Ambassador when the latter decided to de-emphasize the ork in favor of a floor show policy.

Martin, who currently is working in the Grill of the Hotel Roosevelt here as a three-month replacement for the touring Guy Lombardo, will take his crew back to the Coast spot for a 16-week stay.

## ISR Signs J. C. Thomas

HOLLYWOOD, Feb. 23.—International Sacred Records here came up with its most important acquisition to date when they inked John Charles Thomas to a five-year pact.

Thomas, who cut his last wax four years ago for Victor, brings to the diskery a ready-made catalog, for he has secured clearance from the AFM, whereby he can utilize any of the 260 hymns he has already cut as part of his "Most Beloved Hymns of All Times" e.t. series as commercial disks for ISR. Charles' contract calls for a minimum release of 24 sides per year. Everett L. Anderson, proxy of ISR, who worked out the deal with Clarence Olmstead, of Air Products, Inc., with which Thomas is associated, said that the operatic baritone will do only hymns and sacred material. He did only six such sides for Victor.

In addition to Thomas, ISR inked the King's Men, the prominent radio group heard on many web ahrs. For the first release, March 15, Thomas will cut a "Hymns My Mother Taught Me" album, while the King's Men will do two albums.

# \$870,000 in Last Half of '51 To Music Performance Fund

### Compares With \$733,000 in 1950 From Record Mfrs. and E.T. Firms

• Continued from page 1

became signatories to the trust agreement in the July-to-December period. Reason for the cancellation of the labor agreements with 72 signatories was financial default.

The trust fund's operating disbursements in the last half of 1951 totalled \$68,000, which was \$400 less than spent in the same period in 1950. On December 1, last year, the trustee allocated \$800,000 in accordance with the percentages fixed by the agreements. The report also makes note of the fact that he has requested that all programs, printed matter and publicity prepared for all performances made under trust fund grants shall give credit to MPFF via the following type of notice: "This music is presented thru a grant from the music performance trust fund of the recording industry."

Spot Check

A spot-check made on trust

NEW YORK, Feb. 23.—Charley Green, formerly pop a.d.r. chief at RCA Victor, has embarked on an experimental independent record production venture. Green initially has cut two sides with the Street Singers, five vocalists and five instrumentalists. Disks, labeled Comet, will be distributed thru indie distributors in the Baltimore - Washington - Philadelphia market. Should the disks click, they will be distributed nationally.

Promotion is geared initially for the tri-city market via jockeys, and will be spread nationally if sales warrant.

Tunes are "I Don't Mind," clefted by Green and David Corn Jr., and a Canadian ditty, "Smokin' and A Dreamin'." Green leaves next week for a Florida vacation. He returns March 13.

## 21 on Slate for SPA Council

NEW YORK, Feb. 23.—Twenty-one writers have been nominated to run for seven seats on the executive council of Songwriters' Protective Association. Electees will serve for a three-year period. Three additional writers are running for the council seat vacated by Ray Henderson and three writers for the seat held by the late SPA proxy, Sigmond Rosenberg. The Henderson post is for one year, while Rosenberg's term has two years to run.

Nominees for the seven three-year terms are Fred Ahlert, Abel Baer, Paul Cunningham, Sam Stept, Milton Drake, Joseph Meyer, Arthur Altman, Benny Benjamin, Sylvia Dee, Edward Eliscu, John Jacob Loeb, Lou Singer, Kim Cannon, Allan Roberts, Dorothy Fields, Joan Whitney, Sid Lipman, Harold Rome, Vic Mizzy, Mann Curtis and Hal David, Ahlert, Baer, Cunningham, Stept, Drake, Meyer and Altman are incumbents.

Nominated to serve out the remaining year of Henderson's seat on the council were Louis Alter, Albert Fisch and Finky Herman. Running for the Rosenberg seat are Milton Agar, Harry Tierney and Gerald Markes. The election will be held April 18. The new council, upon election, will name the officers of SPA.

## Southern Gets Big ASCAP Rating Hike

• Continued from page 1

Arbitration panel's decision to hike Southern to 450 points and LaSalle to 125 was made after exhaustive study by the panel. Criteria used were "prestige" and a "tenacity of playings" factor. Interesting aspect of the case was the fact that the Peer catalogs had remained static in ASCAP for about eight years.

Attorney Arthur L. Fishbein handled the case for Southern. Neither Southern nor ASCAP would comment much on the case, other than to state the panel headed by Belviso had applied themselves diligently. Herman Finkelstein, ASCAP exec, stated the Society would study carefully the findings of the panel.

fund performance in Ohio during the last half of 1951 disclosed a total of 515 performances, using the services of 6,184 musicians at a pay roll of \$43,500. The performances were given under the two classifications of "civic activities" and "entertainment therapy." The report discloses that 203 performances were given in Ohio for dance sessions for youth

## Green Embarks On Comet Indie Disker Venture

NEW YORK, Feb. 23.—Charley Green, formerly pop a.d.r. chief at RCA Victor, has embarked on an experimental independent record production venture. Green initially has cut two sides with the Street Singers, five vocalists and five instrumentalists. Disks, labeled Comet, will be distributed thru indie distributors in the Baltimore - Washington - Philadelphia market. Should the disks click, they will be distributed nationally.

Promotion is geared initially for the tri-city market via jockeys, and will be spread nationally if sales warrant.

Tunes are "I Don't Mind," clefted by Green and David Corn Jr., and a Canadian ditty, "Smokin' and A Dreamin'." Green leaves next week for a Florida vacation. He returns March 13.

## Court to Air Pubs' Wax Cut-In Payola

### Spencer-Aberbach Legal Battle Gets Summer Hearing on "Roomful of Roses"

• Continued from page 2

"that any action taken by H&R with reference to the above songs is subject to avoidance by the court in said action, and you, therefore, act at your own peril, if you proceed upon any license issued by H&R." The publishing industry will be watching this portion of the skirmish closely, for it's long been perturbed by the resultant consternation that this type of letter throws into the offices of the record and e.t. firms, radio stations and even important juke box operations and retail stores. These important music-users, noting phrases which infer that they should take care in handling these songs, involved in a suit, instead veer away from the suit, not realizing that they are

and other groups, 72 at civilian institutions, 65 at veterans' and service organizations, 14 at charity drives, 21 at civic celebrations, 55 were cultural performances, and 85 band concerts were given.

A band concert in Cincinnati drew 7,500 people. Many concerts, according to the report, played to audiences of from 2,500 to 3,000 people. The average band was 35 pieces. Concerts were given in such cities as Akron, Ashland, Canton, Cleveland, Columbus, Dover, Hamilton, Steubenville, Youngstown, Bellaire, Norwood, Parma and Strongsville. In the cultural category, the fund supplies the money for summer concerts by the Cleveland Symphony Orchestra, performances by chamber music groups in schools, and similar events.

Additional performances were given at holiday fetes, dedicatory celebrations, hospitals, for charity drives, parades, etc.

## Blue Note in Test Program

CHICAGO, Feb. 23.—The Blue Note, Loop bistro, will continue to deviate from its jazz policy to test public reaction to other types of entertainment, but will intersperse the experimental bookings with jazz names.

Buddy Rich and his quartet team with Siim Gaillard, the Three Strings and the Basin Street Six, starting March 7, for two weeks, with the Weavers, Gaillard and the Three Strings starting a two-week run March 21, and Stan Kenton and his band moving in April 4, also for a double week stand.

merely being told to proceed with the notice of suit, but rather interpreting it to mean that they will become party to a suit. On a number of occasions, it's known that radio stations have banned songs involved in legal controversy from the air, lest they become involved in the court battle.

## Andrews Sign MCA Contract

HOLLYWOOD, Feb. 23.—Following on the heels of last week's inkling of Bo C. Roos, of Beverly Management, business management firm which handles film luminaries, the Andrews Sisters inked a pact here Thursday (22) with MCA, whereby that agency will handle their bookings on radio, TV and personals for the next three years. While neither the Decca recording sisters nor their manager could be reached for comment, the link with MCA further clouds the future of their affiliation with Lou Levy, the music publisher and ex-hubby of Maxene who acts as business chief for the threesome. Levy has been associated with the trio as personal manager for over a decade.

Threesome have been pretty dormant, outside of recent Decca recording dates, but it's rumored that MCA won over the girls, who had never inked a booking pact before by offering some lush radio and TV as well as personal appearance plums.

# Record Assn. Sponsors Bill To Outlaw Pirating of Disks

## Suggested Measure Would Protect Makers, Performers, Technicians

Continued from page 1

Jumbie Records-Louis Armstrong case wherein the plaintiffs won by consent a suit to enjoin the piracy of Columbia disks. This suit was based upon property rights. Memo points out that, in the usual civil action of this type, "there is little or no practical relief because most of the distributors of pirated records operate from post office boxes which are changed frequently. It is difficult to track down these distributors," it is pointed out. Memo adds that "by the time the legitimate manufacturer of phonograph records has ascertained that his records have been transferred to unauthorized labels, the person who committed the appropriation has made a quick killing and discontinued his piracy only to repeat it with a different record."

Mort Edelman, of Young, Kaplan and Edelman, is shepherding the bill thru the Senate and Assembly for the RIAA. John Griffin, who last week was named

executive secretary of the RIAA, will co-ordinate industry support of the bill.

Procedure on the bill is as follows: Bill must be reported out favorably by the Codes Committee in each house. Senator Bennett is chairman of the Code Committee in the Senate; As-

semblyman Wilson chairs Committee in the Assembly. Procedure then calls for three readings in the Legislature, after which the bill is sent to the Governor for his approval. A favorable and rapid passage of the measure is hoped for. The Legislature is scheduled to adjourn March 15.

# Reps Carry Big TV Radio Load in Chi

### Activity in St. Louis, Memphis, New Orleans Up Thru Windy City Offices

CHICAGO, Feb. 23.—Despite abbreviated contact staffs, local pubber representatives of major firms in New York and California now have the heaviest schedule of radio and TV coverage, plus 50 disk jockeys, in their area in recent years. Activity in St. Louis, Memphis and New Orleans, covered in the main thru the Chicago offices, also is on the upgrade.

Originations from Chicago which now hit the New York area, and, as a result, are a part of the weekly performance tabulations include the following:

Mutual Broadcasting System—Henry Brandon's ork from the Blackhawk, Thursday and Sunday; Jimmy Richards, Blackhawk, Monday; Tommy Field, Offenry Ballroom, Sunday, and Larry Faith, Melody Mill, Friday.

Columbia Broadcasting System—Caesar Petullo, Monday, Wednesday, Saturday and Sunday. National Broadcasting Company—Joe Gallelo, Sunday; "The Breakfast Club," Monday thru Friday.

American Broadcasting Company—Junior Junction, Saturday. TV originations—The Wayne King Show Thursday via NBC; Kukla, Fran and Ollie, Monday thru Friday, NBC, and about 5 regional and web originations during the afternoon.

Also serviced are three weekly shots from the Chase Hotel, St. Louis, over KMOX, and a similar

number of remotes from the Roosevelt Hotel, New Orleans, and the Peabody, Memphis. Regional network broadcasts out of Chicago include four weekly shots over CBS from the Hotel Sherman, and four each from the Aragon and Trianon ballrooms, also over CBS.

In addition, pubbers are now giving attention to recorded and transcribed shows heard over WGN, WBBM and WENR-WLS, key outlets for the four major networks here. All such tunes aired between 8 a.m. and 1 a.m. daily are monitored by Radio Checking Service and results are sent to the Postman headquarters in New York where the info is used in compiling weekly charts on radio performances.

# Cap-Starr "Wheel" in Fast Climb

HOLLYWOOD, Feb. 23.—Fastest climbing disk in recent Capitol history is the Kay Starr etching of "Wheel of Fortune" which up to presstime had done 444,000 copies in an 18-day sales period.

Miss Starr, coincidentally, is working the gambling circuit, currently at the Flamingo, Las Vegas, for a two-weeker, to be followed by a date, as yet unselected, by the William Morris Agency, who took over from GAC recently. Following those dates, Hal Stanley, who is still her manager despite rumors to the contrary, said Miss Starr may continue on personals until plans to have her work a featured role in United Artists' "Come Out Singing" flicker develop. He and the Cap chirp are also packaging a TV show for the fall.

Miss Starr has worked a male harmony foursome, the Lancers, into her niter act. Cap's promotion department this week sent out 1,000 miniature roulette wheels to the nation's d.j.'s.

# 2-Ton Baker Signed by ABC

CHICAGO, Feb. 23.—Dick (Two-Ton) Baker, Mercury recording artist currently heard via WGN here as well as on his own transcribed series which is aired over 60 stations, this week signed, for the first time, with a major booking office, linking with Associated Booking Corporation. Deal was set by Ezzie Williamson, ABC vice-president, who heads the Chicago division.

Under the new contract Baker, who has been free-lancing, will be booked exclusively by ABC for TV, club dates, home shows, alteries and theaters, with a deal already closed for his appearance at the Oriental here when that theater returns to a live vaudey policy following the "Quo Vadis" run.

While Baker has confined most of his activities to his radio and recording deals in recent months, he has made numerous TV appearances locally and has worked a number of home shows. Under the new deal, he will expand his scope considerably, especially in the club date and theater fields.

## EDITORIAL

# Hats Off to RIAA Fine Start for Org

The Record Industry Association of America, conceived by industry leaders many months ago but organized only recently, this week stepped forward with concrete evidence of its value as a trade organization. This action was the RIAA's sponsorship of a bill that would make piracy a misdemeanor (see separate story).

That the RIAA should act so rapidly to stamp out an evil confronting the industry is indicative of its vigor. Let's hope it remains vigorous. Let's hope it remains interested in, and able to act upon, basic problems affecting the record industry.

Let us hope the organization never becomes moribund—as so many trade organizations do. May the RIAA's executive posts never become sinecures.

Kudos, therefore, to the RIAA's present leadership: To executive secretary John Griffin and the law firm of Young, Kaplan and Edelman, and to all who are responsible for creating the bill and guiding it thru the Legislature. They give the lie to detractors who once claimed the record companies were allergic to united action upon any front whatsoever. A bow, also, to Milton Rackmil, Decca chief; Jim Conkling, Columbia topser; Paul Barkmeier, RCA Victor head; Capitol's Glenn Wallichs, and MGM's Frank Walker—all of whom had the vision to nurture the infant organization. Ditto to Henry Cohen of the law firm of Cohen & Bingham. And finally, a bow to all the diskeries who joined, thereby making possible an organization representative of the entire industry.

The start has been propitious. The outlook is good. But there are several points to be noted: Just how effective the RIAA becomes will depend upon a measure of co-operation among all companies; the ability to set aside petty bickerings in order to achieve a common goal.

Conceived with much hope; nurtured thru many trying months, and now so bright with promise: that's the RIAA. From here on in, it is up to the individual diskier to see that the organization remains a vital one.

# WMAQ Goes 45 as Chi Sales Move Up

CHICAGO, Feb. 23.—WMAQ, local National Broadcasting Company outlet, this week became the third of a projected 50 station group featuring 45 r.p.m. records on all disk jockey shows. The 50 stations participating in the switch to 45 r.p.m. were hand picked by RCA, and the program was started last fall over WFIL, Philadelphia. WHDH, Boston, was the second outlet to effect the change, moving to 45 r.p.m. January 15.

Switch to 45 r.p.m. entails a cost of \$100 to the station, the price of a conversion kit for existing RCA turntables. Each station making the change receives a \$2,500 library of records from RCA, with the station selecting its own catalog. In addition, in the case of WMAQ, a six-week promotion campaign is run, with RCA contracting for \$3,000 in time, including a weekly "Swing to 45" program, station breaks and spot announcements to push the change-over.

### Other Stations

Other stations in the Central Division now converting their equipment and skedded to make the change to 45 r.p.m. between March 15 and April 1 include WMIN, Minneapolis; WTMJ, Milwaukee; WYAM, St. Cloud, Minn. An outlet in Indianapolis will be set within the week.

Station now carries disk jockey shows handled by Norman Ross, Arbogast, Wed Howard, Jack Eigen, Wayne Howell and June Marlowe.

CHICAGO, Feb. 23.—While the over-all record sales in this area have been running about average the last few weeks, there has been an upsurge in the movement of 45 r.p.m. disks. An added impetus for the doughnut platters was put into effect this week when WMAQ, National Broadcasting Company key outlet here, converted all disk jockey programs to 45 r.p.m. and surrounded the

(Continued on page 37)

# Three Named At Remington

NEW YORK, Feb. 23.—Remington Records, low-priced indie diskery, this week named a pop artist and repertoire chief, an art director and a New England area sales rep. Last week, diskery topser Don Gabor announced the signing of several new artists and set up a reviewers' and publicity department.

Taking over the pop a. and r. duties for the label is Tawny Nielson, who formerly held the same post with London Records. Miss Nielson has already cut her first session for Remington's 39-cent (three for a dollar) pop line. Handling the job of art director for Remington is Kurt Witt. Edward Stein has been named the New England area sales rep and will work out of the offices of Gabor's Webster, Mass., pressing plant.

## INDIE DISKERY STAR RISING

# Lesser Waxers Find Favor With Major Music Pubbers

Continued from page 2

on a Cadillac slicing by a thrush named Ruth Casey. Small stir on this waxing resulted in the slicing by Okeh, with Johnnie Ray, at that point an unknown, of the song. Ray's slicing, probably the top "sleeper" effort of the last year, in turn brought on a flock of coverages.

Current indie-stirred ditties include "Goodbye, Sweetheart," via an Abbey slicing; "Wishin'" via a King slicing by Teddy Phillips' ork; "You're Not Worth My Tears," also via a King slicing; "Sentimental Tears" and "Sincere," a coupling on the Jubilee label by the Johnny Dee Trio, and "Hambone," stirred by a Red Saunders etching on the Okeh label, a subsidiary of Columbia Records.

More pubbers, appraising the nature of the hit lists and the upcoming items and finding a good portion of these were rooted in indie waxings, have taken to a practice of submitting tunes to the lesser waxers. Some of these pubbers previously had been avoiding the lesser firms because of a general belief that royalty collectors stacked up as questionable.

Recording men with major waxers generally endorse the new pubber lack. They feel that whatever tunes the indie draft will cut down on the number that the major pubbers submit to them for consideration. The number of tunes they get, most claim, has reached "improbable proportions."

# NPA Names Metal Quotas

WASHINGTON, Feb. 23.—Materials allocations for music industry production in April, May and June were announced this week by the National Production Authority. Manufacturers of musical instruments, disk blanks, and phonograph needles and cutting styli will receive 50 per cent of the steel used in their base period, 30 per cent of the aluminum, 30 per cent of copper foundry products and copper brass mill products and 35 per cent of copper wire, the NPA said.

Manufacturers of phonographs, radio and TV sets received the same allotments except that for copper foundry products which was set at 12.5 per cent of base period, according to the NPA.

# Glenn Miller Estate Orders Halt of 'AFN' Army Band LP's

NEW YORK, Feb. 23.—The Glenn Miller estate this week notified Joseph Krug, alleged operator of the AFN disk label, to cease issuing records of the late orkster's Army band performances made during World War II. The letter of notification was sent to Krug at the Colony Record Shop here by David Mackay, attorney for Mrs. Helen B. Miller and the Miller estate. Last week Mackay also put a long list of record retailers, pressing plants and distributors on notice (The Billboard, February 23).

Performances by the Miller band over the Armed Forces Network have been available here on an LP disk marked "AFN," though no AFN label was listed as being in the record business. Mackay filed a complaint with the Kings County district attorney's office to the effect that an AFN company was operating here but had not filed a certificate of doing business. The latter procedure is required under local penal statutes. The district attorney's office this week notified Mackay that a certificate for the company had been filed by Krug.

According to Mackay, many of those people put on notice last week have sent in replies to the request that they stop manufacturing, distributing or selling the Miller disks. Many stated that they had not been dealing in the LP's and had never seen or heard of them. Several dealers reported that they had sold copies of the disks but would cease to do so immediately.

Mackay also said that several respondents had forwarded information on the possible source of the records. He claims to have substantial knowledge of the plant in which the disks are alleged to have been pressed.

# Granz Bows Pop Entry

HOLLYWOOD, Feb. 23.—Norman Granz, who has confined his concert tour and recording efforts to the hot jazz field, this week emerged with his first pop entry, cutting Slim Gaillard on a pair of pops with promise of more commercial entries from the Granz recording sessions.

Gaillard, long known as a top jazz combo leader and humorist did "I Only Have Eyes for You" and "As You Are," and will cut more pop tunes in his next session, Granz said. Granz intends to cut Count Basie with full band and small group on pops and also intends to cut some pop material with Anita O'Day for Mercury. Granz cut Oscar Peterson this week, with a number of the sides spotting the Canadian 88-er at the keyboard and on vocals in another pop move by Granz.

**WATCH FOR THEM!\***

1 BY 4

on 4

\*ONE BY FOUR ON FOUR VP\*



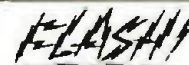
FORECAST

FOR THE FIRST TIME (in a Long Time) AND PLAY THEM BONES by Francis Craig 27907\*

DECCA DATA

YOUR WEEKLY GUIDE TO

AMERICA'S FASTEST SELLING RECORDS



BLUE TANGO and AT LAST, AT LAST by Guy Lombardo 28031\*

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

Table with columns: WEEKS ON LIST, COUNTRY, Song Title, Artist, Decca Number. Includes songs like 'Wondering', 'Missing in Action', 'Too Old to Cut the Mustard'.

Table with columns: SEPIA, Song Title, Artist, Decca Number. Includes songs like 'Louisville Lodge Meeting', 'Smooth Sailing', 'A Man Ain't Supposed to Cry'.

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

BEST BETS

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

Table with columns: POSITION LAST WEEK, POSITION THIS WEEK, POPULAR, Song Title, Artist, Decca Number. Includes songs like 'You Brought Me Love', 'Milk Truck Boogie', 'For the First Time'.

COUNTRY

Table with columns: POSITION LAST WEEK, POSITION THIS WEEK, COUNTRY, Song Title, Artist, Decca Number. Includes songs like 'Someone to Care', 'Silver and Gold', 'Is He Satisfied'.

SEPIA

Table with columns: POSITION LAST WEEK, POSITION THIS WEEK, SEPIA, Song Title, Artist, Decca Number. Includes songs like 'Peace in the Valley', 'I Hear a Harpody', 'I'm Gonna Jump in the River'.

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

TOP SELLERS

... based on this week's actual sales

Table with columns: WEEKS ON LIST, POPULAR, Song Title, Artist, Decca Number. Includes songs like 'Blue Tango', 'Tell Me Why', 'Be My Life's Companion', 'A Kiss to Build a Dream On'.

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

NEW RELEASES

SINGLES

Table with columns: Song Title, Artist, Decca Number. Includes 'Blue Tango', 'At Last, At Last', 'You're Not Worth My Tears'.

Table with columns: Song Title, Artist, Decca Number. Includes 'No With Mambo on My Mind', 'The Groover', 'I Want to See Mother Up There'.

NEW ALBUMS

Table with columns: Album Title, Artist, Decca Number. Includes 'On the Mall', 'The Song of Easter', 'Dance to the Music of Jerry Gray and His Orchestra'.

Table with columns: Album Title, Artist, Decca Number. Includes 'The Song of Easter', 'Children's Songs', 'The Three Little Pigs'.



BING CROSBY on DECCA RECORDS for ST. PATRICK'S DAY



WHEN IRISH EYES ARE SMILING A Collection of Old and New Songs of Eric Album 9-89-Price: \$2.90



ST. PATRICK'S DAY Album A-495-Price: \$3.00 Album 9-31-Price: \$3.75 DL 5037-Price: \$3.00

Table with columns: Song Title, Decca Number. Includes 'The Isle of Inisfree', 'MacNamara's Band', 'Dear Old Donegal'.

Table with columns: Song Title, Decca Number. Includes 'Did Your Mother Come from Ireland?', 'Where the River Shannon Flows', 'With My Shillelagh Under My Arm'.

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

## TV-PHONO MERCHANDISING:

## Phonos Seen Due for Big Bally in Next 6 Months

NEW YORK, Feb. 23.—Many traders here are of the opinion that department and chain stores will promote sales of phonographs heavily during the next six months. While there is not too much concrete action which supports this thinking, the radio-phonograph executives point to declining video set sales and renewed interest by the big buyers in private label record players as signs of the future planning.

Macy's New York is known to be ready with a few new private label phonograph models. Phono manufacturers, too, are coming up with additional record player models and inexpensive radio-phonograph combinations in preparation for the expected action in this field. Al Middleman's Phonograph Corporation of America, for example, has been showing a three-speed, manually operated phonograph with a crystal microphone attachment which can retail for less than \$30. Such other private phono manufacturers as Steelman, Dynavox, RCA Victor, Hudson, Dean, and Sonac are also working up new items for private label or branded merchandise buyers. RCA Victor is ready with a new, lightweight 45 r.p.m. phono with an eight-inch speaker to retail at about \$30.

**WATCH FOR THEM!**

1 BY 4

ON 4

\* ONE BY FOUR ON FOUR \*

**A HIT!**

**"TRY ME ONE MORE TIME"**

ROBERTA LEE—DECCA

**AMERICAN MUSIC, INC.**

1528 Broadway, N. Y. 10019 Suburb Blvd. Hollywood, CO. 57810

**Stop-Look-Listen**

**NAT COLE'S**

New Release

**"UNFORGETTABLE"**

Capitol 1808

**BOURNE, INC.**

789 7th Ave. New York 19, N. Y.

**Another BMI Pin-Up Hit!**

**BERMUDA**

Published by Cadory

Recorded by

Gail Sifers ..... (Victor)

Ray Anthony ..... (Capitol)

Roberta Lee ..... (Decca)

Jimmy Palmieri ..... (Mercury)

Exclusively licensed by

**BROADCAST MUSIC, INC.**

Watch for

**"SMOKEY THE BEAR"**

**HILL and RANGE**

SONGS, INC.

BEVERLY HILLS, CALIF.

## Intro New Zenith TV Line

Priced from \$270 to \$500 . . .

CHICAGO, Feb. 23.—Zenith Radio Corporation this week introduced a new line of nine 1952 television receivers, ranging in price from \$269.95 for a console model to \$499.95 for a console combination, including one-year parts and tube warranty. New sets feature better performance in fringe areas, new styling and an "electronex" full-focus picture. Three of the sets, including table model and two consoles, have a 21-inch screen with 250 square inches of viewing space, using a new Rauland 21-inch cylindrical reflection-proof tube. The other six sets, two table models, three consoles and one console combination, have 17-inch screens.

## Sale of U. S. Radios

Declining Abroad . . .

WASHINGTON, Feb. 23.—Sales of American-produced radio sets are declining in several foreign countries where European sets offer heavy competition at lower prices, reports received by Department of Commerce. Indicated this week in French Morocco, where European sets sell at lower prices than U. S. sets of comparative quality, France has become the source of 86 per cent of radio sets imported into the country. Commerce Department has learned. Reports from Lebanon reveal that sales of U. S. sets there have dropped from 25 per cent of the total number sold to between 10 to 15 per cent.

Lower prices and better values of European sets were causing the decline, reports said.

## Seek Philly "Code" for

TV-Set Advertising . . .

PHILADELPHIA, Feb. 23.—Plans to set up and enforce a code of ethics to govern advertising of television sets and other appliances were discussed this week at a closed meeting of local industry leaders at the Hotel Warwick. Meeting was called by Mort Farr, local dealer and president of the National Appliance and Radio Dealers' Association, after two men were fined \$50 each last week on charges of incorrectly advertising fire sale merchandising of TV sets.

Present at the meeting were representatives of the association, together with those from the Better Business Bureau, the National Association of Electronic Distributors and a number of key dealers. Two members of the District Attorney's staff attended the meeting as observers. As the meeting adjourned, Farr announced the appointment of a committee to consider the problem of unethical advertising. Headed by James Shallow, sales manager of Philco Distributor, it includes Thomas Joyce, vice-president of Raymond Rosen, Inc., local RCA Victor distributor; William Murray, a dealer; Hugh L. Smith and George Connors, of the Better Business Bureau, and Farr.

The committee will meet with advertising representatives of newspapers, radio and TV stations and department stores. After a code of ethics has been set up, Farr said the committee will test its effectiveness by sending shoppers to dealers to make sure they live up to their advertised statements.

## Special Juke Title Strips Boost Play

ATLANTIC CITY, Feb. 23.—Use of illustrated title strips to hypno juke box play, tested by McKim Smith here over the Christmas holidays, worked out so well the practice will now be used on all holidays and for special plug tunes.

Operator Smith bought some standard seals, used on Yule packages, and used them on specially printed red, white and blue strips for such tunes as "Rudolph the Red Nosed Reindeer," "A Christmas Tree in Heaven" and "White Christmas." Meters showed the marked strips not only drew much heavier response, but the grosses were way ahead of the previous year on the same tunes.

## FTC and ARD Plan Meetings

NEW YORK, Feb. 23.—Federal Trade Commission representatives will meet with members of the newly formed Association of Record Dealers according to Charles Katz, attorney for the dealers' group, within the near future. Katz said Thursday (21) that he had received a letter from James Mead, chairman of the FTC, which said in effect that "arrangements are now being made for a commission attorney to meet with Katz for the purpose of developing additional information concerning discriminatory practices."

This letter, Katz noted, was in answer to the one he wrote to the FTC for the ARD, claiming that certain record companies were engaging in discriminatory practices, such as special discounts to certain dealers for volume sales and rebates to some dealers. Katz's letter asked the FTC to investigate these complaints and to set up a code of fair trade practices for the record industry. Katz also said that he would meet next week with representatives of the anti-trust division of the Department of Justice to discuss with them information which Katz believes might be construed as violations of the Sherman anti-trust law. Charles Corner, public relations man for the ARD, told The Billboard that the group intended to meet with the congressional committee in Washington now holding hearings on the Keough amendment to the Fair Trade Act to support this amendment.

The second meeting of the ARD Tuesday (19) went off smoothly, with a 12-man steering committee appointed to handle the affairs of the organization until new officers were elected. The steering committee, made up of the ARD's advisory group and seven elected members, will take care of the government and financial operations of the ARD, and will bring in a list of recommended names to run for elective offices.

## Merc Signs Minny Symph

NEW YORK, Feb. 23.—Mercury Records last week completed a two-year term recording contract with the Minneapolis Symphony Orchestra, which is led by permanent conductor Antal Dorati. This inkling gives the diskery its second major domestic symphony orchestra property, the other being the Chicago Symphony Orchestra, led by Rafael Kubelik. The Minneapolis group has recorded previously for Columbia Records, when it was led by Dimitri Mitropoulos, and for RCA Victor during the regime of conductor Eugene Ormandy.

The Minneapolis is committed to Mercury to turn out a minimum of four 12-inch long-play diskings per year. The symphony orchestra already made its first sessions for the diskery at the University Memorial Auditorium of the University of Minnesota, late in January.

The Minneapolis' recordings will be issued on the diskery's Olympian Series, which also houses the recordings of the Chicago orchestra. Diskery, whose long-hair department is supervised by David Hall, used a one-microphone recording technique for its initial session with the Minneapolis.

Conductor Dorati joined the Minneapolis group in permanent contract in 1949, after the maestro had put in a spell with the Dallas Symphony Orchestra. He is noted, in addition to being a conductor, as an arranger for ballet, being remembered for his potpourri of Strauss music which was titled "Graduation Ball," as well as for "Helen of Troy" and "Bluebeard."

## \$6,500 Action Filed

CLEVELAND, Feb. 23.—A \$6,500 damage suit was filed in Common Pleas Court here this week (19) against Rosemary Clooney by Concert Attractions, local booking agency. According to the agency Miss Clooney did not fulfill her contract, which called for two performances at the Public Music Hall on Sunday (17). The chanter was appearing here at the Vogue Room of the Hollenden Hotel.

## DET. COPS FETE IMPERSONATOR

DETROIT, Feb. 23.—The traditionally unfriendly attitude of the Detroit police, thru the censors, toward impersonators working in night clubs was given a heavy public relations set-back last Friday (15) when Francis Renault, made a personal appearance to some 4,000 people at the annual Policemen's Ball at Graystone Ballroom. The event is the highlight of the police social season, and draws both top brass and rank-and-file. Renault, who opened Monday (18) at the Club 509, put on a full act in costume with the police, sending special cars for him going and coming, and just about stopped the ball. Governor G. Mennen Williams, a guest, made a point of coming backstage to meet the performer, complimenting him on the act.

## Light Signs 4-Year Paper With Capitol

HOLLYWOOD, Feb. 23.—Ben Light, for the past five and a half years piano virtuoso of Tempo Records here, this week inked a four-year pact with Capitol Records.

Light, who has had approximately 50 releases with Tempo at \$1.05 per copy, even in the days when the majors were selling under 70 cents, will get his first crack at competing with the normal 89-cent market. Light is an important acquisition for Capitol because his Tempo pact carried no clause where he cannot immediately re-cut any of his Tempo masters for the new firm with which he is affiliated. Light tried his hand at a three-month tour of cities and lounges thru the coastal and Northwest area last fall for MCA. He will start a six-month tour for the same office probably in mid-April, when he takes out a trio at \$1,250 per.

In another important a. & r. move, Alan Livingston, repertoire chief, will make a series of kiddie's with Jerry Lewis. Lewis, in his fan mail and on personals, has found that mopets are an important factor in his following. Lewis will act both as a story teller and a character actor in the releases, which will be both albums and singles. First sessions as a children's artist will be cut in three weeks when the comedy team returns to Hollywood from a theater tour.

## Times Readies Disk Round-Up

NEW YORK, Feb. 23.—The New York Times will run a special record section in the Sunday drama department of the paper to be published March 9. The section will run about eight pages, and will contain articles on various consumer aspects of the record business, as well as the regular Sunday classical and popular disk reviews. Among the contributors to the section will be Goddard Lieberson, Columbia exec veepee, George Marek, RCA-Victor general manager, and conductor Fritz Reiner.

According to Howard Taubman, music editor of the Times, the articles by both Lieberson and Marek will deal with diskery repertoire. Reiner will write on the differences between concert performances of operas and symphonies and recorded performances of the same items. Henry Grayson of the Westminster LP firm is contributing a story on recording abroad, and Horace Grenell of Children's Record Guild will write on the kiddish field.

The regular Times music staffers will cover such fields of record interest as economics of the disk industry, record developments over the past 50 years, jazz on wax, high-fidelity recording, packaging of LP's and non-musical wants. Taubman's main article will list a basic repertoire for disk-fans starting a collection, as well as items that should be on the shelf of experienced collectors.

## Plan Tour for 'Piano Parade'

NEW YORK, Feb. 23.—The Gale agency, on the strength of its success in the concert package field with last fall's Duke Ellington-Sarah Vaughan-Nat (King) Cole tour, is preparing a new package idea built around a keyboard theme.

New package has been tabbed "Piano Parade" and will headline a group of leading jazz piano performers representing a variety of 68-ing styles. First package will feature Art Tatum, Earl Garner and the two-piano team of Meade Lux Lewis and Pete Johnson. Tatum and Garner will work with their regular trios.

Package will hit the road on April 12 and will kick off in the Masonic Temple in Detroit. Unit will play approximately 50 dates during the spring. A special college concert tour is being considered for the fall season.

The piano package idea was hatched by Coast deejay Gene Norman, who doubles as a concert promoter, and Martha Glaser, fem flack, who represents Garner. Tour is being directed by agency topper Tim Gale.

The Gale office, incidentally, is part of the operation which is booking the \$40,000 per week package which co-features Frankie Laine, Patti Page and Billy May ork.

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

**Baby Doll**

LEO FEIST, INC.

**A WEAVER OF DREAMS**

Recorded by

Nat Cole ..... (Capitol)

Bing Crosby ..... (Decca)

Billy Eckstine ..... (MCA)

**EDWARD KASSNER, Inc.**

1619 Broadway New York, N. Y.

**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.

**BREAKING DIS!**

**"MOUNTAIN DEW"**

by **KENNY ROBERTS**

Capitol Record 64115

**TANNEN MUSIC, INC.**

146 West 54 St., New York 19

**We aren't making a Mountain Out of a Molehill . . . But . . .**

the correct title of Don Estes new RCA Victor Release should have read

**A MAN AND A MOUNTAIN**

RCA

20-4486 (78)

47-4486 (45)



break out the Jimmy-Johns!

here comes

# frankie LAINE

back in the act with a walloping  
new hit!



# "the gandy dancers' ball"

with Paul Weston and his Orchestra  
The Norman Luboff Choir  
Carl Fischer at the Piano

A gandy dancer is a pick-  
and-shovel man for a rail-  
road; a jimmy-john is his  
word for a jug-full.

b/w "When You're In Love"

78 rpm 39665

45 rpm 4-39665

## Columbia Records

FOR MUSIC THAT SENDS THEM . . . TO YOU!

Trade Marks "Columbia," "Masterworks," "©: U. S. Pat. Off. Maroon & plaques

Another Great Performer Joins the **CORAL RECORDS** Parade of Stars!

Presenting...

**DON CORNELL**

with Orchestra  
Directed by  
**NORMAN LEYDEN**

"I'LL  
WALK  
ALONE"

From the 70th Century Fox Picture  
"With a Song in My Heart"

and

"THAT'S THE  
CHANCE  
YOU TAKE"

CORAL 60659 (78 RPM)  
and 9-60659 (45 RPM)



**CORAL RECORDS**

America's Fastest Growing Record Company

IN CANADA: Regent Musical Radio Corp. Ltd., Toronto-Montreal-Winnipeg

## 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 various features of The Billboard's Popularity Chart Based on reports received February 20, 21 and 22.

Last  
Week

This  
Week

1. **1. Cry**

By Churchill Kellums—Published by Mellow (BMI)

RECORDS AVAILABLE: E. Baran, Coral 60992; R. Casey, Capitol 109; P. Chapman, Dec 27852; B. Farrell, MGM; 11113; Four Knights, Cap 1875; S. Franella, International 101; G. Gibb, Mercury 5749; J. Gray, Dec 2794; (United) D. Highmore, Dec 48254; A. Johnson, King 15145; Lou Ties Diamante, V 23-5626; V. Lynn, London 11674; B. McNamee, Decca 728; J. Ray, Decca 487; C. Singsdale, Atlas 1003; C. Taylor, Mercury 8262; J. Vail & M. Winterhalter, V 26-4184; B. Williams, V 20-4406

ELECTRICAL TRANSCRIPTION LIBRARIES: Daily Dawn, Thesaurus; Glenn Owen, Associated

2. **2. Tell Me Why**

By Al Alberts and Marty Gold—Published by Signet Music Co (BMI)

RECORDS AVAILABLE: M. Bailey, Coral 66123; E. Fisher & M. Winterhalter, V 20-4444; Four Aces, A. Roberts, Dec 27860; Four Tunes, V 20-4427; T. Glenn, Regal 9421; Kaye, Cap 2779; R. Lee & G. Martin, Dec 27104; P. Morrison, Mercury 5767; J. McDonald, Cap 1967; Swallows, King 4813; D. Washington, Mercury 8267.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Shaw, Associated.

3. **3. Slow Poke**

By Pee Wee King, Acid Stewart and Shelton Price—Published by Ridgeway (BMI)

RECORDS AVAILABLE: R. Flanagan, V 20-4373; A. Geoffrey Chappelle, Columbia 39362; J. Gordy Sertell-J. Shook, Bullet 1046; M. Hawkins, King 998; Lily Hill, Mercury 5740; Pee Wee King, V 21-0499; R. Lee, Dec 27292; A. Monee, MGM 11115; M. O'Connell, Cap 1837; J. Watson, Rich-B-Tone 1025.

ELECTRICAL TRANSCRIPTION LIBRARIES: Suede Cooley, Standard; Pee Wee King, Standard; Vincent Lopez Ork, Thesaurus; Glen Owen, Associated.

5. **4. Any Time**

By Herbert Hobby Lanson—Published by Hill & Range (BMI)

RECORDS AVAILABLE: E. Arnold, V 20-2706; E. Fisher & M. Winterhalter, V 20-4356; A. Haley, Mercury 5096; D. Hayden, Dec 2456; Leo & Tom, Intra 6026; M. O'Connell, Cap 1894; S. Oliver, Dec 27972.

ELECTRICAL TRANSCRIPTION LIBRARIES: Slim Brown and Alvin Cohn, Thesaurus; Leroy Herman, Long-Worth; Alan Helms, Associated.

4. **5. Little White Cloud That Cried**

By Johnie Ray—Published by Larry Seiler (ASCAP)

RECORDS AVAILABLE: L. Olinde, Cap 1892; T. Glenn, Royal 343; M. Lane, Mercury 5761; R. Lee, Dec 27893; J. Ray, Decca 6840.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Dickinson, Associated; Dolly Olsen, Thesaurus.

7. **6. Wheel of Fortune**

By Bonnie Bramlett and George Weiss—Published by Laurel (ASCAP)

RECORDS AVAILABLE: Bell Sisters, M. Rem, V 20-4520; Cardinals, Atlantic 958; A. Costello-W. Scott, Concord 5104; Four Flames, Specialty 429; J. Harman, V 20-4345; M. Nunes, Dec 48240; S. Koper, Cap 19667; S. McDonald, Cap 1963; A. Pryor, Dec 27867; J. Scott, Coral 60656; K. Starr, Cap 1964; J. Thomas, King 18511; D. Washington, Mercury 8267; B. Wayne, Mercury 5775; E. Wilson-S. Gale, City, 787; B. Williams, MGM 11172.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dave Terry, Associated.

6. **7. Please, Mr. Sun**

By Ray Clevon and Sid Frank—Published by Weiss and Barry, Inc. (BMI)

RECORDS AVAILABLE: B. Auld, Coral 60647; L. Barber, Cap 1866; P. Conn, V 20-4453; T. Edwards, MGM 11139; B. Kenny, Dec 27944; J. Ray, Cap 19616.

ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Long-Worth; George Brian, Associated.

9. **8. Tiger Rag**

By Harry De Costa and the Original Dixieland Band—Published by Leo Feist

RECORDS AVAILABLE: G. Baran, Dec 27939; Mr. Gene Berry, Mercury 5641; L. Cash, Abbey 15053; L. Paul-M. Ford, Cap 1920; A. Tatum, Dec 27201.

ELECTRICAL TRANSCRIPTION LIBRARIES: Avilang Tree, Long-Worth; Rex Nicolais, Long-Worth; David Saperton and Bert Sheffer, Associated; J. Sledge, Long-Worth; Al Trace, Long-Worth; George Wilgus Ork, Thesaurus.

10. **9. Bermuda**

By Cynthia Strother—Published by Goday (BMI)

RECORDS AVAILABLE: R. Anthony, Cap 1956; Bell Sisters, H. Rem, V 20-4422; B. Lee, Dec 27893; J. Palmer, Mercury 5774.

ELECTRICAL TRANSCRIPTION LIBRARIES: Alan Helms Ork, Associated; Henry Jerome Ork, Long-Worth.

10. **10. Blue Tango**

By Leroy Anderson—Published by Mills Music (ASCAP)

RECORDS AVAILABLE: L. Anderson, Dec 27875; L. Baxter, Cap 1966; D. Hayden, Mercury 5750; H. Winterhalter, V 20-4518.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gold, Long-Worth.

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**GORDON MacRAE**

at his best... and His best is Tops

"Call Her Your Sweetheart"

and

"NINE HUNDRED MILES"

Record No. 1990

Use this RUSH FORM to place your order NOW

- Los Angeles 18, California Capitol Records Distr. Corp. 318 W. 15th St.
San Francisco 7, California Capitol Records Distr. Corp. 312 Brannan St.
Denver 4, Colorado Boyd Distr. Co., Inc., 20 W. 13th Ave.
Hartford 5, Connecticut Capitol Records Distr. Corp. 29 Pleasant St.
Washington 17, D.C. Nelson & Co., Inc., 3000 12th St. N.E.
Miami 36, Florida Florida Record & Music Co. 141 S. W. 8th St.
Atlanta 3, Georgia Capitol Records Distr. Corp. 325 Courtland St. N. E.
Honolulu 2, T.H. Hylen Bros. & Co., Ltd. P. O. Box 2958
Chicago 5, Illinois Capitol Records Distr. Corp. 1449 S. Michigan Ave.
Indianapolis 8, Indiana Radio Distr. Co., P. O. Box 1298
South Bend 4, Indiana South Bend Distr. Co., 432 Carroll St.
Des Moines 8, Iowa Gilford-Brown, Inc., 1326 W. Walnut
Lansing 2, Kentucky Foster Distr. Co., 409 W. Main St.
New Orleans 12, Louisiana Melroy Distr. Co., 630 Baronne St.
Baltimore 24, Maryland Nelson & Co., Inc. 2000 S. Elmwood Ave.
Boston 15, Massachusetts Capitol Records Distr. Corp. 520 Commonwealth Ave.
Detroit 1, Michigan Capitol Records Distr. Corp. 4623 Woodward Ave.
Minneapolis 1, Minnesota Capitol Records Distr. Corp. 21 E. Hennepin Ave.
Kansas City 8, Missouri Capitol Records Distr. Corp. 1537 Macine St.
St. Louis 3, Missouri Capitol Records Distr. Corp. 1407 Pine St.
Billings, Montana Central Distr. Co., P. O. Box 1555
Omaha 4, Nebraska Mueller & Scribby Inc. 1024 Fernam St.
Newark 4, New Jersey Capitol Records Distr. Corp. 83 Lock St.
Buffalo 9, New York Capitol Records Distr. Corp. 1066 Main St.
New York 29, New York Capitol Records Distr. Corp. 109 E. 116th St.
Syracuse 8, New York L. Gordon Distr. Co., Inc. 1718 Erie Blvd. E.
Charlotte 2, North Carolina Capitol Records Distr. Corp. 814 W. Morehead St.
Cincinnati 2, Ohio Capitol Records Distr. Corp. 815 Syracuse St.
Cleveland 19, Ohio Capitol Records Distr. Corp. 104 St. Clair Ave. N. W.
Oklahoma City 9, Oklahoma Capitol Records Distr. Corp. 416 N. Lee St.
Philadelphia 23, Pennsylvania Capitol Records Distr. Corp. 1327 N. Broad St.
Pittsburgh 18, Pennsylvania Capitol Records Distr. Corp. 100 Forbes St.
Scranton 9, Pennsylvania Capitol Records Distr. Corp. 500 Wyoming Ave.
Knoxville 3, Tennessee Chaparral Drug Co., 518-518 State St.
Memphis 8, Tennessee Glen Allen Co., 1346 Union Ave.
Dallas 2, Texas Capitol Records Distr. Corp. 1801 N. Industrial Blvd.
El Paso, Texas Boyd Distr. Co., Inc., 2209 Mills St.
Houston 2, Texas W. Warncke Co., 3445 Laeland Ave.
San Antonio, Texas B. Warncke Co., 121 Navarro St.
Salt Lake City 14, Utah Mountain States Distr. Inc. 522 S. State St.
Seattle 8, Washington Capitol Records Distr. Corp. 620 Eastlake Ave.
Milwaukee 2, Wisconsin Capitol Records Distr. Corp. 1434 N. Farwell Ave.

ORDER BLANK
FILL OUT AND MAIL TO YOUR NEAREST CAPITOL DISTRIBUTOR

TOP SELLERS...POPULAR

Table with columns for song titles, artists, and quantity sold (78, 45). Includes songs like 'Wheel of Fortune', 'I Wanna Love You', 'Tiger Rag', etc.

TOP COUNTRY and WESTERN

Table with columns for song titles, artists, and quantity sold (78, 45). Includes songs like 'The Wild Side of Life', 'Cryin' in the Deep Blue Sea', etc.

TOMORROW'S HITS—TODAY

Table with columns for song titles, artists, and quantity sold (78, 45). Includes songs like 'Wishing', 'Goodbye Sweetheart', etc.

NEW RELEASES

Table with columns for song titles, artists, and quantity sold (78, 45). Includes songs like 'They Locked God Outside the Iron Curtain', etc.

MAIL TO YOUR NEAREST



DISTRIBUTOR

Form with fields for CUST. ORDER NO. and DATE.

NAME

ADDRESS

CITY

ZONE STATE

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 20, 21 and 22

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country.

Table with columns: POSITION, Weeks Last, This to date/Week/Week, Record Title, Artist, and other details. Includes records like 'CRY', 'TIGER RAG', 'TELL ME WHY', etc.

continuing in the March 15 issue

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

VOX JOX

By JUNE BUNDY

Ad Lib Cuttings

Jeany Waxler, Leo Felst publicly director and ex-Billboard music man, waxed poetic this month to plug "Baby Doll" and "Oops," via a special deejay mailing tagged "A Publisher's Publicity Man's Valentine to America's Disk Jockeys."

Flack Nat Shapiro made rounds of Boston deejays last month and reports following data on Hub stations: Dottie Checci, out of hospital and back at her WMEX library post, says thanks to all of her music business folks who sent her cards and gifts.

Gripes and Gladness

"I have heard the same story before from other deejays in this area—name or news never mentioned in your magazine. Apparently you have to have an in or be a subscriber to the paper. Until this policy changes, writing is a waste of time and effort."

Recipe for Success

Engineer Book Cook, of WAKR, Akron, whipped up an act lampooning station staffers and presented it to WAKR's (Continued on page 42)

WATCH FOR THEM!\*

Graphic with '1 BY 4' and 'ON 4' text, advertising a feature.

Best Selling Sheet Music

Based on reports received February 20, 21 and 22

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

Table with columns: POSITION, Weeks Last, This to date/Week/Week, Record Title, Artist, and other details. Includes records like 'SLOW POKE', '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 G. Peatman's Audience Coverage Index.

Table with columns: Record Title, Artist, and other details. Includes records like 'A Kiss to Build a Dream On', 'Baby Doll', etc.

Top Ten in Television

Table with columns: Record Title, Artist, and other details. Includes records like 'Any Time', 'Beware', etc.

England's Top Twenty

Table with columns: POSITION, Record Title, Artist, and other details. Includes records 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 23

### THE LITTLE WHITE CLOUD THAT CRIED CRY

JOHNNIE RAY  
Okeh 6840—4-6840



DANCE ME LOOSE  
SLOW POKE  
ARTHUR GODFREY  
39632—4-39632

THE THREE BELLS  
WHIRLWIND  
LES COMPAGNONS DE LA CHANSON  
39657—4-39657

PLEASE, MR. SUN  
BROKEN HEARTED  
JOHNNIE RAY  
39636—4-39636

AROUND 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

WHY DON'T YOU LOVE ME?  
BE MY LIFE'S COMPANION  
ROSEMARY CLOONEY  
39631—4-39631

SHRIMP BOATS  
LOVE, MYSTERY AND ADVENTURE  
JO STAFFORD  
39581—4-39581

DID ANYONE CALL?  
TENDERLY  
ROSEMARY CLOONEY  
39648—4-39648

THERE'S ALWAYS MY HEART  
HEART OF STONE—HEART OF WOOD  
TOMI ARDEN  
39650—4-39650

JEALOUSY  
FLAMENCO  
FRANKIE LAINE  
39585—4-39585

WIMOWEH  
I'LL ALWAYS BE FOLLOWING YOU  
JIMMY DORSET  
39651—4-39651

WHEEL OF FORTUNE  
GOODBYE, SWEETHEART  
SAMMY KAYE  
39667—4-39667

SILLY DREAMER  
SINCE MY LOVE HAS GONE  
TONY BENNETT  
39635—4-39635

WOULD YOU!  
I TALK TO THE TREES  
PERCY FAITH  
39638—4-39638

MY LEE-EE-YANA  
YOU KNOW YOU BELONG TO SOMEBODY ELSE  
SAMMY KAYE  
39633—4-39633

BABY DOLL  
OOPS  
DORIS DAY  
39637—4-39637

I HEAR A RHAPSODY  
I COULD WRITE A BOOK  
FRANK SINATRA  
39652—4-39652

PINKY  
A MIRACLE HAPPENED  
SARAH VAUGHAN  
39634—4-39634

TEN SWEDES  
GERALD'S POLKA  
FRANKIE YANKOVIC  
39649—4-39649

COLD, COLD HEART  
WHILE WE'RE YOUNG  
TONY BENNETT  
39449—4-39449

the big new stars are on  
COLUMBIA RECORDS!

a great new  
folk artist  
makes an  
exciting  
debut - -



# POLLY POSSUM

sings

"sad singin',  
slow ridin'"  
and  
"don't cry,  
baby"

with JOE WOLVERTON and The Dog Patch Boys

78 rpm 20908 • 45 rpm 4-20908

## 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 PRIZZELL  
20837—4-20837

HOW LONG WILL IT TAKE!  
GIVE ME MORE, MORE, MORE  
LEFTY PRIZZELL  
20885—4-20885

IF TEARDROPS WERE PENNIES  
MR. MOON  
CARL SMITH  
20825—4-20825

MY BABY'S JUST LIKE MONEY  
I WANT TO BE WITH YOU ALWAYS  
LEFTY PRIZZELL  
20799—4-20799

BRABEMAN'S BLUES  
MY OLD PAL  
LEFTY PRIZZELL  
20841—4-20841

HELP ME, LORD, TO STAND  
THE SIGNS BY THE SIDE OF THE ROAD  
CHUCK WAGON GANG  
20887—4-20887

'TIS SWEET TO BE REMEMBERED  
EARL'S BREAKDOWN  
LESTER FLATT,  
EARL SCRUGGS  
20886—4-20886

THERE'S NOTHING AS SWEET AS MY BABY  
LET'S LOVE A LITTLE  
CARL SMITH  
20796—4-20796

## NEW RELEASES

HOLIDAY FOR KEYS  
CY WALTER at the piano  
LP CL 6202—45  
Set B-291

HAMBONE  
LET'S HAVE A PARTY  
FRANKIE LAINE,  
JO STAFFORD  
39672—4-39672

A GUY IS A GUY  
WHO, WHO, WHO  
DORIS DAY  
39673—4-39673

LOW IN THE LEHIGH VALLEY  
FLAPPERETTE  
PAUL WESTON  
39666—4-39666

V. I. P.'S BOOGIE  
JAM WITH SAM  
DUKE ELLINGTON  
39670—4-39670

SAX CANTABRE  
THE PENGUIN DANCE  
XAVIER CUGAT  
39668—4-39668

DON'T STAY AWAY  
YOU'RE HERE, SO EVERYTHING'S ALL RIGHT  
LEFTY PRIZZELL  
20911—4-20911

I FOUND YOU DUT  
ALABAMA BOOGIE BOY  
JOHNNY BOND  
20909—4-20909

# COLUMBIA RECORDS

for music that sends them . . . to you!

THE BILLBOARD Music Popularity Charts

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

Best Selling Pop Singles

Based on reports received February 20, 21 and 22

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

Table with columns: POSITION, Weeks Last This To date/Week/Week, Record Title, Artist, and Catalog Numbers.

DEALER DOINGS

Gripes and Cheers

The Salem Record Shop, Salem, Ore., gives a pat on the back to Columbia Records: "A word of praise is due Columbia for providing the monthly demonstration kit covering new Masterwork releases. It not only exposes salespeople to coming events on records, but it provides the customer with information far more valuable than a mere listing of new recordings. We would appreciate a like service on RCA Victor and some of the smaller classical labels." Bonnie Cooper, manager of the disk department of Brown Dunkin, Tulsa, Okla., wants to know "why must the pop hits always come out so much later on 45 records than they do on 78's?" Turntable Record Shop, Columbus, O., writes, "We wish to toss a bouquet to Maurice Smith, salesman for the local RCA Victor distributor, for giving us the best service of any salesman in the territory." And Adrian's, Hutchinson, Kans., states, "King Records gave us the surprise of the year. We received an order filled 100 per cent!"

Trade Talk

S. H. Kross Company, Shreveport, La., says, "I think the two best hits of today are 'Cry' by Johnny Ray and 'Dance Me Loose' by Arthur Godfrey. They are tops with me." Grinnell Bros., Lincoln Park, Ill., makes the following suggestion: "While waiting on parents, play Childcraft children records. If children are alone parents will be almost compelled to buy. Records sell better when heard and not seen." Bell Sales, Knoxville, claims, "This store started the one-stop service for operators in July, 1946. I wonder if we could be called the 'Grocery Hall Record Shop, Roxbury, Mass., writes, "The cancerous growth of price cutting is going to take more than an operation to cure." The Tune Shop, Harlingen, Tex., notes that, "Lou Diamond is a big hit here. She and Johnny Ray are two of our biggest sellers. They are both tee-riff!" Don Leary, of Lecry's Record Shop, Minneapolis, informs us that "We have had a very good reaction to Jimmy Scott's 'Wheel of Fortune' on the Coral label. Colony Record Shop, New York, is expanding and refurbishing the store. Shop intends to install self-service record racks so that customers can select their own disks.

Suggestions

Renee Manola, of Carlisle Radio Company, Carlisle, Pa., sends us a number of suggestions for manufacturers and distributors: "Notice to distributors—please pack 45's and 78's in separate cartons. We have had too many broken records shipped to us because the 45's are piled on top of the others. The cart couldn't be much more. One of two reasons we buy so few shellac albums is because they get here broken most of the time. Another suggestion: More low-priced 25 cent records are needed at 25 cents. Some company should make 45 r.p.m. disks that will retail at 25 cents. Most mothers rent paying \$1 and \$1.15 for 45 disks in the children's department."

Best Selling Children's Records

Based on reports received February 20, 21 and 22

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

Table with columns: POSITION, Weeks Last This To date/Week/Week, Record Title, Artist, and Catalog Numbers.

Best Selling Pop Albums

Based on reports received February 20, 21 and 22

Because all labels are not listed on all records it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaires. As a compromise may be drawn between their 33 pop album list and their 45 pop album lists. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Best Selling 33 1/2 R.P.M.

Table with columns: List This Week, Record Title, Artist, and Catalog Numbers.

Best Selling 45 R.P.M.

Table with columns: List This Week, Record Title, Artist, and Catalog Numbers.

Classical Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

Reviews for MOZART: SIX QUARTETS DEDICATED TO HAYDN and LISZT: TOTENTANZ AND FRANK SYD. PHONIC VARIATIONS.

Best Selling Classical Titles

Best Selling 33 1/2 R.P.M.

Table with columns: List This Week, Record Title, Artist, and Catalog Numbers.

Best Selling 45 R.P.M.

Table with columns: List This Week, Record Title, Artist, and Catalog Numbers.



a new style... a new band

**Spike Jones**  
and his  
**COUNTRY COUSINS**

**"DOWN SOUTH"**  
and  
**"I'VE TURNED GADABOUT"**

20-4568 (178 rpm)  
47-4568 (145 rpm)



This week's

**New Releases**  
... ON **RCA Victor**

Release 51-9

Hits Coast to Coast, Week of March 2

**POPULAR**

- DENNIS DAY** with The Arcadians  
I Hear a Rhapsody  
Mistake 20-4900—(47-4560)\*
- DINAH SHORE** and **TEX WILLIAMS**  
Senator From Tennessee  
Double Shuffle 20-4561—(47-4561)\*
- THE THREE SUNS**  
You're Not Worth My Tears  
You Wrong Never Make a Mistake 20-4902—(47-4562)\*
- APRIL STEVENS** and **HENRI RENE**  
and his Orchestra  
Want To Tell You  
I Love the Way You're Breaking My Heart 20-4562—(47-4562)\*
- SPIKE JONES** and his Country Cousins  
Dawn Keeth  
I've Turned a Gadabout 20-4568—(47-4568)\*
- WALY JAWORSKI** and his Orchestra  
Merry-Go-Round-Polka  
Ballroom-Polka 20-4554—(47-4554)\*

**COUNTRY — WESTERN**

- JOHNNIE & JACK**, The Tennessee Mountain Boys  
Three Ways of Knowing  
When You Want a Little Lovin' 20-4555—(47-4555)\*
- BILLY MCGHEE**  
Happily in Love With You  
Gambler Your Kisses With Somebody New 20-4556—(47-4556)\*
- HOMER** and **JETHRO**  
Slow Poke No. 2  
When It's Toothpickin' Time in Fats' Teeth  
Valley 20-4557—(47-4557)\*

**RHYTHM-BLUES**

- MELVIN SMITH**  
Everybody's Got the Blues  
California Baby 20-4558—(47-4558)\*
- RED CALLENDER** SEXYTT  
Orca's Company  
Number Three 20-4559—(47-4559)\*

**NEW ALBUM**

- FRANKIE CARLE**  
Top Gun P-3074 (WF-3074)\* LP-3084\*\*
- PARAMOUNT BAND** under the direction  
of Irvin Talbot  
The Graciosa Show on Earth  
P-333 (WF-333)\* LP-3018\*\*
- \*15 rpm red. nos.  
\*\*33 1/3 rpm red. nos.

**Going Strong...**

\$ indicates records which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

- \$ **Any Time/Never Before**  
Eddie Fisher ..... 20-4359—(47-4359)\*
- \$ **Bermuda**  
Bill Sisters ..... 20-4422—(47-4422)\*
- \$ **Tell Me Why/Trust in Me**  
Eddie Fisher ..... 20-4444—(47-4444)\*
- \$ **Tulips and Heather/Please, Mr. Sun**  
Perry Como ..... 20-4453—(47-4453)\*
- \$ **Slow Poke**  
Pee Wee King ..... 21-0489—(48-0489)\*
- \$ **Blue Tango**  
Hugo Winterhalter ..... 20-4518—(47-4518)\*
- \$ **Noodlin' Rag**  
Perry Como ..... 20-4542—(47-4542)\*
- \$ **A Kiss To Build a Dream On**  
Hugo Winterhalter ..... 20-4455—(47-4455)\*
- \$ **Temptation**  
Mario Lanza ..... 10-3738—(49-3738)\*
- \$ **Poor Whip-Poor-Will/Wheel of Fortune**  
The Bell Sisters ..... 20-4520—(47-4520)\*
- \$ **At Last! At Last!/Make With the Magic**  
Tony Martin ..... 20-4477—(47-4477)\*
- \$ **Silver and Gold**  
Pee Wee King ..... 20-4458—(47-4458)\*
- \$ **Got You on My Mind**  
John Green ..... 20-4348—(47-4348)\*
- \$ **It's Goodbye and So Long**  
Lone Pine ..... 20-4482—(47-4482)\*
- \$ **Ooh! What You Did/Mountain Laurel**  
Vaughn Monroe ..... 20-4479—(47-4479)\*

**Coming Up...**

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

- ★ **SLOW POKE**  
Ralph Flanagan ..... 20-4373—(47-4373)\*  
Best Selling Pop Single, Billboard, February 23rd issue.
- ★ **MOUNTAIN LAUREL**  
Vaughn Monroe ..... 20-4479—(47-4479)\*  
The Dixie Jockeys Pick, Billboard, February 23rd issue.
- ★ **COLD, COLD HEART NO. 2**  
Homer and Jethro ..... 20-4397—(47-4397)\*  
Country and Western Disc Jockeys Pick Billboard, February 16th issue.

**TIPS** **SENATOR FROM TENNESSEE** Dinah Shore and Tex Williams  
**DOUBLE SHUFFLE** 20-4561—(47-4561)

**DEE-JAY DOIN'S**



**BOB WATSON**  
Station WSB  
Atlanta, Georgia

One recent RCA Victor album is going to be a permanent part of my active record files. I have found that Dewey Bergman's "YOUR HOROSCOPE IN MUSIC" is a natural for my gimmick called "Birthday Serenade" over WSB. The gimmick works as follows: I ask for a telephone call from anyone celebrating a birthday. The phone usually rings in about ten seconds and I ask the caller in what year he was born. He tells me and I then name several songs published in that particular year. (This information is available in several books. I use Spaeth's "History of Popular Music in America.") The caller then chooses a song from his year of birth. I thank the caller, tell him to stand by for his own birthday song and award him a couple of theatre passes. Now comes the icing on the cake! I also tell the caller that while I am rushing to the record stacks to get his birthday song, I will play HIS very own HOROSCOPE tune — the Dewey Bergman composition corresponding with his sign of the Zodiac. The caller is always delighted with this keenly personal serenade and the gimmick holds almost equal interest for non-birthday listeners. I have used this gimmick for some time now and its popularity is steadily growing.

Please address all entries with photographs to:  
**Dee Jay Doin's**  
RCA Victor Records  
630 Fifth Avenue  
New York, N. Y.

The stars who make the hits are on

**RCA VICTOR Records**

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

refreshingly different

with the same  
Cole appeal!

## Nat "King" Cole

# "YOU WILL NEVER GROW OLD"



Record No. 1968



## THE BILLBOARD Music Popularity Charts

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

### • Best Selling Pops by Territories

Based on reports from key dealers in each of these cities,  
secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, tallies last minute sales reports from  
top dealers in the nation's largest record markets. Although the number of stores queried in each market  
does not necessarily constitute a scientific survey sample, there are enough reports to avoid any  
possibility of the overall local picture being unduly influenced by the report of a single store.

#### NEW YORK

1. CRY—J. Ray—Okeh
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. TELL ME WHY—Four Aces—A. Alberts—Decca
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. PLEASE, MR. SUN—J. Ray—Columbia
6. SLOW POKE—Pop Wee King—Victor
7. BLUE TANGO—L. Anderson—Decca
8. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh

#### CHICAGO

1. BLUE TANGO—L. Anderson—Decca
2. TELL ME WHY—Four Aces—A. Alberts—Decca
3. CRY—J. Ray—Okeh
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. WHEEL OF FORTUNE—K. Starr—Capitol
6. WHEEL OF FORTUNE—B. Wayne—Mercury
7. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
8. PLEASE, MR. SUN—J. Ray—Columbia
9. THREE BELLS—Les Compagnons De La Chanson—Columbia
10. HERRING BOATS—M. Katz—Capitol

#### LOS ANGELES

1. CRY—J. Ray—Okeh
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. TELL ME WHY—Four Aces—A. Alberts—Decca
4. BLUE TANGO—L. Anderson—Decca
5. BLACKSMITH BLUES—E. M. Morse—Capitol
6. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
7. PLEASE, MR. SUN—J. Ray—Columbia
8. ANY TIME—E. Fisher—H. Winterhalter—Victor
9. SLOW POKE—Pop Wee King—Victor
10. CHARMAINE—Mancini—London

#### BOSTON

1. BLUE TANGO—L. Anderson—Decca
2. CRY—J. Ray—Okeh
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. TELL ME WHY—Four Aces—A. Alberts—Decca
5. (HERE AM I) BROKEN HEARTED—J. Ray—Columbia
6. WHEEL OF FORTUNE—K. Starr—Capitol
7. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
8. YOU'RE NOT WORTH MY TEARS—J. Richards—Marksmen—Klang
9. PLEASE, MR. SUN—J. Ray—Columbia
10. SLOW POKE—Pop Wee King—Victor

#### DENVER

1. CRY—J. Ray—Okeh
2. TELL ME WHY—Four Aces—A. Alberts—Decca
3. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. DANCE ME LOOSE—A. Godfrey—Columbia
6. TIGER RAG—L. Paul—M. Ford—Capitol

#### ATLANTA

1. CRY—J. Ray—Okeh
2. KISS TO BUILD A DREAM ON—N. Winterhalter—Victor
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. BERVIDA—Beli Sisters—Victor
5. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
6. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
7. BLUE TANGO—L. Anderson—Decca
8. THERE AM I BROKEN HEARTED—J. Ray—Columbia
9. TIGER RAG—L. Paul—M. Ford—Capitol

#### PITTSBURGH

1. CRY—J. Ray—Okeh
2. BLACKSMITH BLUES—E. M. Morse—Capitol
3. BERVIDA—Four Aces—A. Alberts—Decca
4. WHEEL OF FORTUNE—K. Starr—Capitol
5. TELL ME WHY—Four Aces—A. Alberts—Decca
6. BLUE TANGO—L. Anderson—Decca
7. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
8. PITTSBURGH PENNSYLVANIA—G. Macchi—M. Miller—Columbia
9. ANY TIME—E. Fisher—H. Winterhalter—Victor

#### DETROIT

1. BLUE TANGO—L. Anderson—Decca
2. BLACKSMITH BLUES—E. M. Morse—Capitol
3. BERVIDA—Four Aces—A. Alberts—Decca
4. WHEEL OF FORTUNE—K. Starr—Capitol
5. PLEASE, MR. SUN—J. Ray—Columbia
6. KISS TO BUILD A DREAM ON—N. Winterhalter—Victor
7. CRY—J. Ray—Okeh

#### SEATTLE

1. WINDOWN—B. Jeno—No. Weavers—Decca
2. BLUE TANGO—L. Anderson—Decca
3. WHEEL OF FORTUNE—K. Starr—Capitol

#### WASHINGTON

1. CRY—J. Ray—Okeh
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. PLEASE, MR. SUN—J. Ray—Columbia
4. BLUE TANGO—L. Anderson—Decca
5. TELL ME WHY—Four Aces—A. Alberts—Decca
6. COME WHAT MAY—P. Page—Mercury
7. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
8. BERVIDA—Beli Sisters—Victor

#### NEW ORLEANS

1. CRY—J. Ray—Okeh
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. PLEASE, MR. SUN—J. Ray—Columbia
4. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
5. BLUE TANGO—L. Anderson—Decca
6. KISS TO BUILD A DREAM ON—N. Winterhalter—Victor
7. COME WHAT MAY—P. Page—Mercury
8. SLOW POKE—Pop Wee King—Victor

#### DALLAS-FORT WORTH

1. CRY—J. Ray—Okeh
2. TELL ME WHY—Four Aces—A. Alberts—Decca
3. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Okeh
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. BERVIDA—Beli Sisters—Victor
6. BLACKSMITH BLUES—E. M. Morse—Capitol
7. WHEEL OF FORTUNE—K. Starr—Capitol
8. THREE BELLS—Les Compagnons De La Chanson—Columbia

#### PHILADELPHIA

1. CRY—J. Ray—Okeh
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. THERE AM I BROKEN HEARTED—J. Ray—Columbia
4. SLOW POKE—A. Godfrey—Columbia
5. PLEASE, MR. SUN—J. Ray—Columbia
6. WHEEL OF FORTUNE—E. Wilcox—S. Gale—Decca
7. BLUE TANGO—L. Anderson—Decca
8. TELL ME WHY—Four Aces—A. Alberts—Decca
9. ANY TIME—E. Fisher—H. Winterhalter—Victor
10. SHRIMP BOATS—J. Stafford—P. Weston—Columbia

#### ST. LOUIS

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. CRY—J. Ray—Okeh
3. TIGER RAG—L. Paul—M. Ford—Capitol
4. PLEASE, MR. SUN—J. Ray—Columbia
5. WHEEL OF FORTUNE—E. Wilcox—S. Gale—Decca
6. TULIPS AND HEATHER—P. Cano—Victor
7. BE MY LIFE'S COMPANION—R. Cooney—Columbia
8. CHARMAINE—Mancini—London

## Hill Quits Post At MGM Pubs

NEW YORK, Feb. 23.—Paul Hill, head of the arranging department of the MGM pubberies, Robbins, Feist, Miller and Lion, has resigned. The move is owing to the ill health of Hill's wife. The couple will live in San Francisco, where Hill will open a studio and teach harmony, arranging and composition. He will also do free-lance arranging for a station. In addition to his regular arrangements for the MGM pubberies, Hill is known for his "Roger Wilson" vocal orchestrations.

Joe Levin takes Hill's post at The Big Three.

## Toronto Symp Faces 23 Per Cent Deficit

TORONTO, Feb. 23.—The Toronto Symphony Orchestra expects a deficit for its current season of approximately 23 per cent of its total expenditures.

The deficit this year, according to Jack Elton, manager, will be about \$68,000. During the current season, the orchestra will have expenditures of \$284,000 for 80 concerts. Revenue from the sale of tickets, broadcasting and other services will amount to \$216,000.

ALL WE CAN SAY IS—THANKS...

# ATLAST

...The Biggest Record of the Year ...

by ...

RAY ANTHONY

and His Orchestra "AMERICA'S #1 BAND"

Featuring TOMMY MERCER and the ANTHONY CHOIR



CAPITOL 1912

A GREAT RECORD!



margaret whiting

singing

"FOGGY RIVER"

and "try me one more time"

1984 (78 rpm)
1984 (45 rpm)



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 20, 21 and 22

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,538 operators in all sections of the country. Listed under the title of each record are the most popular records of the same time. Records shown in this chart other available records of tunes listed here will be found in the Mirror of Music Popularity Chart, Part I.

Table with columns for Rank, Position, 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.

**THE LADY and THE COWBOY sing...**



**DINAH SHORE**



**TEX WILLIAMS**

**“SENATOR from TENNESSEE and “DOUBLE SHUFFLE”**

20-4561 (78 rpm)

47-4561 (45 rpm)

the **BIG** *New* **HITS** are on ...

**RCA VICTOR RECORDS**

# THE BILLBOARD Music Popularity Charts

For Releases 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 20, 21 and 22

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.

POSITION	Weeks Last This to date/Weeks/Weeks	Record	Artist	Label
9 2 1		WONDERING	W. Pierce	Dot (78) 46-364; (45) 79-46-364-BMI
10 1 2		GIVE ME MORE, MORE, MORE	Lefty Frizzell	Cap (78) 20885; (45) 34-20885-BMI
19 3 3		LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Cap (78) 20862; (45) 34-20862-BMI
25 4 3		SLOW POKE	Pee Wee King	V (78) 21-0499; (45) 48-0499-BMI
8 5 5		BABY, WE'RE REALLY IN LOVE	Hank Williams	MGM (78) 11100; (45) K-11100
4 6 6		BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	V (78) 20-4413; (45) 47-4413-ASCAP
1 - 7		DON'T JUST STAND THERE	Carl Smith	Cap (78) 20893; (45) 34-20893
6 6 8		TOO OLD TO CUT THE MUSTARD	Carlisle	Mercury 6348-BMI
4 10 9		MISSING IN ACTION	E. Tubb	Dot (78) 46-369; (45) 79-46-369-BMI
3 8 10		SILVER AND GOLD	Pee Wee King	V (78) 20-4458; (45) 47-4458-BMI

### 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.	WILD SIDE OF LIFE	N. Thompson	Cap (78) 1942; (45) F-1942-BMI
2.	YOU KNOW I'M STILL IN LOVE WITH YOU	W. Pierce	Dot (78) 46-365; (45) 79-46-365
3.	LITTLE GIRL IN MY HOME TOWN	Carl Smith	Cap (78) 20893; (45) 34-20893

## FOLK TALENT AND TUNES

Comments here in case The Billboard, 6000 Sunset Blvd., Hollywood 28.

By JOHNNY SIFFEL

### Artists' Activities

Sherman Collins, who has been working with Hank Snow for the past year, has returned to Texas where he will appear with his wife, Ida Red, and her Kentucky Partners. Snow together with Carl Smith and Cowboy Copas will appear in Oklahoma City March 2. Lonzo and Oscar cut "Music Makin' Mama, Second Hand" recently.

Home and Jethro, heard on the WLS National Barn Dance, have a new tune, "Child Psychology," which got some good publicity recently. The secretary of the Illinois Psychological Association asked permission to reprint the lyrics in his newsletter to members. Slayland Scottie in a Chicago hospital for observation.

### 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.

THOSE GONE AND LEFT ME BLUES  
Cameo 6348-BMI  
King 1034

Bill Bailey, "Old American Barn Dance," planned to Cincinnati recently to visit the Gene Autry troupe and see the Candy Mountain Gals. Bailey reports Fred Niles, Kling Studios, Chicago, will resume shooting on the "Barn Dance" next month, and that he is lining up future shows. Series is being shown in 29 markets from coast to coast.

Johnnie Lee Wills and his band, KVOO, Tulsa, Okla., cut their first four sides for Victor February 2. Wills and his business man.

(Continued on page 42)

## Most Played Jake Box Folk (Country & Western) Records

Based on reports received February 20, 21 and 22

Records listed are Country and Western records most played in Jake Boxes according to The Billboard's special weekly survey among a selected group of Jake Box operators whose locations require Country and Western records.

POSITION	Weeks Last This to date/Weeks/Weeks	Record	Artist	Label
17 2 1		LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Cap (78) 20862; (45) 34-20862-BMI
23 1 2		SLOW POKE	Pee Wee King	V (78) 21-0499; (45) 48-0499-BMI
9 3 3		GIVE ME MORE, MORE, MORE	Lefty Frizzell	Cap (78) 20885; (45) 34-20885-BMI
1 - 4		HONKY TONK BLUES	Hank Williams	MGM (78) 11160; (45) K-11160
4 4 5		BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	V (78) 20-4413; (45) 47-4413-ASCAP
1 - 5		DON'T JUST STAND THERE	Carl Smith	Cap (78) 20893; (45) 34-20893
2 5 7		SILVER AND GOLD	Pee Wee King	V (78) 20-4458; (45) 47-4458-BMI
5 7 8		WONDERING	W. Pierce	Dot (78) 46-364; (45) 79-46-364-BMI
15 5 9		ALABAMA JUBILEE	Red Foley	Dot (78) 27810; (45) 79-27810-ASCAP
8 - 9		BABY, WE'RE REALLY IN LOVE	Hank Williams	MGM (78) 11100; (45) K-11100-ASCAP

### Coming Up

1.	MILK BUCKET BOOGIE	Red Foley	Dot (78) 27901; (45) 79-27901-BMI
2.	I'D STILL WANT YOU	Hank Williams	MGM (78) 11100; (45) K-11100
3.	LITTLE GIRL IN MY HOME TOWN	Carl Smith	Cap (78) 20893; (45) 34-20893

## Best Selling Retail Folk (Country & Western) Records

Based on reports received February 20, 21 and 22

Records listed are Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks Last This to date/Weeks/Weeks	Record	Artist	Label
22 1 1		SLOW POKE	Pee Wee King	V (78) 21-0499; (45) 48-0499-BMI
15 2 2		LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Cap (78) 20862; (45) 34-20862-BMI
9 3 3		GIVE ME MORE, MORE, MORE	Lefty Frizzell	Cap (78) 20885; (45) 34-20885-BMI
4 4 4		MISSING IN ACTION	E. Tubb	Dot (78) 46-369; (45) 79-46-369-BMI
5 5 5		TOO OLD TO CUT THE MUSTARD	Red Foley E. Tubb	Dot (78) 46-367; (45) 79-46-367-BMI
3 7 6		WONDERING	W. Pierce	Dot (78) 46-364; (45) 79-46-364-BMI
2 10 7		SILVER AND GOLD	Pee Wee King	V (78) 20-4458; (45) 47-4458-BMI
6 6 8		BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	V (78) 20-4413; (45) 47-4413-ASCAP
27 8 9		MOM AND DAD'S WALTZ	Lefty Frizzell	Cap (78) 20837; (45) 34-20837-BMI
9 9 10		ALABAMA JUBILEE	Red Foley	Dot (78) 27810; (45) 79-27810-ASCAP
1 - 10		HONKY TONK BLUES	Hank Williams	MGM (78) 11160; (45) K-11160

### Coming Up

CALL HER YOUR SWEETHEART	E. Arnold	V (78) 20-4413; (45) 47-4413
DON'T JUST STAND THERE	Carl Smith	Cap (78) 20893; (45) 34-20893

# They must be right about...

## PEE WEE KING'S "SILVER and GOLD"

RCA Victor Recording of

# "SILVER and GOLD"

RCA VICTOR 20-4458

... in just four weeks



Pee Wee King and Rodd Stewart, writers of Tennessee Waltz and Slowpoke

### The Billboard Picks

SILVER AND GOLD ... For The Day ... RCA Victor 20-4458

### The Country and Western Disk Jockeys Pick

SILVER AND GOLD ... For The Day ... RCA Victor 20-4458

Country & Western Records Most Played by Folk Disk Jockeys

### C&W Records to Watch

THOSE GONE AND LEFT ME BLUES  
Cameo 6348-BMI  
King 1034

### Best Selling Retail Folk (Country & Western) Records

Coming Up

### Most Played Jake Box Folk (Country & Western) Records

Coming Up

ASSOCIATED BOOKING CORP.  
745 Fifth Avenue, New York City  
Hollywood

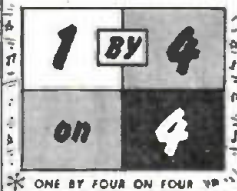
J. L. FRANK  
Personal Manager

Published by  
RIDGEWAY MUSIC, INC. (BMI)  
Hollywood, Calif.

## Folk Record Releases

- Backroom Boogie—Sheb Wooley (Down) MGM 11180
- Cracker Jack—Speedy West (Roadside) Cap 1991
- Don't Trade Your Love for Gold—Orval Prophet (Fim) Dec 46404
- Down in the Tootles—Sheb Wooley (Backroom) MGM 11180
- I'm Going Back to Birmingham—Orval Prophet (Down) Dec 46404
- Lesson in Love—Andy Wilson (Say) MGM 11181
- Let Your Penetration Soar—Ray Hooper (Mecca) Cap 1987
- Mean, Mean Woman—Ray Hooper (Let) Cap 1987
- Our Love Is Gone—Mattie O'Neil & Sally Holmes (Shakers) King 1033
- Roadside Rag—Speedy West (Cracker) Cap 1991
- Rock Candy Rock—Jimmie Allen (You) MGM 11182
- Say a Simple Prayer—Andy Wilson (Lesson) MGM 11181
- Shakers and Chasers—Mattie O'Neil & Sally Holmes (Down) King 1033
- You Used My Apple—Carl—Jimmie Allen (Rock) MGM 11182

### WATCH FOR THEM!



### WANT TO BUY

Private individual wants to buy publisher's rights to hillbilly, sacred and popular tunes which are selling good BMI or ASCAP performance percentages. Will consider purchase of complete publisher's catalogue. Send all details. All replies confidential.  
4000 Sunset Blvd., The Billboard, B.O. #127, Hollywood 28, Calif.

### TALENT REP WANTED

Solo independent composer for a TALENT REPRESENTATIVE to supervise hillbilly, rhythm and blues records. Job also involves sales work and contacting disk jockeys. Salary and profit sharing plan to right man. All replies strictly confidential. Our employees know of this ad.  
B.O. #96, THE BILLBOARD, Chicago, Ill.

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 20, 21 and 22

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 10 columns: Position, Weeks Last, Title, Artist, RPM, and other details. Top entries include 'THREE O'CLOCK BLUES' by B. B. King and 'BOOTED' by R. Gordon.

Rhythm & Blues Record Releases

Based on reports received February 20, 21 and 22

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

Table with 10 columns: Position, Weeks Last, Title, Artist, RPM, and other details. Top entries include 'THREE O'CLOCK BLUES' by B. B. King and 'WHEEL OF FORTUNE' by E. Wilcox S. Gale.

Best Selling Retail Rhythm & Blues Records

Based on reports received February 20, 21 and 22

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

Table with 10 columns: Position, Weeks Last, Title, Artist, RPM, and other details. Top entries include 'THREE O'CLOCK BLUES' by B. B. King and 'WHEEL OF FORTUNE' by E. Wilcox S. Gale.

FAST STEADY SELLERS!!! I Ain't Gonna Say It... Dootone Records, 9514 So. Central Ave, Los Angeles 2, Calif.

RHYTHM AND BLUES NOTES R. PAUL WEBMAN... Okeh Records, the subsidiary revived by Columbia Records about six months ago to hype the diskery's rhythm and blues business.

A HIT!!! "KISS ME, BABY" By The CARDINALS Atlantic 1958

R&B Records to Watch... In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records released this week.

Write for LATEST CATALOG NEW RECORDS... \$10.00 per 100 (78 RPM) VEDEX COMPANY

Shaw Artists Corporation has signed to term-booking management pacts a number of talents. The agency inked veteran thrush-songwriter Lil Green, who is remembered for her ditty, "Why Don't You Do Right."

WATCH FOR THEM! 1 BY 4 on 4 ONE BY FOUR ON FOUR VP

Big Jay McNeely, a tenor saxist who has etched for a number of R & B waxers and who had a sizeable hit for Savoy some years back in "Deacon's Hop," was signed by the agency as well.

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 a rating scale. Reviews include Wynonie Harris, Amos Milburn, and others.

ON TOP... ACROSS THE NATION... "BABY, PLEASE DON'T GO" The Orioles... "DIANE" Buddy Lucas Orch. A Sleeper Hit!

JUBILEE RECORD CO., Inc. 315 W. 47th St., N. Y., N. Y.

NEW RELEASE! THE BIG QUESTION by PERCY MAYFIELD

A SLEEPER HIT! IDA RED BY BUMBLE BEE SLIM Fidelity Records 8508 Sunset Blvd., Hollywood, Calif.

SOON #1! "HURRY UP" "PLEASE TELL ME WHY" BY VARETTA OULLARD SAVOY RECORD CO., INC.

HERE'S YOUR 1ST SPRING HIT! "TWENTY ROBBERS" B/W "LOVE MY MOM AND LOVE MY POP" Chess #1500 Two Honeys and Cane

# "The Gypsy Song"

**NO! NOT A NEW RELEASE  
BUT The MANY THOUSANDS and  
THOUSANDS of RECORD BUYERS  
ARE ASKING FOR**

## 'COME WHAT MAY'

**BY THAT NAME...**

**ANOTHER IN HER LIST OF  
GREAT HITS (over 250,000 sales)  
WHO ELSE, BUT**

# PATTI PAGE

COUPLED WITH

## "RETREAT"

MERCURY 5772 · 5772 X 45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA



## THE BILLBOARD Music Popularity Charts

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

### Record Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
0-59 POOR

**How Ratings Are Determined** Records are rated four ways: (1) overall; (2) as to their value for disk jukebox; (3) for retailers; and (4) for consumers. 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 (surface, etc.), 5; music publisher's performance potential, 10; exploitation before advts.—promotion firm, legit and other "plug" 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	DISK JUKEBOX	RETAILER	CONSUMER
<b>GUY MITCHELL (Mach Miller Ork)</b> Pittsburgh, Pennsylvania COLUMBIA 3944—Mitchell turns in a big, exciting vocal on a new lively novelty, in the style of the singer's "Truly Fair" a while back. Disk and libretto suggest the warbler solidly. A strong piece of wax that could catch some coin.		83--84--80--85			
<b>Dell With a Sawdust Heart. The</b> This new ditty harkens back to the days of the '30's. The singer gives it a fine go. Disk is spiced by a heavy, old-fashioned piano that should insure this disk a good one for the juke.		80--80--78--82			
<b>GUY LOMBARDO ORK</b> <b>I Could Write a Book</b> DECCA 27949—Considering the many Lombardo fans who want this, if the current revival push behind the "Pal Joey" ditty is strong enough then this typical Lombardo version will get a big piece of the action.		80--80--80--80			
<b>With a Song in My Heart</b> First sold something in the '40's and the title song of the upcoming Jane Frazee comic. The rendition is just what you'd expect from Lombardo—simple, effective and consistently danceable.		80--80--80--80			
<b>JORDON MacRAE (Van Alexander Ork)</b> <b>Nine Hundred Miles</b> CAPITOL 3990—This one has a masculine outdoor ring to it and the singer comes thru with a forceful performance that makes for extra fine listening. Disk has some fresh values that could net it plenty of spins.		79--80--78--80			
<b>Call Her Your Sweetheart</b> The ballad is in fine voice, the effort somehow doesn't fall. Ditty is currently getting a fair action at an Eddy Arnold archive.		70--70--70--70			
<b>CATHY &amp; BOB CROSBY (Vic Schoen Ork)</b> <b>Cathy</b> CAPITOL 1488—Bob Crosby and daughter pull a Bing Gary in this latter-made ditty introducing the gal. Gag lines here and there add a personal touch in a disk that has a certain amount of novelty appeal.		76--78--75--75			
<b>Buckle Song, The</b> Father and daughter share vocal chores prettily in this lively ocker. Lyrics have a folk character and Cathy shows a clear, sweet voice.		75--76--74--74			
<b>LIONEL HAMPTON ORK</b> <b>Love You Like Mad</b> RCA 31376—The high-lantern ork arrangement is the main attraction here. Spiced with instrumental flairs, half the etching is given over to the ork with Hampton taking over the lyrics for the remainder in his usual style.		76--78--74--76			
<b>Oh, Rock</b> Hampton shows the little phase to a wild, raucous beat with mass vocal refrain. It's an exciting disk in r&b style.		74--76--72--72			
<b>FRED WARING ORK</b> <b>Who's Afraid of the Big Bad Wolf</b> DECCA 27988—Reprint of the tune from the Disney classic is handled a lush, rompy reading by the glow disk with fast-paced ork backing. A natural for the biggest market.		76--78--78--72			
<b>1. Hush Ho, 2. Whistle While You Work.</b> The Hush Ho etc is due for release again soon and here two of best-known ditties from the Disney feature are engagingly performed in medley fashion.		72--75--75--70			
<b>TONY BAYAAR (Norman Lyden Ork)</b> <b>Once I Loved You</b> VICTOR 28459—The "Paint Your Wagon" singing star continues to impress with his vocal talents. Song, penned by the team which came up with "Sentimental Me," is not strong enough to make the disk a contender.		72--75--70--72			
<b>Lonely</b> Bayaar's reading of an attractive new ballad lacks projection. Yet it's pleasant.		72--75--70--72			
<b>JANE CRANT</b> <b>Goody, Goody</b> DOT 15805—Thebrun is energetic in a cheery run-thru of a jazzy number done up in ready-tone dress.		80--80--80--80			
<b>Just Believe in Me</b> Nicely done by Crant and ork, the romantic ballad is well projected.		77--77--77--77			
<b>GEORDIE NORMEL</b> <b>Twelfth Street Rag</b> WAC GREGOR 1028—What sounds like a hobby instrumental and vocal combo by actually Normel doing a multi-instrument disk act. It's interesting, but not nearly as strong as his earlier "Onatone."		72--75--76--70			
<b>Crazy Rhythm</b> The millionaire meat packing heir comes up with another of his unusual multi-instrument items here on which he gets to play a long list of instruments and winds up singing all parts of a vocal group.		72--75--70--70			
<b>THE FOUR JACKS (Low Douglas Ork)</b> <b>You're in Love With Someone Else</b> RCA 31378—Romantic ballad is harmonized effectively by the foursome. Beat is slow and the scoring sets across the mood feeling.		68--70--65--70			
<b>Drinking, I'm Lonesome for You</b> The quartet is sensitive in this sympathetic reading of a melodious lament.		68--70--65--70			
<b>SONNY BURKE ORK</b> <b>Grabber, The</b> DECCA 27974—This is an instrumental with an arrangement that sets cross rhythms off against each other for a few listener surprises.		68--68--68--68			
<b>(Ma Wuh) Mamba on My Mind</b> A spirited take-off on Elia's 2d Hungarian Rhapsody comes out as an interesting disk. Jo Ann Greer takes the chirp lead.		62--62--62--62			

coming in the March 15 issue . . .

Today's Record Labels and Who Makes Them

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>THE CONTINENTAL</b> Violet for Your Furs CAPITOL 1989—The Continental, aristocratic voice and all sends the girl on video and there's probably a thrill or two here to go with it. It's a super smooth recitation to organ backing. If there were enough disks like these around, it might pay to start a juke route in beauty parlors or reducing salons.		66--68--65--65
<b>BOBBY ANDERSON</b> S'Pasin DECCA 102—Not much for the average disk buyer, Anderson is completely unimpressive on the fine old standard. The combo, the drummer some okay hop accompaniment. Actually Anderson knows his—no just half!		50--53--45--50
<b>HENRY JEROME ORK</b> I Would Rather Stay Home With Your Picture MGM 11174—Anderson and the trio tackle a new ballad. Result is even less impressive than the top side.		45--50--40--45
<b>HENRY JEROME ORK</b> Homing Pigeon (Fly Away, Fly Away, Back Home) MGM 11174—Jerome returns to wax action with a lilting novelty slice built around a traditional gang-sing ditty. Drum thump gimmick and catchy chorus could stir up plenty action and create the effort to the extent "Veezer" class.		85--86--83--85
<b>TOMMY DORSEY ORK (Frank Sinatra)</b> Daybreak (re-issue) VICTOR 42-019—A classic TD slice of the early '40's it is re-issued and with the fine old style Sinatra piping could stir up some new business.		75--78--74--74
<b>BILLY ECKSTINE (Russ Case Ork)</b> Room With a View, A MGM 11177—Eckstine, following a familiar path, warbles a barely remembered slice to his rich, warm baby to a lady assist from the Case ark and a vocal group. Song's a strong entry on a bid for a repeat and Mr. B's reading could help kick it over.		86--87--86--86
<b>BARBARA RUICK</b> Don't Stop Now! MGM 11181—Miss Ruick, a budding starlet, makes a dero impression with a coy yet impassioned interpretation of a refreshing ballad novelty. Strong performance by the lush, expert Skip Martin arsing and the fine song make this one a must potent entry which could sweep if properly exploited.		86--87--86--86
<b>BARBARA RUICK</b> Mambo On My Mind MGM 11181—Miss Ruick, a budding starlet, makes a dero impression with a coy yet impassioned interpretation of a refreshing ballad novelty. Strong performance by the lush, expert Skip Martin arsing and the fine song make this one a must potent entry which could sweep if properly exploited.		74--75--73--74
<b>CHILDREN</b>		
<b>MITCH MILLER ORK (The Sandpipers)</b> Buddle-Uddle-Um-Dum, Pts. I & II (The Seven Dwarfs Washing song) LITTLE GOLDEN 80-50—A fine performance of the washing tune from the flick "Snow White," now being revived. The sandpipers, the original seven dwarfs, and the Miller ark give the song a light and thereby enjoyable run-thru. This could be a big seller for the three to three 100-sides.		85--85--85--85
<b>ROY ROGERS</b> Television Ambush, The, Pts. I & II VICTOR (45) 42-070—This clever story ties up directly with the Cowboy actor's TV show. Some racketeers go after Rogers because he tries to expose their Western "Protection" racket on his TV program. After much hollowness on the part of the gangsters, Rogers finally nails the bad hombres thru the aid of some courageous ranchers. Well produced and well told, the seven to 10 set should go for this Rogers side.		85--85--85--85
<b>ROY ROGERS</b> Masked Marauder, The, Pts. I & II VICTOR (45) 42-070—An exciting story about political maneuvering in a Western setting. The king of the cowboys is framed by bad men, jailed. But Rogers and Trigger find the masked marauder and set the honest "Apache Pete" elected sheriff. Kids from seven to 10, and some adults too should enjoy this fine performance by Rogers and the rest of the gang, if they go for Western shenanigans.		83--83--83--83
<b>MITCH MILLER ORK (The Sandpipers)</b> Yodel Song, The LITTLE GOLDEN 80-74—The well-known yodel song from the "Snow White" movie is performed by the Sandpipers and the Seven Dwarfs. Ork performance is solid. A strong disk.		82--82--82--82
<b>DOIN' THE DOPEY</b> Another tune from the Disney picture is sold solidly by the chorus and the dwarf. Could be another big star.		80--80--80--80
<b>TOM CORBEY SPACE CADET</b> Rescue in Space, Pts. I & II VICTOR WY-458—A amusing adventure story, about space pilots who prey on lone rocket ships out on the solar system, and the dauntless space cadets who guard the freedom of space. (And incidentally capture the pirates.) The performance is fine in spite of some overacting, and the story is exciting enough to have the seven to 10 year olds sitting on the edge of their chairs. Fact that "Space Cadet" is now a TV show should help push this waxing.		80--80--80--80
<b>SALLY SWEETLAND-DICK BYRON-MITCH MILLER ORK (The Sandpipers)</b> Chocolate Cowboy, The LITTLE GOLDEN 8-74—A good vocal by Dick Byron tells of a young cowboy who is made of chocolate and shoots with a chocolate pistol. Tune is pretty, set backing excellent.		80--78--82--85
<b>Daddy's Whistle</b> Sally Sweetland is flim on this cute ditty about daddy's whistling when he comes home from work.		77--77--77--75
<b>MAE QUESTEL-ANNE-LOYD-MITCH MILLER ORK (The Sandpipers)</b> Little Audrey Says LITTLE GOLDEN 8-70—Little Audrey sings about the good proverbs that girls should observe even the she doesn't. Effective performance by singer and ark.		75--75--75--75
<b>Let's Go Shopping</b> Singers come thru with a good vocal on a little ditty about stores where bills can go shopping, they only have a dime to spend.		78--78--78--75
<b>BRET MORRISON (Laroy Holmes Ork)</b> Tom and Jerry in the Wild West, Pts. I & II MGM 3-22—Jerry the mouse makes himself out West and his buddy Tom, follows. Jerry meets Gracie the Grizzly Bear and attends a dance. There isn't much story to this waxing and what little there is doesn't go anywhere. In addition, most of the action described is visual, the type that would come off much better in a cartoon. Production is good, with narrator Bret Morrison fine, except that the action he describes takes place too quickly. For the six to 11 year old.		70--65--75--65

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>THE SOUL-STIRRERS</b> I Have a Friend Above All Others ALADDIN 202—A fine job by the lead singer plus great a cappella backing by the boys makes this pretty, slow tempo spiritual an outstanding waxing.		80--82--78--85
<b>Little Talk With Jesus, A</b> The group shows its great blend and some good solo work by the tenor and baritone on this excitingly arranged ballad spiritual.		78--78--78--85

(Continued on page 34)



**AMERICA'S DJ'S SAY IT'S A HIT!**

**"JUMP THROUGH THE RING"**

**Vic Damone**

MERCURY 5785•5785X45



**NOW IT'S TWO SIDES!**

**"STOLEN LOVE"**

AND

**"WISHIN"**

PICKED BY DJ'S, OP'S DEALERS

**Eddy Howard**

MERCURY 5784•5784X45



**FIRST RELEASE A HIT!**

**BOBBY MAXWELL**

**"CHINATOWN"**

MERCURY 5773•5773X45



**Cugat AND Hayes**

**A WINNER!**

**"BABALU"**

AND

**"MORE THAN LOVE"**

MERCURY 5780•5780X45



**A SLEEPER HIT!**

**TINY HILL**

Milk Bucket Boogie 84--85--82--85

MERCURY 5789—Hill turns up with a spirited, lively etching of one of those bucolic "sounding" boogies. Has enough essential corn to round up the loot in both country and pop areas. Should be a profitable item for Tiny.

**"Milk Bucket Boogie"**

MERCURY 5789•5789X45



**IT'S ANOTHER "SHANTY IN OLD SHANTY TOWN"**

**Johnny Long**

AND HIS ORCHESTRA

**"Down By The Old Mill Stream"**

MERCURY 5796•5796X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

**PITTSBURGH LIKES**

**20<sup>th</sup> Century**  
Golham Record Corp.

**LOVIN' TIME**  
Danny May's Ouch—Ray Smuck & The Crackersicks TC-5000-A

Thank You!  
ART FALLAN — WWSW

Thank You!  
JAY MICHAELS — WPIT

Thank You!  
JAN ANDREE — WJAS

Thank You!  
SID DICKLER — WMCK

Thank You!  
DAVE TYSON — WCAE

Thank You!  
BERNIE ARMSTRONG — KDKA

Thank You!  
PHIL ZINKAND — WWSW

Thank You!  
ED BARTELL — KQV

**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**

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

Continued from page 33

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	CRITICISM	REMARKS	
<b>SPIRITUAL</b>					
MADAME POSEY (The Travelaires) World Is in a Bad Condition, The World 111790	World Is in a Bad Condition, The World 111790—A fast-moving jubilee spiritual is given a solid run-down by chunter and chorus, on this unimpaired version.	76	78	74	NS
He Arose Madame Posey is forceful and sincere on this revival type tune. Chorus backing is powerful.	73	73	73	73	NS
SOUTHERN SONS QUARTET Our Heavenly Father TRUMPET 148	Our Heavenly Father—A shoutin' lead singer sparks this weaving of a spiritual here over solid vocal backing by the group.	72	73	71	NS
I Can't Feel at Home Anymore Traditional spiritual is solid solidly by lead singer with chorus chanting fervently in background.	70	72	68	NS	
<b>THE TUNE BLENDERS</b>					
Come on to Jesus WHEELER 101	Come on to Jesus—In their first appearance on the label the Tune Blenders do a good job on a fast tempo spiritual.	68	68	68	68
Bread of Heaven An effective reading of a rhythmic religious item by the quartet.	65	65	65	65	
<b>COUNTRY &amp; WESTERN</b>					
TEX WILLIAMS' ORK Only Polackin' VICTOR 451 47-6906	Only Polackin'—A lively novelty satire about "polackin'" performed well by the quartet. Should grab a chunk of the country action. A strong one for kids.	82	83	80	84
Shame on You Country line written by Sadee Cooley is performed well by the singer and chorus.	78	79	76	79	
SKEETS McDONALD Wheel of Fortune CAPITOL 1043	Wheel of Fortune—The line that is creating a stir in the pop field is sung well by the warbler. Should grab a chunk of the country action.	80	80	80	80
Love That Hurt Me So, The McDonald is persuasive and stylized on this weeper.	78	78	78	78	

LABEL AND NO. ARTIST	COMMENT TUNES	POPULARITY	CRITICISM	REMARKS	
<b>GRANDPA JONES &amp; HIS GRANDCHILDREN</b>					
That Memphis Train KING 1029	That Memphis Train—A rousing country item, done as a hardover, by 15 men a top reading by Grandpa Jones. A strong disk for kids.	78	78	76	80
You Done Me Mean and Hatelul A good performance by Jones on a spirited country weeper that should be of interest in back country areas.	75	76	74	76	
<b>GRANDPA JONES</b>					
Retreat VICTOR (45) 47-4505	Retreat—Jones comes thru with a solid vocal on the ditty now moving in the pop field via the Patti Page etching. A good reading for country folks.	78	79	75	80
Mountain Laurel Another ditty now getting some play in the pop branch receives an effective reading from Jones and Ramona.	76	77	75	76	
<b>DELMORE BROTHERS</b>					
I'll Be There KING 1028	I'll Be There—A good country weeper to sold well by the Delmore Brothers, who turn in a fine duet on this pretty tune.	77	79	74	78
Steamboat Bill Boogie The Brothers are accurate on this slight country novelty.	67	67	67	67	
<b>ROY HOGSED</b>					
Let Your Pendulum Swing CAPITOL 1087	Let Your Pendulum Swing—A cute novelty about big clocks and little clocks, with a fast 10-100 beat, is performed with plenty of spirit by the group.	76	78	74	76
Mean, Mean Woman The ballad, with a strong blues flavor, is charted in forthright fashion by Hogsed.	73	74	72	74	
<b>CURLY ALLEN</b>					
Stompin' at the Savoy MERCURY 6377	Stompin' at the Savoy—The jazz side is given a wild instrumental reading by guitarist Curly Allen with some extra guitar duobins. Fine for the juke.	75	77	69	79
Curly's Boogie Western style boogie, written by the singer, is played with spirit by Allen. Disk has guitar duobins that should help it catch some coin.	73	73	70	76	
<b>ANN JONES</b>					
You Won't Find Me Singing the Blues for You KING 1028	You Won't Find Me Singing the Blues for You—Miss Jones socks over the blues of a lively country blues in most appealing fashion. A good weeper.	75	77	71	77
Be Safe—Be Sure—Be Careful An attractive, light, novelty tune with cute lyrics receives a good reading from the country charmer.	70	70	70	70	
<b>JIMMIE ALLEN</b>					
Rock Candy Rock KING 11178	Rock Candy Rock—The 100 beat into together a cute novelty ditty. It's simple and appealing in this reading, an arrangement that might carve out a bit of pop success.	75	78	72	74
You Upset My Apple Cart The bouncy rural is followed brightly by Allen and gals.	75	75	75	75	
<b>BOOTS WOODALL (His Wranglers)</b>					
There'll Be No Cripples Up These MERCURY 6380	There'll Be No Cripples Up These—A pleasant and appealing weeper about a crippled girl who is unable to play, receives an outstanding vocal by the brothers plus a talking prayer at the end. A strong disk.	75	75	75	75
They Locked God Outside the Iron Curtain A good, forceful reading of the upcoming country tune by the Smith Brothers, that shows a fine blend between the singers and out.	75	75	75	75	
<b>SHEB WOOLEY</b>					
Down in the Toilies MGM 31380	Down in the Toilies—Wooley is effective in getting across the happy spirit in one of his own numbers, a ditty with a strong group-dance flavor.	74	74	74	74
Backroom Boogie Guitars and piano take the spot in this slow, flexible boogie.	69	70	68	70	

**USED RECORDS WANTED**

A 3c stamp will convince you we **PAY MORE**. Write us **TODAY**. We pay freight, furnish shipping labels. Operators with more than 50 machines will be contacted by phone.

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Phone No. .... No. Mchs. ....

**Just Released and Breaking Sales Records!**

**YMA SUMAC**

SINGS THE

*Legend of the Sun Virgin*

ALBUM NO. 299



and the famous

**VOICE OF THE XTABAY**  
A most exciting musical experience

ALBUM NO. 244



### Petersen-Lindsay Monthly Mags Set Up Own Diskery

HOLLYWOOD, Feb. 23.—First monthly periodicals to emerge with their own diskery are the motor and cycle foursome, owned by Robert (Pete) Petersen and Bob Lindsay, who started "Hot Rod Magazine" in 1948 and have since added three more monthly mags, Cycle, Auto and Motor Trends. The duo this week cut the first four sides for their Hot Rod record label, featuring Scatman Crothers doing "Hot Rod Harry" and "The Coolest Cat in Town" and "Saturday Night Drag Race" (Parts 1 and 2).

The youthful publishers have, since 1948, built a combined circulation of 800,000 monthly, with Hot Rod accounting for 325,000 copies per month. Petersen and Lindsay decided to go into the disk business following requests from readers asking for musical numbers to follow the theme of "Hot Rod Race," which hit via a 4 Star disk by Arkie Shibley. In order to stimulate interest in the disks, the mag started a disk column a month ago.

The four publications will feature heavy plugging of the new label, but the mags will do no direct mail-order selling of the disks. The firm is preparing to name a set of national distributors. Disks on the new label will sell for 89 cents, with only 78 c.p.m. releases at first, to be followed by subsequent sides on 45 r.p.m.

### No. Adams AFM Local Votes Band Rate Hike

NORTH ADAMS, Mass., Feb. 23.—A "slight increase" in local dance band pay rates has been voted at a recent meeting of about 35 members of Local 96 of the American Federation of Musicians.

President Gordon L. Benoit said that the increase was made simply to bring local rates more in line with those charged elsewhere in New England.

It is the first increase made by the local since the latter part of 1947, and Benoit said the former rates "were way below the aver-

### Chi Distrib Changes in R&B Field

CHICAGO, Feb. 23.—A series of distrib changes here has resulted in the strengthening of the Jimmy Martin org with the addition of the Atlantic line, the shifting of Monroe Passis, formerly one of the major reps in the rhythm and blues field, to a virtual inactive status in this phase of the business, and the addition of two new labels to Art Sheridan's American Distributing firm, also strong in the r. & b. field.

Martin takes on Atlantic from Passis, adding the label to his recently acquired MGM line. Passis, who still retains his retail store, has not signified his future plans in the distributing end of the biz, but was known to have been considering dropping out for some time.

Sheridan has picked up two local labels, Chance and Life, to add to his stable. Latter, headed by J. Mahoney, is readying a more aggressive cutting and selling campaign, with the American appointment a step in this direction.

Leonard Chess, head of Chess Records, with his distrib problems now under control, plans to expand his activities, to date confined strictly to r. & b. into the country and Western field, and will head for the South next month to set up this activity.

Hy Frumkin, also heavy in the r. & b. distributing field, will move his headquarters from the Northwest side of Chicago to Record Row next week.

age now being charged when figured on a per-hour basis." Normally, the musicians are paid on a "per-engagement" basis.

The president of the local said the increase in rates applies only to dance band engagements, and were necessitated by the increased cost of instruments and of transportation since 1947. He said the old rate scale was one of the lowest among the some 50 locals in New England.

### Chi Hotels Go For New Bands

CHICAGO, Feb. 23.—With the nation's miteries searching for new acts which can be built into future bill toppers, hotels here and points West are beginning to book new bands into their locations in the hope that they will develop into future heavy grossers. In this build-up program, hotel bookers are upping the ante for the comparative unknowns in their territories, going as high as \$3,000 per week to snare what they believe to be upcoming units.

Latest to benefit in the new booking program is Ray Pearl, who has built most of his reputation in these parts, but who has benefited on a larger scale by the remote broadcasts he has had while playing the Aragon and Trianon ballrooms in the Windy City.

Pearl, who is already booked thru mid-October, will for the first time play major location dates in New Orleans, Mississippi and Texas in this period. Bill Black, co-ordinator of McConkey Artists' Corporation band department, Pearl's bookers, on a recent swing thru the South was able to open up this territory for the band which had been heard there via radio remotes during the 12 weeks it worked the Aragon last year.

Set by Black was an April 3 opening at the Rice Hotel, Houston, where the org stays four weeks, a series of one-nighters set by Arnie Prager, which will bring Pearl back to Chicago for an indefinite run at the Trianon, starting May 13. On July 24 band debuts at the Roosevelt, New Orleans, where it stays four weeks, then moves to the Heidelberg Hotel, Jackson, Miss., August 21 staying thru September 3; then opens a five-week stand at the Texas Hotel, Fort Worth, September 5.

### Ascher, Brown Sign Bobby Wayne for P. M.

NEW YORK, Feb. 23.—Fleck Sid Ascher and record promoter Paul Brown this week took over the personal management of Mer-

### ROYALTIES

### Would Wax Authors' and Poets' Work

NEW YORK, Feb. 23.—Esoteric Records, LP firm covering the jazz, classical and poetry fields, asked the Authors League this week to aid them in getting the co-operation of American authors and poets to wax their own works for commercial release. Nathan L. Samuelson, company exec, in a letter to the authors' group, stressed the fact that the diskery is "prepared to pioneer in this field if they can obtain the services of leading American writers."

According to the letter, the reason for writing to the Authors League was because the authors whom the firm had approached in the past did not want to record their works for two reasons: The writers did not want to become "actors," and they did not think the royalties would be very large. To this the Esoteric letter rebutted "Altho the writers we seek may not be masters of elocution, we do know that an actor's recording of their stories will not sell at all."

The diskery offered to pay royalties of approximately 25 cents per record to authors who would record their works, and asked the Authors League to present the proposal to the group's council.

Poetry and stories read by the composers have been issued sporadically on LP disks. Waxings on the market now include readings by Gertrude Stein and Edith Sitwell.

Records chanter Bobby Wayne. The pair will continue to handle press and deejay exploitation work for Wayne. Ascher only recently opened a personal management firm with Ray Muscarella, who handles Tony Bennett and Al Morgan. The Muscarella-Ascher firm is called RGM Associates.

Wayne was last managed by Lou Capone who was earlier the business rep for Vic Damone.

**WATCH FOR THEM!\***

\* ONE BY FOUR ON FOUR \*

**DOT'S HOT POP!**  
**"GOODY GOODY"**  
 and  
**"Just Believe in Me"**  
 Song by  
**JANE GRANT**  
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 Low rates, complete processing, daily air express shipments. We serve many of the leading record companies in the business. You too can have the advantage of our expert craftsmanship... high fidelity reproduction... micro-line appearance to your plates. Write today for our rate card.  
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## Some Like It... POP!.....Some Like It... FOLK!

**Helen O'Connell**

RECORD No. 1970



**Jimmie Dolan**

RECORD No. 1976

Each Version Tops in Its Field

# "STINGY"



### Miami Hails Jane Froman On 3 Stages

MIAMI, Feb. 23.—A girl whose story has just been unfolded on the screen stepped onstage at three greater Miami theaters Wednesday night (29) to tremendous ovations. The applause was for Jane Froman, the singer who fought her way back to the top after a crippling accident when a plane she was aboard crashed while landing at Lisbon, Portugal.

Miss Froman was embarking on a USO tour of European bases at the time of the mishap. The film, "With a Song in My Heart," is based on her life and was world-premiered simultaneously at the Carib Theater in Miami Beach, the Miami Theater in Miami and the Miracle in Coral Gables.

Highlight of the premiere was Miss Froman's final stage appearance of the evening at the Carib. Mitchell Wolfson, president of Theater Owners of America and co-owner of the theater, presented her on behalf of the TOA a scroll which cited her great contributions to a nation at war, to her profession and to all those in need of cheer and inspiration.

Capitol Records is releasing the original cast recording of "With a Song in My Heart."

### Chi 45 Sales Up

*Continued from page 16*

move with a heavy flack program (see Radio-TV section).

Distribution of the 45 disks here has picked up considerably in recent months, with most companies now getting hit sides in town in time to ride the hot sales periods. Indicative of this is the Mercury 45 r.p.m. picture. Firm has increased its output on this speed more than 50 per cent over last year, and is planning additional step-ups thru the rest of the year.

#### Mercury Run

Mercury's 45 stock order plan, which winds up its six-week run next Friday (29) and which included 509 single sides and 82 albums, has been one of the most successful promotions run by the firm, execs reported, and has not only moved those disks included in the plan, but has stimulated the general sale of all 45 r.p.m. platters turned out by the company.

#### Jukes a Factor

Increasing number of juke boxes using 45 r.p.m. disks in all parts of the country, plus the addition of a new 100-selection machine manufactured by the H. C. Evans Company, and the steadily increasing number of new multiplex machines of all makes featuring 45 now rolling off production lines, is an important factor in the promotion of the 45 speed,

### Longhair LP, Kiddie, R&B Labels to Bow

NEW YORK, Feb. 23.—Three new labels, one in the children's field, one in rhythm and blues and another in the LP longhair

division, are debuting the new children's diskery. Enrichment Records, will release four dramatic LP and 78 album waxings of historical events for the nine-to-14 set: "The Voyage of Columbus," "The Pony Express," "California Gold Rush," and "The Landing of the Pilgrims." The sets, which are adapted from the Landmark book series published by Random House, will be sold in book stores and disk shops.

Wheeler Records, the latest r&b firm, has Leroy Kirkland, formerly of Savoy Records, as a.d.r. director for the label. The

firm has signed Alberta Hunter, Eddie Durham, Danny (Run Joe) Taylor, Rose Marie McCoy, Eddie Banks and the Tune Blenders, and has five platters set for release next week.

The new LP classical diskery, Viennola Records, will specialize in light symphonic works and Strauss Waltzes, and will market the disks for \$1.65 list, the 10-inch LP's will feature the Vienna Radio Symphony Orchestra, and the recordings will be made to order for the American market. Waxings are to be sold in chain a.d.r. director for the label. The

## It's Now or Never ...

... to make the most of the important 1952 Juke Box Market!

All you need to know about The Billboard's Big 1952 Juke Box Special is right here:

**WHAT MARKET DOES IT SERVE?**—The Billboard 1952 Juke Box Special serves the existing and potential markets for records and juke machine equipment, parts and supplies thru primary distribution to music machine operators and their servicemen, and record distributors. It also supplementary distribution to retail stores, disk jockeys, band leaders, vocalists and music publishers.

**CIRCULATION**—The Billboard 1952 Juke Box Special will be a part of the March 15, 1952, issue. Average ABC Weekly Net Paid Circulation of The Billboard, six month period ending June 30, 1951, 22,186. Music-Record circulation, as determined by The Billboard's 1951 Reader Survey, as follows:

CLASSIFICATION	TOTAL BUYERS	PER COPY READERS
Coin Machine Operators	2,005	18,914
Music & Record Dealers	7,750	21,080
Disk Jockeys, Announcers, Directors, Librarians, Program Directors & Owners of Radio and TV Stations	4,195	12,489
Record Mfrs. & Distributors	875	1,287
Music Publishers	824	1,258

**EXTRA DISTRIBUTION** at the Music Operators of America Convention, Palmer House, Chicago, March 3 to 5.

**EDITORIAL COMMENT**—In general, editorial content will comprise an operating and buying guide for juke box operators. Following is a partial table of planned features and lists:

**Dime Play is Here to Stay**—Area which have dime play, complete with results of its effect on grosses. Where OPS stand on dime play.

**Operating a Two-Speed Business**—Here's how operators are handling the two speeds on their records, record inventory system, buying for the two-speed operation.

**Good Records—Key to Profit**—A route management (70s story based on Sherick's Music Company, Indiana operator. Here's how to set up a record keeping system for the average music route.

**Running an Efficient Library**—How to set up and maintain a library.

**Merchandising Pays Off**—Clean machines, uniform title strips and on-location promotion side pay for thousands many times over.

**Record-Table Discussion of Today's Juke Problems**—Industry leaders answer the operator's most pressing problems.

**The Ropyity, Pen Battle**—An up-to-date report on the Ropyity-Ertafury bill, what's being done to meet the threat.

**New Machine Outlook**—Here's what operators can expect when they order new machines.

**Fifth Annual Juke Box Operator Poll**—Record, Operator and Popularity Aspects.

**Talent and Tunes on Music Machines**.

**List of Record Labels and Manufacturers**.

**List of Record Distributors by Label and State**.

**Records Available on Ten Top Tunes from 1943 to 1951**.

**Top 20 Juke Standards and Records Available**.

**Complete Current Music Popularity Charts**.

**PROMOTION**—Special promotion on The Billboard 1952 Juke Box Special will result in a total of more than 100,000 direct-mail pieces in two separate mailings. Some ads will reach an additional 100,000 readers to be used over a four-week period prior to publication and will be followed by another three-week, house-ad campaign to promote continued use of the valuable feature articles, survey material and essential reference lists. A special 1,000-piece post-publication mailing will again promote use of the editorial content.

**ADVERTISING HISTORY**—The 1952 edition will be the Fourth Annual Juke Box Special published by The Billboard. The three previous Juke Box Specials (1949, 1950 and 1951) averaged 88 advertisers and \$28,913 in advertising dollar volume.

**MECHANICAL SPECIFICATIONS**—Same as for any regular weekly issue. No special minimum space requirement.

**ADVERTISING RATES**—Same as for any regular weekly issue of The Billboard.

#### ISSUANCE AND CLOSING DATES

Date of Issue	Distributed	Ad Deadline
MARCH 15	MARCH 11	MARCH 5

#### PHONE ... The Billboard ... WIRE

New York	Chicago	Hollywood
Cincinnati	Detroit	St. Louis

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**"YOU KNOW I'M STILL IN LOVE WITH YOU"**  
**"I'M GONNA SEE MY BABY"**

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 Beverly Hills, California

America's New  
Sweetheart  
of Song!



**CINDY LORD**

GOODBYE, SWEETHEART

b/w

WISHIN'

MGM 11173 78 r.p.m. K11173 45 r.p.m.

SINCE YOU SAID GOODBYE

b/w

HERE IS MY HEART

MGM 11123 78 r.p.m. K11123 45 r.p.m.

**WOODY HERMAN**

BLUE FLAME

b/w

NEW GOLDEN WEDDING

MGM 11154 78 r.p.m. K11154 45 r.p.m.



**BILLY ECKSTINE & SARAH VAUGHAN**

I LOVE YOU

b/w

EV'RY DAY

MGM 11144 78 r.p.m.

K11144 45 r.p.m.

**TOMMY EDWARDS**  
FORGIVE ME

b/w

THE BRIDGE

MGM 11170 78 r.p.m.  
K11170 45 r.p.m.

**TOMMY TUCKER**  
BABY DOLL

b/w

WITH NO ONE TO LOVE TONIGHT

MGM 11162 78 r.p.m.  
K11162 45 r.p.m.

**GEORGE SHEARING**  
THINE ALONE

b/w

GENEVA'S MOVE

MGM 11153 78 r.p.m.  
K11153 45 r.p.m.

**ART MOONEY**  
THE BLACKSMITH BLUES

b/w

YOU'RE NOT WORTH MY TEARS

MGM 11171 78 r.p.m.  
K11171 45 r.p.m.

**DANNY DAVIS**  
DEEP WATER

b/w

Please Bring Back the Sunshine

MGM 11175 78 r.p.m.  
K11175 45 r.p.m.

**IVORY JOE HUNTER**  
LAUGH

b/w

WHERE SHALL I GO

MGM 11165 78 r.p.m.  
K11165 45 r.p.m.

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**THE BILLBOARD Music Popularity Charts**

For Releases 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** ..... Red Saunders Ork Disc 6082  
This, the original version, has the most drive and spirit. Both the exciting and charming are vibrant. Big beat, handclapping, whistling and scowling all add up to a powerful sea lode.
- HAMBONE** ..... Phil Harris Bell Sisters RCA Victor 20-4594  
Still another first-rate rendition of the infectious and folk-like piece of material—and the name value should make this one a surges contender.
- I'LL WALK ALONE** ..... Don Cornell Capitol 60659  
The chanter's initial effort to the label is a virtuosic performance on the evergreen which is due for some renewed activity via the forthcoming "With a Song in My Heart" motion picture. The big sound has lots of ear appeal.

**• 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. AROUND THE CORNER.....Jo Stafford.....Columbia 39653
2. MOODLIN' RAG.....Perry Como.....Victor 20-4542
3. WHEEL OF FORTUNE.....Bell Sisters.....Victor 20-4520
4. I HEAR A RHAPSODY.....Ray Anthony Ork.....Capitol 1973
5. PERIFIDIA.....Four Aces.....Decca 27967

**• 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. PITTSBURGH, PENNSYLVANIA.....Guy Mitchell-Mick Miller Ork.....Columbia 39643
2. WHEEL OF FORTUNE.....Bell Sisters.....Victor 20-4520
3. AT LAST, AT LAST.....Tony Martin.....Victor 20-4477
4. AROUND THE CORNER.....Jo Stafford.....Columbia 39653
5. TENDERLY.....Rosemary Clooney.....Columbia 39646

**• 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. WISHIN'.....Teddy Phillips Ork.....King 15156
2. MOODLIN' RAG.....Perry Como.....Victor 20-4542
3. BLUE TANGO.....Hugo Winterhalter Ork.....Victor 20-4518
4. SILLY DREAMER.....Tony Bennett.....Columbia 39635
5. SILVER AND GOLD.....Pee Wee King.....Victor 20-4458

**• The Country and Western Disk Jockeys Pick**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be.

1. MILK BUCKET BOOGIE.....Red Foley.....Decca 27961
2. IT'S GOODBYE AND SO LONG TO YOU.....Lone Pine.....Victor 20-4482
3. BE MY LIFE'S COMPANION.....Newkirk Huskin.....King 1509
4. HONKY TONK BLUES.....Hank Williams.....MGM 11160
5. HONEY, HONEY, HONEY.....Red Morris.....Capitol 1946

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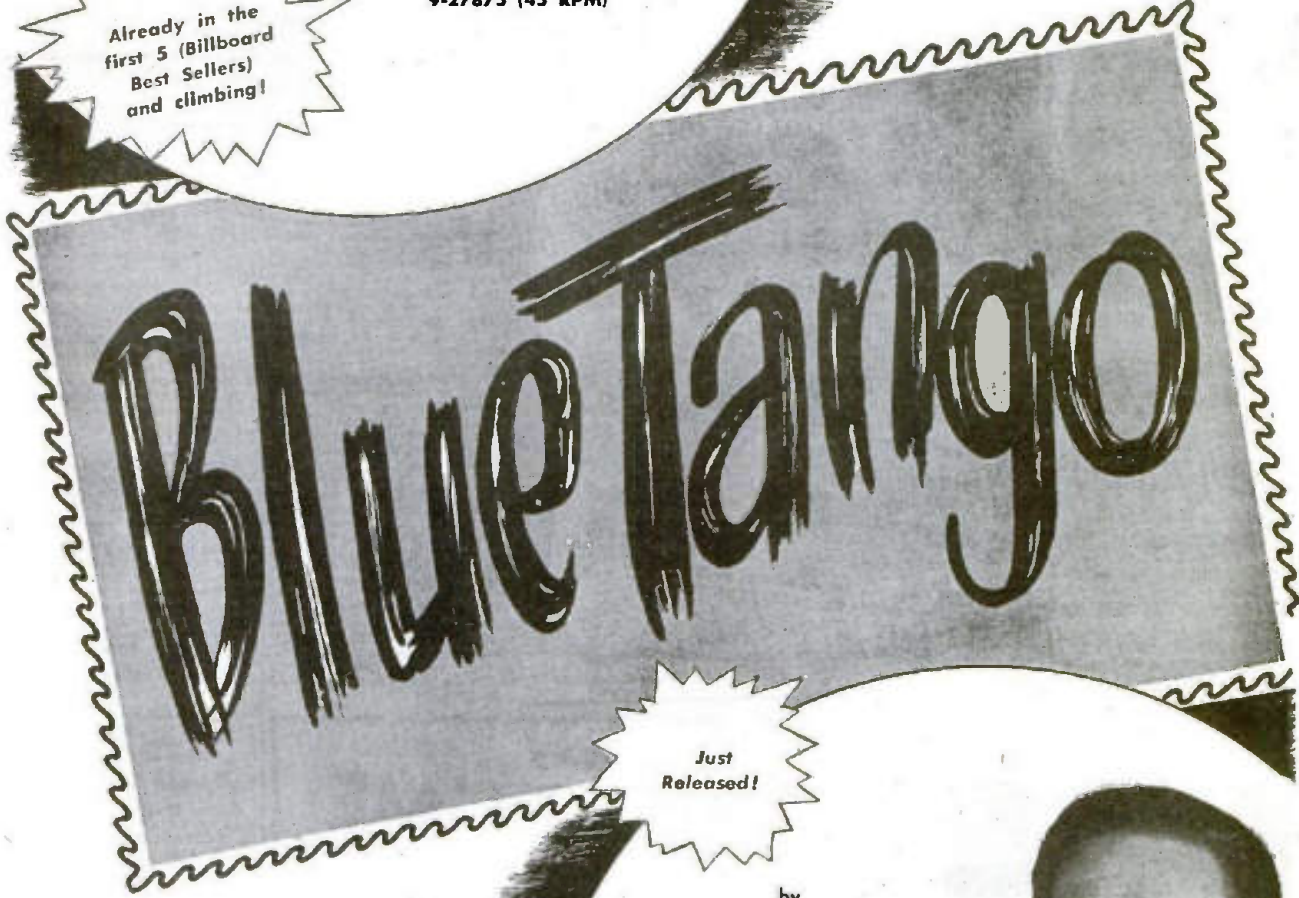
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the composer—  
now a New great  
Lombardo  
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LES BROWN  
ALBUM



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45 RPM Records Price \$3.75  
CCL 56076—10-inch  
Long Play Record Price \$3.00  
Selections available as Singles

**CORAL RECORDS**

IN CANADA: Rogers Music Radio Corp. Ltd.  
Toronto—Montreal—Winnipeg

# Music as Written

## Colosseum Moves Into Italian Music Field . . .

Colosseum Records, indie diskery specializing in Russian music, is moving into the Italian music field. Bruno Ronty, diskery exec, said this week that the firm has concluded arrangements with two Italian diskeries to release their recordings in the States under the firm's label. The European firms, both of Milan, are Angelicum Records, which specialize in baroque music, and Dischi Durium, which has a large disk catalog of symphonic works.

## Laurence Ork Back To Statter Room . . .

Elliot Laurence's Ork opens a four-week engagement at the Cafe Rouge of the Hotel Statter, starting June 2. Laurence's ork played its first New York engagement at the Cafe Rouge in July 1948. Last time the ork was at the room was in the summer of 1948.

## George Lee's First Is Berle Ditty . . .

First song in George Lee's new music firm (George Lee Music) is "It Only Takes a Moment to Fall in Love." Tune was written by

Milton Berle and Buddy Arnold and introduced by Eddie Fisher on the Berle "Texaco Star Theater" TV show Tuesday (19).

Singer Jimmy Boyd cut four sides for Columbia Records last week (18). Session was supervised by Mitch Miller, with Paul Weston conducting. In addition to Boyd, Buddy Cole, Speedy West and The Norman Luboff Choir were featured on the waxings. The Sydney (Australia) Symphony Ork, under Eugene Goossens, will cut a number of classical disks for E. M. I. Australia, Ltd., which will be released in Australia and England.

## Nathan, Glover to Run King Label Pops . . .

King Records' pop recording department will continue to function under the supervision of owner Syd Nathan and repertoire associate Henry Glover. The King diskery's pop expansion plans had been pegged on an organization and talent roster which was to have been developed by Eli Oberstein, who went to work for King six months ago. Ohio, however, will pull out of the King firm at the end of this month to concentrate on his own Varsity-Royale business.

## Ansonia Signs More Pop Latin Artists . . .

Ansonia Records, Latin-American diskery, added to its pop artist roster with the signing of singer Roberto Perada, Los Universitarios Trio, the Celso Vega Quintet and chanter Julita Ross. Ralph Perez, diskery topper, leaves March 4 for a six-week trip thru Central and South America to visit distributors and to scout new talent and material.

## New York

Julie and Betty Stearns—he's general professional manager at the pubbery wing of Broadcast Music, Inc.—became parents of a seven-and-a-half-pound son Wednesday (20). It's their first child. . . The Embury local jazz nitery, celebrated its first anniversary Thursday (21) with a new talent line-up which included pianist Erroll Garner and trio, guitarist Mundell Lowe and his new string group, and fem keyboardist Barbara Carroll. . . The Irving Fields Trio has been booked into the Thunderbird Hotel, Las Vegas, Nev., for a five-week engagement beginning April 24. . . The Delta Rhythm Boys leave for Sweden May 1 that will play 11 weeks of concerts in that country. From there, the group will move into Finland and Belgium and wind up with theater work in England. . . Johnny Ray is in town for a recording session at Columbia and for a TV guest shot on the Perry Como show.

Mindy Carson opens February 28 at the Latin Casino, Philadelphia, and then goes into the Capitol Theater, Washington, D.C., on March 6. . . Guy Mitchell does a repeat guest shot on the "Songs for Sale" video show on March 1. Chanter plays three days, beginning March 6, at the Baybrook Club, East Haven, Conn.

The orchestral arrangement and conducting chores on the Vic Damone Mercury disk "Jump Through the Ring" was by George Bassman, not George Siravo as incorrectly listed in a record review last week.

Buddy De Franco opens at Queens Terrace, in Long Island Tuesday (26). . . Sammy Kaye's World Music Publishing Company has made a tie-in with Nevins Indian River Oranges to ship 8,000 pounds of oranges to disk jockeys around the country to promote "Winnepesaukee," a tune about Indian River, to be released in two weeks. Kaye recorded it for Columbia. Kaye in the past has had similar tie-ups with Hershey's Chocolate, Domino Sugar, Doie Pineapple, etc.



MEMO:  
"My favorite record this week is  
Vic DAMONE'S "Jump Through the Ring"  
Quite MacKenzie  
P.S. "Hope you like my CAPITOL Record of  
"LE FIACRE" and "GOODBYE, SWEETHEART"

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K11174—45 RPM  
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## Chicago

Art Talmadge, Mercury vice-president, left last week-end for a short vacation in the South after cutting four more sides with Xavier Cugat who has moved into the Schroeder Hotel, Milwaukee. Morris Price, Mercury's manager, and Bobby Shad are on a two-week Southern tour, while Joe Carlton, pop a. & r., is in California for recording sessions with Helen Grayco and other West Coast artists.

Bill Farrell opens at the Rendezvous, Philadelphia, Monday (25) for one week. . . Muggsy Spanier into the Esquire Grill, Akron, Monday (25) for a week. . . Red Norvo opens a two-week stand at Singer's Rendezvous, Milwaukee, March 3. . . George Shearing into Angelo's, Omaha, May 29 for a week. . . Hal Tate, local disk jockey, and Xavier Cugat prepped a five-minute TV package while the latter was here. Show would feature Cugat's caricatures of famous persons with Tate on the commentary.

Bill Black, co-ordinator of the band department at McConeky Artists Corporation, returned last week from a swing thru the South where he opened up new location dates for Ray Pearl. . . Henry Busse goes into the new Adams Hotel, Phoenix, Ariz., February 28, for two weeks. Spot will feature name bands in the future. . . Don Cornell, after closing the Chicago Theater, heads west for dates in Denver, Las Vegas and Los Angeles.

Norman Lee and his orchestra open at the Aragon February 26 for a run thru April 9. . . Elaine Ziner, daughter of clefber Randolph Ziner, debuts on the new Chess Records roster as "Twenty Robbers," singing as a member of Two Honeyes and a Cone group and soloing. . . Phil Chess is now in the East on business, and Leonard Chess heads south as soon as Phil returns to home base.

Life Records has completed a royalty deal with RCA Victor and will issue a series of eight sides cut in 1947 by Russ Case and Doris Stockton on its own label. A. Maloney, Life topper, said the eight classics will be released on 45, 78 r.p.m. and LP.

## Philadelphia

Steve Davis, bassist, flunked his Army medical and rejoins the Billy Krutchmer Trio at the Jam Session. . . Tommy Dorsey in town auditioning local musicians at the musicians' hall and quarters for a network TV show said to be scheduled to originate locally. . . Marty Kramer, society maestro, organizing a young musicians' Committee of 100 to influence the coming election in the Musicians' Union with the group pledged not to support any candidate unless he promises to clean out the old guard in Local 77 here.

Tony Desmond becomes the commercial man for accordionist Tony DiSimone in stepping out front with a band of his own.

## Hollywood

George Shearing's Quintet has been set for nine one-nighters in the Northwest Deal, was for \$1,000 against a 50 per cent privilege. . . McClendon's Portland jazz spot, is upping its budget to use one-weekers on Oscar Peterson, March 6; George Shearing, May 13. . . GAC is moving into new and larger headquarters at Bedford and Santa Monica. . . Dick Contino is awaiting draft exam and

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If he's not drafted, he says he'll enlist. . . . Mort Ruby has inked a deal to represent Mercury Artists.

Rep Marshall has inked Pat Domino. Imperial recording artist, to a management pact. . . . GINGER Lee agency, which was burned out when the Hollywood Officers' Club burned out three weeks ago, has taken quarters at 5108 Hollywood Boulevard.

The New Jo Stafford Columbia disk, "Aly-Round the Corner," is a slight rewrite job of the Columbia International series hit by Josef Marais and Mirando.

The Balboa Rendezvous, Balboa Beach, Calif., is reopening for name one-nighters with Mrs. Emma McConnell booking.

Jack Kane, manager of the Adams Hotel, Phoenix, is using name bands in the dining room, with Henry Busse's band set February 28-March 9 by McDonkey Artists.

TEMPO RECORD CO. OF AMERICA 4500 Sunset Blvd., Hollywood 46, California. Six tracks featuring BOBBY MAXWELL and his Swing Hops.

WATCH FOR THEM! \* 1 BY 4 ON 4 \* ONE BY FOUR ON FOUR \* A 12" x 12" x 1/2" vinyl record.

THE BILLBOARD Music Popularity Charts

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

Album and LP Reviews

Table of album reviews with columns for artist, album title, and rating. Includes entries for 'The Bell of New York', 'Gene Krupa Trio', and 'Ray Anthony's House Party'.

Table of album reviews with columns for artist, album title, and rating. Includes entries for 'Pal Joey', 'Hollywood Melodies', and 'Finia's Fingers'.

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All you need to know about The Billboard's Big 1952 Juke Box Special is right here:

WHAT MARKET DOES IT SERVE? The Billboard 1952 Juke Box Special serves the existing and potential market for records and music machine equipment, parts and supplies.

ISSUANCE AND CLOSING DATES Date of Issue: MARCH 15 Distributed: MARCH 11 Ad Deadline: MARCH 5

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# FOLK TALENT AND TUNES

Communications in care The Billboard, 6000 Sunset Blvd., Hollywood 28.

By JOHNNY SIPPLE

Continued from page 30

ager, O. W. Mayo, celebrate their 18th year on KVOO February 19. From 1934 to 1940 Willis was a member of his brother Bob's band on the station and after that he started his own orchestra. Willis and his band will do 40 new e. t. shows for General Mills for distribution over 68 stations in 31 States during March, as part of their continuing series for the year.

Doc Williams and the Border Riders, featuring Chickie, celebrated the 20th anniversary of their start on WJAY, Cleveland, February 13. They are now booking thru Bud Lewis Radio Shows, Wheeling, W. Va. Williams expects to ink with Quality Records of Canada, who cut their own material as well as distribute for King and MGM in Canada. Williams reports that Marion Martin, who worked at WIBC, Indianapolis, early in the '40s, recently became the father of a daughter. After more than 10 years with WSB, Atlanta, Cotton Carrier, who has served as everything from a sideman to a b. b. program director, is leaving the station. He intends to remain in Atlanta for a while, concentrating on dance dates.

Jan Denny of WSM, Nashville, has made a deal with Ted Ashley Associates whereby the New York firm will handle all of the station's huge talent roster for TV bookings. Art Satherley, v. p. with Columbia and head of its rustic wing, cut the first session with the Maddox Brothers and Rose recently. Ted Ashley Records has purchased a series of masters from Boots Woodall, WAGA-TV, Atlanta. Murray Nash, Acuff-Rose exec, reports that the Carlisles (Mercury) are not negotiating for a non-travel pact with WSM, Nashville. Martha Carson of the former act James and Martha Carson (Capitol), is working with them. Jack Starnes, manager of Lefty Frizzell (Columbia), is on the Cpost working out Frizzell's eight-week tour of that area with Steve Stebbins, of Americana. Skyland Scotty, of Lulu Beas and Scotty, WLS, Chicago, is in Chicago hospital for observation. Jack Crawford, the personal manager, reports that Clyde Moody (King), now is working at WNAO, Raleigh, N. C., is headed out for 15 days in Texas and Oklahoma this month.

**Lefty Frizzell, Cowboy Copas, Ernest Tubb** and lesser names did 8,000 recently on a date for him.

John Utley, WFMJ, Greensboro, N. C., closes each day of his broadcasts with a spinning of Eddy Arnold's "May the Good Lord Bless and Keep You."

Ray Anderson, WHTN, Huntington, W. Va., has started a new label, Mountaineer. He would like to hear from d. j.'s who would like fee copies of his first releases.

Carl Shook's second annual artists' popularity poll ended with his listeners picking their favorites in the following order: Hank Snow, Hank Williams, Carl Smith, Jimmie Osborne and Ernest Tubb. Shook, heard on WKYW, Louisville, reports that Randy Archer is not doing a d. j., but rather a live show over WHAS. Larry Carother, KMOX, St. Louis, is back doing all h. b. on his all-night show.

**DES MOINES, Feb. 23.**—Chaucery A. Weaver, 83, central Des Moines attorney and former member of the national executive board of the American Federation of Musicians, died at the Mingo Nursing Home here of a cerebral hemorrhage February 16. He had been confined to the home for 16 months.

Weaver was well known for his flowery, and at times, ironic legal opinions and for his frock coat and black tie knotted over a bat-wing collar. He was named a member of the executive board of the AFM in 1925 and held that office until 1947 when he was made an ex-officio life member at full salary.

He started his musical career as a bass drummer, switched to cornet, then to bassoon. He played the bassoon at the Old Foster's Opera House and at the Berebel Theater in Des Moines for 20 years prior to his legal career. He also was music manager for the Elbert and Getchell theaters in Des Moines.

## Weaver, AFM Counsel, Dies

**Doff Starts Disk Promotion Program**

HOLLYWOOD, Feb. 23.—Red Doff, record contact rep and lack here, has started the ball rolling on an experiment in pin-point promotion of disks and artists in 32 key markets across the country.

Doff would not divulge complete details, but said that he is working out a transcontinental link-up with local flacks, whereby he will be able to exploit disks and entertainers at the local level. Doff leaves here soon to travel cross-country to set up the representation.

Doff, despite rumors to the contrary, continues to handle Frankie Laine's national promotion.

## Doff Starts Disk Promotion Program

**Idle Musician Wins 5G From AFM Local**

EL PASO, Tex., Feb. 23.—A \$5,000 judgment was won here by Robert Semon, former concertmaster of the El Paso Symphony Orchestra against the American Federation of Musicians Local No. 468.

Semon was ousted by the local five years ago because they claimed he was not an American citizen.

The musician was seeking a judgment of \$8,000 which he claimed represented earnings since he was expelled from the union and could not play.

## Idle Musician Wins 5G From AFM Local

**CRG Initiates National Window Display Contest**

NEW YORK, Feb. 23.—The Children's Record Guild is initiating a national window display contest to hype the firm's kiddie dealers who display the kids' record platters. The contest, which will run thru March 17, was set up by Bill Simon, CRG publicity head.

## CRG Initiates National Window Display Contest

The firm has made up special displays for the contest, including four-color posters, etc., to help dealers display the kids' record platters. The contest, which will run thru March 17, was set up by Bill Simon, CRG publicity head.

## Phono Makers Re-Elect All Incumbents

**NEW YORK, Feb. 23.**—The Phonograph Manufacturers Association membership this week re-elected all incumbent officers at the association's annual election meeting. Roland J. Kalb, vice-president of Steelman Radio and Phonograph, remains president of PMA for another year, while Ben Birms, president of Sonic Industries, and Joseph Dworken, Dynavox toppler, were re-elected vice-president and secretary-treasurer respectively.

PMA members also added four new members to the board of directors. Named were Larry Lewin, president of Edu-Craft Sales; George H. Fass, president of Dean Sales; Harold Kraft of Kraft Brothers; and Mac Morse, general manager of Hudson Electronics.

## NBOA Forms New Committee

**CHICAGO, Feb. 23.**—The National Ballroom Operators' Association has established a new grievance committee which will now screen all complaints sent to either the chairman or Otto Weber, executive secretary, and will recommend appropriate action.

Committee is headed by Alice McMahon, Indiana Roof, Indianapolis, and includes Rudy Verber, O'Henry Ballroom, Willow Springs, Ill.; Tony Cavalier, Youngstown, O.; Bob Christie, Quincy, Ill.; and Vince Schulting, Dubuque, Ia.

## Dorothy Olson Cuts 2 Disks for Ebony

**CHICAGO, Feb. 23.**—Ebony Records, a new label established here by Charles Priest, has released its first two sides, "Clare de Lune" and "Malaguena" featuring Dorothy Olson, singing pianist, and is now setting up distribution points on a national basis. First sides feature a new reverberation sound, which will be carried out on the next releases, "Sin" and "Domino" which will be out next week.

Firm teed-off its initial release with a special radio show on WIRE, Indianapolis, with Bob Morrison, disk jockey on that outlet, handling.

## Mercury Cuts Cugie On Mopet Disks

**CHICAGO, Feb. 23.**—Mercury has completed two new items for the mopet trade, one featuring Xavier Cugat and his band, the other, cut for the Childcraft Series, with Boris Karloff handling the narration.

Cugat, now appearing at the Edgewater Beach Hotel here, in addition to cutting eight regular sides while in Chicago, completed a two-record album called "Chiquita the Chihuahuas," with Cugat doing the story. The album will include an eight-page, four-color illustrated storybook.

New Childcraft sides are "Peter the Wolf" and "Billy Goat Gruff," featuring the screen heavy, Karloff, plus music.

## Cohan to Set Up Chi Headquarters

**CHICAGO, Feb. 23.**—Louis W. Cohan, booker and personal manager, will effective April 1, set up Eastern headquarters in the General Motors Building, also maintaining his offices here. Move to New York was made because of the expansion of the firm, and the fact that Jimmy Nelson, now appearing regularly on the Milton Berle TV show and working his club dates out of that city, will be located in the East at least through the balance of the year.

Cohan will divide his time between the two offices. In addition to handling his stable of acts, he is exclusive booker for the Tie-Toe in Milwaukee, and will service this account from here.

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## VOX JOX

Continued from page 22

**Christmas party last year.** Cook's thesping went over so well that station president S. Bernard Berk moved him over in front of the mike. Cook takes over Ari Fazzin's early-morning spot. Fazzin has resigned to do free lance work in New York, where his wife Mildred Alexander, is assistant staff organist for Radio City Music Hall.

## Preems

Paul Britt and Eugenio de la Pena, KOAT, Albuquerque, N. M., have started a new daily teen-ager show, "the only Spanish and American music show in this part of the country."

Bill Ruff, KOLO, Reno, Nev., has started another program, "The Revelle," a daily morning aler.

Ross Smithson, formerly with WALA and WKAB, Mobile, Ala., has joined WHBS as deejay-chief announcer, Huntsville, Ala.

Gal deejay Bea Jay, WHB, Kansas City, Mo., has acquired more air time, giving her a half hour, Monday thru Friday, and an hour show on Saturday.

Jack O'Reilly snagged the all-night deejay job (1-5:30 a.m.) on WOR, New York. Station expanded to 24-hour operation schedule, February 18.

Johnny King, emcee for the past three years on "Cinderella Week-End," a simulcast over WWJ and WWJ-TV, Detroit, turns disk jockey for same station this month, via a nightly two-hour midnight series. The new King airer, in effect, replaces the Bill Gilbert remote from the Indian Room, which was dropped recently after a difference in policy with management. King had a run of about seven years as tenor at the late Bowery Cafe.

Bill Lane, formerly with WJBK, Detroit, and WJRR, Flint, Mich., has landed an hour platter program on WJR, Detroit. Tagged "Swinging Down the Lane," the new show will air at 3:30 p.m. Saturdays.

George Westcott, KXOB, Stockton, Calif., uses Billboard's music charts to program his Saturday night rhythm and blues show, "Rockin' Time."

Vic Knight, ex-continuity director, WXLW, Indianapolis, has switched to deejay post at same station and will emcee a daily midday shot, plus regular 6-8 a.m. Sunday morning show, "Sunrise Serenade."

In addition to his regular three-hour morning stint, Jack Gale (formerly with WTBO, Cumberland, Md.) WSRB, Cleveland, has added another hour of spinning in the afternoon and on Saturday nights from 11 p.m. to 3:30 a.m. Sunday morning.

WCEN, Mount Pleasant, Mich., expects to get its license to operate until midnight shortly. When that happens Dick King will move his afternoon show to an evening slot (11 p.m.-midnight).

Will Moyle leaves WJPA, Williamsport, Pa., March 1, to try his luck in a "larger Eastern market." Will is a rarity in deejay circles—a pianist with a degree in music.

Eli Garmel, only Israeli disk jockey in the United States, has resumed his daily program, "Israeli Showcase," over WLIB, New York. Garmel also broadcasts daily in Hebrew over the "Voice of America" to Israel.

Jack Mock, recently discharged from the Army, has returned to WMSL, Decatur, Ala., taking over Bob McGuiken's deejay seg on station.

Gil Henry, KING, Seattle, has signed a contract to pilot "King's Open House," a new remote from Market-Times radio. Seattle's largest distributor, incidentally, Henry has nice things to say about Dale Corliss, who was Pacific Northwest winner in the recent "Meet Danny Wilson-Frank Sinatra contest. Corliss formerly warbled as band vocalist for Dick Jurgens, the MGM South and Southwest field man Bill Taylor serves the following notes about jocks in his territory: Don Lilly, operations manager, WNOE, New Orleans, has started heavier

scheduling of hillbilly music on station. Ditto for Ken Elliott, program director of WBEZ, New Orleans, who has already scheduled about three hours daily of morning hill music.

Bob Murphy, ex-WBOK, New Orleans, has joined WDSU-TV. Joe Holcomb, ex-all-night man at WHLM, Memphis, has moved to Hattiesburg. Another ex-WHMM staffer, Bob McKee, has joined WQXI, Atlanta. McKee created quite a stir in Jackson, Miss., several years ago when (in a fey mood) he told his listeners that the moon had fallen and the world was coming to an end. Announcement literally sparked a panic.

Jack Gardner and Vernon Keith Wroten, WBIP, Booneville, Miss., presented hillbilly talent from Northeast Mississippi over WBIP in local American Legion Auditorium, Saturday, February 2.

New staffers at WARE, Ware, Mass., include Larry Smith, ex-WFGM, Fitchburg, Mass. (succeeding news chief Bill O'Neil), and Pete Ward, formerly with WJOB, Gardner, Mass. The latter succeeds Dick Goodwin, who recently joined WJDA, Quincy, Mass.

In addition to his regular morning show, Bob Lee, WPEO, Peoria, Ill., is doing a daily 15-minute seg for Coca-Cola.

Johnny Williams, WSPF, Thomaston, Ga., has snagged an additional 45 minutes across-the-board for his rhythm and blues series, "Johnny's Jive."

Neal Branch, daytime deejay at WBIR, Knoxville, was named program director.

Deejay Roger Nash has rejoined WJMR, New Orleans, as a producer.

Early morning spinner Art Ross, WJUE, Akron, celebrated the first anniversary of his "Yawn Patrol" show with a studio party "for all." Despite the fact that "a blizzard was raging outside," Ross says a record crowd of listeners showed up at the studio for the event which began at 4:30 a.m.

Frank Ward, who recently moved to WKRA, Buffalo, from WBBR, Buffalo, has already had his new hour show at WKRA extended to an hour and 40 minutes.

George Corneal, KORK, Las Vegas, Nev., is emceeing weekly dance band remote from Hotel Thunderbird's Navajo Room. The show is carried coast-to-coast by the National Broadcasting Company.

Leo McDewitt, WBSM, New Bedford, Mass., celebrated his 10th anniversary in radio last month.

Tony Almerico, WJMR, New Orleans, picked up the Well Furniture Company to sponsor a 15-minute seg of his hour-long "Dixieland Jamboree."

Dick Gilbert, KTYL, Phoenix, Ariz., is now piloting an hour remote from Scottsdale, Ariz., which bills itself as "the West's Most Western Town." The show went on the air "pre-sold" to 15 sponsors for 16 weeks.

Ari LaBoe, KGFF, Hollywood, Pa., has acquired an additional five hours a week for his regular KGFF record show. LaBoe also pilots 15% hours of air time over KXLA for Scrivers Drive Inn.

Bob Stubblerfield, ex-program director and chief announcer for WATN, Rockingham, N. C., joins WWPG, Sanford, N. C., as announcer-salesman.

A staff slash at WUR, Manchester, N. H., this month liberates Dick Wright, who asks: "Anybody need a good man with lots of talents?"

**WATCH FOR THEM!\***

1 BY 4

ON 4

\* ONE BY FOUR ON FOUR VA

coming in the March 15 issue . . .

List of Record Distributors by Label and State . . . one of more than a dozen valuable features and lists in THE BILLBOARD'S 1952 JUKE BOX SPECIAL

Out-of-Town Reviews

THE IDEA

(Opened Wednesday, February 13)

Brattle Theater, Cambridge, Mass.

Drama by Edward Caulfield. Directed by Albert Mays...

"Man should not be worthy of the idea," pipes the precocious heroine...

The playwrights' Company had a point. As it stands, the Caulfield opens fritters...

Alliance to any idea, says Caulfield, is futile as long as the idea destroys ethical principles...

In the first act things get off to a cracking start as the students reveal their identity...

She warns "Way Down East." The intrigue that is taking place, and seems genuinely surprised when the dictator takes steps to liquidate the students...

Alexis Miotis and Anne Revere, as Alvero and his wife, are extremely impressive in conveying the utter ruthlessness that lies beneath their veneer of charm...

THE LONG WATCH

(Opened Monday, February 11)

Plymouth Theater, Boston

A drama by Morris Raskin and Harvey Haislip. Directed by John Larson...

"The Long Watch" is going to be just that unless there is some energetic keel-hauling during the try-out period here...

Main trouble with the affair as it stands is a lot of dialog more suitable to a lawn picnic than a naval station...

What it actually has is Walter Abel as a salty naval commander instead of a gruff headmaster...

The plot concerns Comdr. Dorgan and the girls under his command who serve as a radio team. They are seething with rebellion because their immediate superior officer refuses to let them keep a bowl of turtles for a mascot...

The play is of such well-known dimensions that only the deftest pen could trace a successful outline. Raskin and Haislip are not yet in the vein...

Bob Taylor.

Broadway Opening

DEAR BARBARIANS

(Opened Thursday, February 21)

Royale Theater

A comedy by Lexford Richards. Staged by Alex. Galtier...

This reporter laughed a lot at "Barbarians," and so did most of his fellow pewsitters...

The chief trouble with Richards' thesis is that it takes him too long to make his point...

Fortunately, "Barbarians" gets the benefit of some very canny directors. Nicholas Jay is a fine fettle as the grouching dogmatist...

Bob Francis.

"Mrs. McThing"

Continued from page 3

five brands of character comedy. Joseph Buffi has directed these shenanigans in just the right wacky mood...

March 1, 28 (Keith) Grand Rapids, Mich. to 28-31; One Bright Day (Playhouse) Wilmington, Del. 28-March 1; Road Taffoo (Phypps Auditorium) Denver 29 (Capitol) Salt Lake City 29-March 1; Billie and Corradia (Ode) (American) St. Louis; South Pacific (Lyman) Minneapolis 29-March 1; Student Prince (Blackstone) Chicago; Three Wishes for Jamie (Shubert) Boston.

Shop Talk

"Of Thee I Sing" Set for Ziegfeld After "Cleo"...

The revival of "Of Thee I Sing" will move into the Ziegfeld Theater May 1, two and a half weeks after the departure of the Cleopatra company...

President Theater To Open March 24

The 300-seat President Theater on West 48th Street will open March 24 with an experimental series of new plays by American authors...

The dramatic workshop, former occupant of the President Theater, will present three one-acters Thursday, Friday and Saturday (28-March 1) at their Studio Theater in the Capitol Theater Building...

ECT Adds Bryant as 2d To Circuit Dream

Equity Community Theater, the outgrowth of Equity Library Theater, which has provided work for members of all the theatrical unions at De Witt Clinton High School in the Bronx on a pro rata basis...

U. S. Pream of Strindberg's "Highway" Scheduled... August Strindberg's last play, "The Great Highway," will have its American premiere at Playhouse Pasadena, Calif., on March 27...

M. V. 'Curtain' Debut Off; Crownys May Tour

Mervyn Nelson's production, "Curtain Going Up," which began its break-in tour in Philadelphia last Friday (15), will not be brought to New York at least for the time being...

urday's showing, the revue will close. Nelson says the show will try again when new sketches have been added and another comic signed to replace Larry Storch...

"Madam" Ends May 3; Miss Stich to Tour

The Broadway run of "Call Me Madam" will come to an end on May 3. The musical is then scheduled for Washington's National Theater...

Halasz to Produce Sarasota Opera

Lasalo Halasz, who was recently discharged from the New York City Center Opera Company with much to do and bad feelings, will produce two 18th Century miniature operas in the tiny imported Italian Opera House in Sarasota, Fla. next week...

BROADWAY SHOWLOG

Performances Thru February 23, 1952

Table with columns for show name, performance times, and box office figures. Shows include Affairs of State, Antony and Cleopatra, Charles and Corcoran, etc.

## NEWS NUGGETS

### Autry in 2 Clicks; Atlanta Expo Solid

BALTIMORE, Feb. 23.—Gene Autry's night show here Friday (15) was a sellout, with 8,000 youngsters and parents jamming the 5th Regiment Armory. Matinee drew only 3,000, surprising in view of interest in a tie-in contest with The Baltimore News-Post. Show was under Variety Club auspices to benefit the Heart Fund. Scale was \$1.22 to \$2.44, with kids coming in for half price.

**Autry 126, Lombardo 96**  
For Richmond Week-End . . .

RICHMOND.—Gene Autry grossed \$12,000 in two performances at the Mosque here Saturday (16). Two performances were given in the 4,850-seat house. Guy Lombardo's orchestra followed the next day (17), grossing \$9,000 in one performance.

**Atlanta Space Sold;**  
**Brown Takes Over . . .**

ATLANTA.—Southeastern Sports, Boat and Vacation Show here, March 14-21, is sold out space-wise, according to William H. Brown, who recently was named promotional director by Martin P. Kelly, head of United Sports Show, St. Paul. Brown also will emcee Philadelphia, Atlanta, Des Moines and Dallas shows.

**M. Y. Dog Classic Draws**  
**10,000 on Last Day . . .**

NEW YORK.—Madison Square Garden went to the dogs February 11-12, when the annual Westminster Kennel Club's 76th annual dog show displayed 2,541 canine aristocrats of 108 breeds. About 10,000 customers were on hand for the final judging Tuesday (12), the pooch fanatics paying \$2 each at the gate. Attendance also was strong on Monday.

**N. E. Home Show Preps**  
**Broad Range of Exhibits . . .**

BOSTON.—Widest possible range of exhibits is being solicited to reserve space for this

year's New England Home Show, May 3-11, in Mechanics' Building here. Aimed at Yankee home owners and ready-to-buy prospects, the annual has thrown open 33 product classifications eligible for exhibitor entry, from heating and piping thru chinaware. Show Director Fred Pittera plans entertainment featuring stage, television and screen personalities, plus fashion shows.

**Thorpe and Indians Get**  
**Deft, Troy Dates . . .**

NEW YORK.—Athlete Jim Thorpe and the Indian troupe with which he has been working sportsman's shows have been linked for that type of presentation at Detroit, March 15-23, and Troy, N. Y., March 26-30.

In Detroit the unit will show at the Coliseum on the Michigan State Fairgrounds. At Troy the show will be held in a new college field house, William Shilling, local booker, lined up both dates for Thorpe.

**Fort Worth Discovers**  
**Keys to Difficulties . . .**

FORT WORTH.—Teen-agers have been paying \$2.50 for duplicate keys to the back door of Will Rogers Memorial Coliseum here. Police picked up two youths as they used one of the keys to slip in and see a basketball game. New locks for the doors have been ordered.

**Patti Page Opens at**  
**Honolulu Auditorium**

HONOLULU, Feb. 23.—Patti Page opened at the McKinley Auditorium, February 15, 16, 17, for five concerts, three evening shows and two matinees. Members of the cast are Berl Williams, comic and emcee; Leo Diamond, harmonica player; the Four Knights; Joe Guencio, pianist; and Sol Gubin, drummer. Prices are pegged at \$3, \$2.40 and \$1.50.

### Wirtz Books Icer, Bumps Henie Date

SPRINGFIELD, Mass., Feb. 23.—Ice war took on a ruddy glow this week as it was learned that Arthur Wirtz's "Hollywood Ice Revue" was instrumental in edging Sonja Henie's show out of a March date here.

Joe Byrne, Eastern representative for the Henie troupe, hadickered for a local date for some time. Byrne and Eddie Shore, ex-hockey star and promoter at the Coliseum on Eastern States Exposition grounds here, signed papers Thursday (7) to bring the show in March 17-23. Byrne reported Shore claims that no other ice show would be offered in the arena around those dates.

This week came the report that the Wirtz show would play there March 4-12. It was claimed that Henie wanted to go thru with the date regardless, but the idea was abandoned. The size of this city and the one-two order of the dates made it prohibitive.

In a bit of sarcasm, Byrne said that the Henie unit was willing to take its chances on being subject to court action due to failure of the show to fill the stand. The Henie troupe will revert to the original plan of keeping the show idle for the week between Baltimore and New York dates.

In Chicago a representative of the Wirtz organization said it was "no coincidence" so far as his show was concerned, that the two should be in such close proximity. He said Wirtz apparently had booked the date first and that the Wirtz contract restricted booking of similar shows prior to his but not after it.

Meanwhile, "Hollywood" announced that Springfield would be the first of a series of stands to be played in new territory before it starts a proposed tour of Canada.

This marks the first time that a Wirtz icer plays buildings other than those owned by or linked with the Wirtz enterprises. It was reported.

### N. Y.'s Sportsmen's Show Ahead of '51

NEW YORK, Feb. 23.—Despite a double dose of rain which turned freezing in the suburbs, the 15th annual National Sportsmen's Show, staged at Grand Central Palace here under the Campbell-Fairbanks banner, was reported Friday (22) to be slightly ahead of last year's edition in attendance and program sales. The nine-day run lasts thru Sunday (24), with gate set at \$1.50 for adults and 75 cents for children.

Altho typically wet and cold wintry weather prevailed over the Saturday opener and continued thru Sunday, show management, program and amusement concessionaires reported first two days as good to excellent, with best estimates tabbing those days 8 per cent ahead of 1951. Monday (18) and Tuesday (19) attendance fell off with concessionaires on the top floor, the third, reporting sales weak. Wednesday (20) showed a pick-up, but was somewhat below last year's mid-week which fell on the eve of Washington's Birthday. With the holiday falling on Friday this year, giving many out-of-town visitors an extra day in the city, the management was confident the final total would wind up in the smiles column.

The attractions roster again featured angler versus swimmer contest sponsored by a beer company in the main floor tank where fly casting exhibitions were also given by experts. Also at tank-side was Jim Thorpe, Indian athlete, complete with Indians from 11 tribes exhibiting native Indian dances and war chants. Thorpe likewise did a double with Mike Turnesa, golf pro, giving putting lessons for free.

**175 Exhibitors**  
The main and second floors were heavy, with 175 sporting goods exhibitors promoting every conceivable gimmick and gadget

for outdoors happy fans. Crowds were in a buying mood.

Interesting this year was the unusual number of official State (Maine, Massachusetts, New Hampshire, New Jersey and New York) displays, plugging recreational facilities (resorts, beaches and campsites), as well as conservation. Maine, largest space-tracker, offered live beaver and trout swimming in a wildlife display. New Hampshire showed deer, a real stream flowing down to a pool of young salmonids and famous albino trout; New Jersey presented an attractive tableau of 12 woods, land and water scenes. In addition to official State exhibits, a good number of resort areas were represented.

Entertainment features were widely varied, altho naturally hewing close to outdoor themes. A

(Continued on page 49)

### "Ice Vogues" Tabs Winner At Columbia

COLUMBIA, S. C., Feb. 23.—"Ice Vogues of 1952" chalked up a winner here February 4-11, garnering an estimated \$50,000 gross from 10 performances.

Show, second unit of Holiday on Ice, Inc., played its longest run here. It has two more South Carolina stops, Greenville and Spartanburg, and a date at nearby Augusta, Ga., next month.

The company, operated by George Tyson of New York, has been in Township Auditorium here for six seasons. This season it had capacity houses at five of seven evening shows, and at all three matinees.

## DEE TOURS

### 'Guys' Wins 32G at Canton; Europe Next for 'Vanities'

B. DAPHNE (DEF) POLI  
CANTON, O., Feb. 23.—The new Memorial Auditorium here is the scene of heavy bookings for February and March. This month opened with an unusual exhibit called "Alert America Display," which demonstrated civilian defense efforts.

The show used 6,600 square feet of exhibit space and drew more than 10,000 persons, February 5-8. The total exceeded similar shows at Columbus and Youngstown, O.

Thru the Civil Air Patrol, arrangements were made with the Air Force to fly jet fighters and larger planes over Canton for three hours daily during the show. The CAP also dropped 20,000 leaflets from the air to plug the show.

"Guys and Dolls" grossed \$32,900 after taxes at the Aud for four days ending Wednesday (20). An unusually large number of ticket orders came from Cleveland, where the show had played a two-week sellout engagement before coming to Canton. Canton scale was from \$1.85 to \$5.55 and the Cleveland total was \$6.15. Other ticket orders came from several other major Ohio cities.

**Producers Watch Date**  
While "Guys" was not a sellout in the 5,000-seat building, it did average about 3,000 customers per show. Canton is the smallest city on the "Guys" route. Monty Shaif,

managing director, said the building's seating was enough to give the show the equivalent of a two-week theater run in four days, so far as capacity was concerned. He and other legit producers watched the Canton date with interest and with an eye on playing other shows in this and similar buildings.

"Skating Vanities" moves into the auditorium Tuesday (26) for a six-day stand, and like the legit show, it is presented by LCL Productions, Inc. Mail orders from outlying areas put early advance sales above the level expected. These included block sales to industries at Akron and Youngstown and to roller rink fans at Cleveland, Columbus and elsewhere in Ohio.

"Vanities" to Europe  
After the Canton date, entire "Vanities" troupe will sail from New York, March 5, aboard the Ile de France for its fourth annual tour of Europe.

European opening will be at Dortmund, Germany. To follow are engagements in Antwerp, Zurich and Geneva, all repeat dates; Hamburg, and cities in France, Italy and England. The show will return to the States in August.

Following "Vanities" at Canton will be the Stark County Home Show, March 4-9. All exhibit space has been sold, and upward of 50,000 persons are expected to view it.

### Olympia Exec Sees \$600,000 For Wirtz Icer

DETROIT, Feb. 23.—Business for "Hollywood Ice Revue" at Olympia Stadium continues to boom, with an all-time record for Olympia of over \$600,000 now predicted by Nick Londes, stadium executive. This figure would approximately double the gross of last year's show. Figures include tax.

The revue played to standing room on Friday and Saturday nights and Sunday matinee (15-17), selling SRO tickets, and dropped to near capacity for Sunday night show. Total gross taken in at the box office up thru Sunday night was \$239,613.20, compared to \$178,130.51 for the same period last year. Advance sales for the February 8-March 2 engagement exceeded \$250,000.

### Arena Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Davenport, Orin, Circus, Rochester, N. Y., 20-March 1; Hamilton-Morton Circus, Kansas City, Mo., 2-3; Fernie, Sonja, Ice Revue (Sports Arena), Toledo, O., 25-March 1; Holiday on Ice of 1952 (Columbus), Miami, Fla., 25-March 4; Hollywood Ice Revue of 1952 (Olympia Stadium), Detroit, Mich., 25-March 2; Springfield Mass., 4-12; Ice Capades of 1952 (Sports Arena), Herkzeg, Pa., 28-March (Cincinnati Garden), Cincinnati, O., 29-March 8; Tee Follies of 1952 (R. Auditorium), Providence, R. I., 25-March 2; (Memorial Auditorium), Buffalo, N. Y., 4-9; Polack Bros. Eastern Circus (Am. Legion Auditorium), Roseton, Va., 27-March 1; (Armory), Wilkes-Barre, Pa., 4-9; Polack Bros. Western Circus (Madison Temple), Chicago, Ill., 28-March 14; Skating Vanities of 1952 (Memorial Auditorium), Canton, O., 26-March 2.

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### OLSEN-JOHNSON FRAME AUD-ARENA PACKAGE

NEW YORK, Feb. 23.—Olsen and Johnson package, tentatively called "Heliza Poppin' of 1952" will make its first debut in St. Paul, Minn., when it opens the Home Builders' Show in that city. Package, headed by Chick Johnson, Ole Olsen, June Johnson, young Olsen and Marty May, will probably do a two-week break-in date in the Midwest before opening St. Paul.

Package has been designed to offer a complete show, and accord-

ing to present plans, will be booked on a series of aud and arena dates from East to West thru the late spring and summer. Group, who played a matinee in Las Vegas, their first such date in years, a few months ago, have a return commitment which will be fulfilled later in the summer.

Aside from a few TV dates, majority of the bookings for the package will be in the aud-arena circuit.

# Hocus-Pocus

By BILL SACHS

**LUCILLE AND EDDIE ROBERTS**, currently at the Cleveland Stater, open Monday at the Detroit Stater for two weeks, after which they hit out for Montreal for their ninth return engagement there, opening March 17. However, on this trip they play Ruby Fox's Starlight Room in the Canadian metropolis instead of the Normandie Roof of the Mount Royal Hotel.

Russell Swann and his assistant, June Nolden, are on a Caribbean cruise abroad the Liberte.

Milbourne Christopher left New York on Valentine's Day for a jaunt with his one-man show which will take him to Kohler, Wis.; Omaha, and Wichita, Kan. Lou Tansen is publishing Christopher's newest book, his eighth. Labeled "100 Latest Tips on Tricks," it's his third in the "Tips" series.

Audley Walton drew a goodly crowd recently to the Prince George Hotel, New York, with his "Rockets Are My Racket" lecture for the Magicians' Guild.

Lady Frances (Frances B. Francis), back in New York for a string of club dates, is contemplating a brief vacation in Florida around mid-March.

Bobo, Gerrie Larsen, Clark Kendall, the Camerons and Art Jennings will head up the annual show being staged in New York Saturday (1) by the Parent Assembly, Society of American Magicians.

Harry Stanley, the British magic dealer and publisher of The Gen mag, will again

cross the big pond this year to attend both the Society of American Magicians and International Brotherhood of Magicians conventions.

Asta Savan, vent has just concluded a fortnight's stand at the Down Beat, Montreal.

Melissa and Company, currently presenting their comedy magic gratis at army training camps, reveal that they have been contracted to furnish the free acts and operate their Marionette Theater for the season at a St. Louis amusement park, opening May 10.

Flu epidemic has knocked Leon Long out of a number of Mississippi school dates in recent weeks.

**ETHEL A. JESTER**, of the former Lady Ethel and Dr. Jester mental act, info from Miami that the team has blown skyhigh since she will do single for the time being.

Willard the Magician, of Allentown, Pa., reports a fairly good season to date, and says the summer should be solid, with four weeks of fairs

already booked, beginning August 11 at Tazwell, Va. He plans to take his full-evening magic-ghost show combination into theaters in the fall.

Logan Pritchard (Mr. Zuko) typewrites from Little Rock: "Just returned from St. Louis, where I was best man at the wedding of my former assistant, Joe Taylor, now working at Scott Air Base there. Also visited with Ernie Feldman and was special guest on his weekly TV show, 'Parade of Missions' aired each Saturday at 8:15 p.m. It has the highest rating of any TV show originating in St. Louis. The St. Louis lads are all bepped up over the coming IBM convention, July 2-5. Also visited with Bev Taylor and Don Lawton at their Town House Magic Show while in St. Louis." Pritchard was recently elected president of Ring 29, IBM, Little Rock.

Walter M. Wilson, former secretary of the Harry Cecil Ring, International Brotherhood of Magicians, Detroit, has been elected president of the group. Other new officers of the Cecil Ring are Stanley Mieczkowski, vice president; Jack Savage, treasurer; John Wojlala, secretary, and Al F. Munroe, sergeant at arms. Wilson continues to serve as secretary of the Society of Detroit Magicians.

# Blue Laws Curb Acts, Create Unemployment

Continued from page 14

"anti-law." It calls for a \$500 fine, a year in jail or both for an "owner, director, agent who prepares, advertises, gives or participates in a show" where a strip is used or one "in which a person permits himself out to be a member of the opposite sex suggests lewdness, obscenity or immorality." Providence clubs are walking on tip-toe.

Connecticut has no specific laws, or isn't applying the laws it has. But local towns are doing some heavy policing. Bridgeport permits only "modified" strips. New Haven doesn't permit "east or west" bumps. One club in that town got a 20-day suspension for permitting it.

New York is about the only major city which has no specific laws except its indecency sections. Police say they investigate when charges of "smutty shows" are made against any spot. They say, however, that cafes police themselves fairly well without outside pressure.

Miami, a seasonal hot spot, has been subject to sporadic blue nose drives, mostly, however, against gambling. With gaming practically dead, the 14 strip clubs are operating without hindrance. Local church groups grumble from time to time, but everything's quiet.

New Orleans is comparatively free from organized pressure. There are about 12 clubs on one street alone using strips without hindrance except occasional police visits. Emmet chatter goes on unabated with no interference. It's possible that after the March Mardi Gras season some laws may be enacted. There's some talk, but that's all.

**Detroit Is Death**

Detroit is death on strips, also the tag "exotic" dancer is allowed. The last name strip here was Ann Corio, but her act was cut so sharply thru blue penciling it became unrecognizable to hire others. Rules for local burly houses are more liberal, but full net pants and bras are a must. Pants must have opaque panels front and rear.

The Minnesota Twin Cities are far apart as ever. In Minneapolis peeps can operate and do. But across the river in St. Paul they have to stay out. Several months ago the Minneapolis morals squad tried to stop strips. The squad succeeded for a few weeks, then relaxed and finally gave it up as a bad job. In St. Paul police have a strict rule against peepers. Newspaper ads are carefully scanned, and if anything objectionable involving entertainment is indicated the cops march in. A few weeks ago Zorine and Ingagi, a "gorilla-gal" act, was set to open at the Flame night club. Without a look-see the police banned it. The act was shied to Minneapolis where it worked without trouble.

**Chi Wide Open**

Chicago is apparently wide open, with strips operating without hindrance. But oddly enough the cops will, and have, pulled onsees out of strip joints when

they consider their material "salacious or obscene." The chief potential trouble here is the "B" girls. But unless the trouble is real hot and the local papers give it a play, the police watch closely but don't interfere too much.

Cincinnati has virtually no blue laws, although the Ohio Liquor Board keeps an eye on licensed rooms to guard against obscene performances. Authorities have long held a tolerant view of strippers and material, and there's little trouble on that score. A local burly house, Gayety, has gone along for many years without complaints. Few impersonators, however, are taboo. Recently the Hotel Netherland Plaza was hailed before the Liquor Board because impersonators appeared at a private party held in the hotel. The case was dismissed when the hotel proved it had nothing to do with booking the show. But all spots were put on notice what they'd be in for if they used impersonators.

**Seattle Eyes Vowals**

In the Northwest, Seattle has no impending blue laws nor is planning to put teeth into existing ones. Clubs don't use strips. The Rivoli, the only burlesque theater in town, uses strips but calls them "parade" dancers. However, vocal material is closely scanned for objectionable lines by local authorities.

On the West Coast, the Los Angeles County Board of Supervisors has been increasingly tougher on the peepers, who it has failed to define what constitutes violations. The American Guild of Variety Artists has queried the County Board and the sheriff's office to clear up misunderstandings, but so far answers have been ambiguous. Female impersonators were knocked out of Hollywood about 10 months ago when the Hollywood Chamber of Commerce pushed thru a statute barring them from local niteries. As a result, the sheriff's office made a drive against all such spots, plus strip joints, which had been operating in twenty rooms were closed, but about half were permitted to reopen. These now operate with two to four acts and music.

**Coast Not Clear**

The Follies and Burbank theaters, local burlys, combined two weeks ago as the Follies-Burbank, were hit a short time ago when Betty Rowland's act was banned. In clubs Citro's was the only major Coast spot to feel the censor's axe. The room had Lili St. Cyr. Cops watched her closely. AGVA tried to get her act okayed by the sheriff's office, but she closed after twice getting orders to prune routines.

By and large, however, policing of local strip joints ranges from severe to extremely lenient. The same thing holds true for material. It depends on local drives sparked by organized groups when the sheriff jumps in with a blue pencil.

# Burlesque Bits

By UNO

**CHAMBERLAIN BROWN**, who promoted many a burly principal to new prominence thru his New York booking office, is offering an award unannounced to the burlesque performer who in his opinion is the most likely prospect for TV, radio and pix. Selected so far are Rose LaRose, Iris Condon, Georgia Sothern and Bobby Faye. Runners-up are Pandora and Diana Costello.

Winner is to be announced in May.

Best Ventura ex-burly musician, is currently pianist at Tony's La-Marque, New York.

Harry Swank, outdoor showman of Johnstown, Pa., who recently purchased the Sirena water-strip act, opened on the Jack Kane circuit at the Mayfair, Dayton, O., February 28. His wife, Ruth Swank, is a dancer on the same wheel.

Jack Montgomery's recent placements include Jean Gemoz, Tee Pee Club, Wichita, Kan.; Sweet Lorraine, Melody Club, Milwaukee; Ashland Ace, Jumbo Club, Milwaukee, and Peeking Express, Live Club, Minneapolis.

Joseph Ellul, owner of the Empress, Detroit, has just opened his new Sans Souci apartments on the beach at Fort Lauderdale, Fla.

Joseph (Big Tim) Michael, 48, died at his home in St. Louis, February 8. He was formerly associated with the Garrick and Grand theaters there and well known to burly.

Ivy Stewart and Jan Smylie, the latter from the Culver Club and Toddie Inn, Los Angeles, are new chorines at the Grand, St. Louis.

and manager, Fred Hurley, now living in retirement in Bellefontaine, O., is currently sipping up the sunshine at Sarasota, Fla.

Mrs. Blanche Dunn, formerly Blanche Walker, of Blanche and Marshall Walker's "Whiz Bang Revue" on the old Sun Time, is mending from a serious operation at her home, 1307 N. 20th Street, Parsons, Kan., and would appreciate hearing from old friends.

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Metropolitan Theatrical Agency

Pat McClaren

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### St. Paul Law

Continued from page 14

city council to name a special committee composed of the police chief, city license committee, educators, ministers, parents, liquor industry spokesmen and a judge of the Juvenile Court to study the problem.

Identification cards would be issued to those between 21 and 25, and lack of such a card would serve as a warning to bartenders that the customer is a juvenile.

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## Queen Contest Set by Mich. RSROA Group

DETROIT, Feb. 23.—State-wide third annual contest to select the roller skating rink queen of Michigan is being sponsored by the Michigan chapter, Roller Skating Rink Operators' Association, with practically all member rinks participating.

Contests to pick the queen in each rink or locality are being scheduled for various dates to fit individual rink programs. Finals will be held at Fairview Gardens, operated by Shad D. Hakim, whose entrant was named queen last year.

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## Fund-Raising Jamboree Big At Salt Lake

SALT LAKE CITY, Feb. 23.—Joe D. LaTella's Capitol Roller Rink here staged a "Jamboree" party from 10 p.m. to 12:30, February 16, for the purpose of raising funds necessary for the rink's membership in the Roller Skating Rink Operators' Association.

A Capitol membership in the RSROA would put Utah back in the national competitive and test skating picture, said LaTella, since at present the only RSROA members in the State are Gordon R. Woolley and Al Larsen, and both of them are inactive. LaTella believes that the promotion of competitive and test skating here will provide an incentive for skaters who have interest in those phases of the sport.

LaTella said the Jamboree was "a successful venture." The program, designed to attract as many admissions as possible, was prepared for the average skater as well as those who are proficient, offering among other features, a waltz contest and circle party. A highlight of the program was a "launching" speech by Woolley, who signed the rink's RSROA membership application.

LaTella reports that new classes at Capitol are filled to capacity. He predicts that they will produce a large, new generation of skaters.

## 3,000 at Alexandria For Military Dance

WASHINGTON, Feb. 23.—Alexandria (Va.) Arena, owned by America on Wheels, threw its doors open Friday (15) to 3,000 guests, including Defense Department brass and other government v.i.p.'s, for the Reserve Officers' Military Ball held in conjunction with National Defense Week, reported Arena Manager Ralph Canary.

The Arena was decorated by the United Nations with flags of all UN countries. The U. S. Marine Corps band and a Marine drill team performed. A queen and her court were selected from among guests.

## Cherry Bloom Races Set by AOW for D. C.

ELIZABETH, N. J., Feb. 23.—Officials of the America on Wheels chain of rinks are making plans for the fifth annual Cherry Blossom speed championships to be held April 5 in National Arena, Washington.

Entry fee is \$1 and entry is limited to skaters holding cards in the United States Amateur Roller Skating Association. Gold, silver and bronze medals will be awarded winners in each class. Skaters must have uniforms. Club trophies will be awarded on accumulated points.

Program will include the following events for men and women skaters, one and two mile events; Juniors, three quarters and one mile; intermediates, half and three-quarter mile; half-mile handicap for novice and juvenile; three-mile relay for women and five-mile relay for men.

In the AOW-sponsored Atlantic Roller Hockey League Bayonne leads with a five won and one lost record, followed by Reading, Pa., 4-1; Baltimore, 2-2; Elizabeth, 2-2; Flaham Park, N. J., 2-4, and Paterson, N. J., 0-4. Scheduled for the next few weeks are Baltimore at Paterson (23); Paterson at Elizabeth (27), and Reading at Flaham Park, March 8.

## "Dimes" Benefit Draws 450, Nets \$248 at Skateland

NEWPORT NEWS, Va., Feb. 23.—A March of Dimes benefit skating show staged February 6 at Skateland here drew 450 people who contributed \$248 to the local charity, reports Jerome Gordon, of Gordon Enterprises, operator of the rink and several theaters in the area.

The show had a cast of 50 and was well received, said Gordon. It was directed by Thomas Percontino, assisted by Dorothy Staley. Manager of the rink is James Owsley, assisted by Mabel Bristol. The rink recently joined the Roller Skating Rink Operators' Association.

Program included: Dancing Tots, Wanda Alford, Donald Phaup and Jackie Routh; Skipper Ferris, song and dance stylist; Sheila Clark, acrobatics; can dancers Kathy Pilgrim and Linda Mahoney; polka, Gail Harmon and Albert McCaskill; "Shanghai Memories," Ogden Twins, Bill and Bobby, Mike Pilgrim and Bobby Thompson; Skipper Cooper and Bridget McQuillan, acrobatics; Tommy Joyner and hula girl, Janet Chessman; "Skate-o-Mania," Norman Litteral, Floyd Phaup and Charles Ford; stunts; Jean Karpiak and Arlene Walton, majorettes; Margo White and Alice Johnson, tap duet; Joe Hubbard and George Flowers, spinners; Hope Johnson and Floyd Phaup, tango; Alice Johnson, toe dance, and finale, "Royal Wedding."

## McClelland Returns As Oaks Organist

PORTLAND, Ore., Feb. 23.—Bass McClelland last week returned as organist at Oaks Park Rink here after an absence of seven years.

McClelland comes from Roger W. Adams' Roller Bowl, Tacoma, Wash., which recently burned. At Oaks he succeeds Don Simmons, who after five years as relief organist, served 12 weeks as first organist until he took up night club work.

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COLISEUM ROLLER RINK  
Manassas, Va.

## Roadshow Rep

THE BORGEN PLAYERS, who closed their tent-rep presentation during the war, are playing the Bahama Shores Hotel and associated Yacht Club, St. Petersburg, Fla., following a year's engagement at the Pelican Club, Shreveport, La. Elsie Mae Borgen has recovered from the broken back which held her bedfast for two years, Peter Borgen reports.

Allan Carley pens from Logan, Utah, that he has been doing some solo show dates in that area. He plans to launch his outdoor show as soon as weather permits. Carley says he'll add some small animals to his novelty show and that his wife and son will travel with him. He'll play Montana for the most part. "I was in Salt Lake City recently," Carley pens, "and met that old-timer, Ray Herbert. He's waiting out the weather to get going in Southern Utah and Wyoming. He does a single indoor show in the winter and his line is good. He's a good hypnotist and a fine lecturer. We talked over the old days in Chicago and the days of Kohl & Castle's Museum and about Champlain, from whom Herbert obtained much of hypnotism."

CAPT. BILLY and JOSEPHINE Bryant, who are wintering in Florida, met Mr. and Mrs. Henry L. Brunk, of Brunk's Comedians, and Clarence Balleras, of Casey Candy Company, while in Sarasota recently. Prior to their trip thru the Alligator State, Captain Billy worked the Hitch Club, Miami. Members of the Jess and Dot Sun Players, who opened their circle February 19 in Oelwein, Ia., took a recent evening off while in rehearsal for the season to see the bill of the Tilton Players, headquartered in Mason City, Ia. Renewing acquaintances were Bob Gentry, Maude Nevins, James Lawler, Don Wedge and others of the Tilton org; and Sid and Faye Householder, Carl Park and Gregg Hunter, of the Sun company. Mr. and Mrs. Tilton promised a return visit at the close of their current circle, and a one-time manager, Hazel Cass, also visited. Miss Cass no longer works professionally in the business. Sun Players' circle is scheduled to continue until May when the show starts its summer season under a new tent. Newest addition to the Sun line-up is Gregg Hunter, who since emceeing the Gillioz Show in Springfield, Mo., several years ago, has been a leading man in stock and played radio and vaude in the East. Trixie Maskew also is with the Sun unit.

## Drivin' Round The Drive-Ins

MAX KORR, of Allentown, Pa., reports that the Carib Drive-In, San Juan, Puerto Rico, in which he is interested, has bowed as the first open-aler there. It will handle 400 cars at the start, with provisions for expansion. Plans also include a chain of open-alers in the island area.

Patent infringement suit of Park-In Theaters, Inc., Camden, N. J., against Fabian Enterprises, Inc., and Fabian Securities, Inc., in the U. S. District Court in Wilmington, Del., was dismissed by stipulation last week. Action originally filed by Park-In Theaters, Inc., June 8, 1948.

V. C. Smith, one of the owners of the 300 Drive-In on the Bethlehem Pike, West of Willow Grove, Pa., last week offered churches in the vicinity the use of the spacious outdoor theater for Sunday services. Smith said the theater would provide free of charge all sound equipment and personnel to assist in parking cars.

SAM STOKES, manager of the Corpus Christi Theaters, Inc., Corpus Christi, has announced the closing of Osage Drive-In there for about eight weeks for remodeling.

Corpus Christi police are investigating a mysterious blast which occurred at the site of the new drive-in now under construction there for Arnulfo Gonzalez. A quantity of dynamite was discovered by the police which was exploded on a concrete slab at the drive-in. Gonzales reported that damage was slight.

An ice show in a drive-in may be tried out this summer by the George Theater Circuit, which operates the 1,000-car Fort and Michigan Drive-Ins, Detroit. General Manager Ben Waehansany, impressed by the \$251,800 advance sale run up by "Hollywood Ice Revue" at the Olympia Stadium, was planning to contact ice show personnel to work out the possibilities. He figures that the portable type ice equipment used by smaller traveling shows will work out satisfactorily for drive-in use and help build business.

Jack Braunage, Commonwealth Theaters' drive-in operations chief, has launched a new ad campaign in Kansas, Missouri and Arkansas, using 100-24-panels and 2,000 window cards.

ARTHUR H. LYNCH says from Worcester, Mass., that "some-one had a line in a recent issue about the old Oxford Theater, Lynn, Mass., and the Devon Theater, Gloucester. I worked the Dewey and it was operated by George La Barre. For a small house it played good acts. Ed Kelley, of Boston, booked me in there. I have an idea that the house referred to in Lynn, Mass., was the Gem. I also played there for Bill Gallagher and also opened with I. W. Marshall's Minstrels in Gloucester when Walter Leonard was the advance agent for the show. Someone in Salem, Mass., may know whether Leonard is still around. He made his home there." The Raymonds, marionette workers, are in Hollywood, Fla., after a long jaunt from the West Coast which saw them play over 70 dates. "We struck some biting weather and storms after leaving the Golden Gate but have no complaint in other ways as we picked up a lot of dates," they write. "We plan to work our way up to New England and play some fairs in that sector this summer with a new outdoor spook show idea. There isn't a chance to pick up anything in Florida."

"DIAMOND TOOTH" BILLY ARNTE

Wants to book for 1952-53 TO OPEN MARCH 15TH

Colored Performers and Musicians that can cut it, no slick acts, no cheap and Baltimore, Md.; Arthur Foster and Wida, of Chicago, who don't let me at once. Also wanted—A-I Amo Sae Player, "Smiley" Walker, drummer, 14 dates this winter and have contract for large act next summer. All replies to BILLY ARNTE, 1819 Gregg St., Columbia, S. C. Tel. 3-2992.

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London Dispatch

By LEIGH VANCE
Continued from page 2
Julie Dee Verne makes a welcome first appearance.
Wynon Announces Close of Teletv Show

Births

- HENRY—A son, Robert Jr., to Mr. and Mrs. Robert Henry February 14. Father is announcer on WKXZ, Detroit.
LAW—A son, John Patrick, to Mr. and Mrs. Jack Law January 15 at Wesley Hospital, Chicago. Father is an agent in the Trust Hogan office, Chicago.
MANN—A daughter to Mr. and Mrs. Bill Mann February 3 in Philadelphia. Father is news commentator on Station WIP, that city.
MANN—A daughter, Karl, to Mr. and Mrs. Bill Mann, February 5 in Underwood Hospital, Woodbury, N. J. Father is an announcer on WIP, Philadelphia.
MANSON—A son, David Joseph, to Mr. and Mrs. Roy Manson, January 6 in New York. Father does a harmonica act.
MARK—A daughter to Mr. and Mrs. S. Carl Mark February 4 in Trenton, N. J. Father is general manager of Station WTTM there.
MCOWELL—A son, Randolph Curtis, February 4 in Lakeland, Ga., to Mr. and Mrs. Charles O. McOwell. Father is known in the literary, repertoire and radio show fields as Carlo and Victor.
MCKAY—A son, Ted McKay II, to Mr. and Mrs. Ted McKay January 6 in Charleston, W. Va. Father is promotion manager of Station WKNA, that city.
METZ—A daughter, Carol Ann, to Mr. and Mrs. Charles Metz January 25 in Philadelphia. Father is recording engineer at Station WEP, that city.
MORRIS—A son to Mr. and Mrs. Charles J. (Jackie) Morris Jr., February 20 in Jersey City, N. J. Father handled promotion at White City Park, Worcester, Mass., last season.
MULLIN—A daughter, Colleen, to Mr. and Mrs. Chick Mullin January 15 in Philadelphia. Father is a light club comedian.
MUNY—A daughter, Tee Vee, to Mr. and Mrs. Earl (Madman) Muny in Evanston, Ill., February 7. Father is head of Mount Television. Mother is the former Jean Barlow, film actress.
PATERSON—A daughter, Victoria Sherman, to Mr. and Mrs. Arthur H. Paterson Jr., January 30 in Hempstead, N. Y. Father is director of public affairs at Station WHLI there.
SANCHEZ—A son, David, to Mr. and Mrs. Edward Sanchez February 1. Father is production manager of WKXZ-TV, Detroit.
SCOTTI—A son to Mr. and Mrs. Joe Scotti January 16 in Philadelphia. Father is a light club singer appearing at the Wedge in that city.
SHEER—A son to Mr. and Mrs. Joe Sheer January 16 in Philadelphia. Father is former drummer with Ray Anthony's orchestra and is now playing with the house band at Big Moe's night club, Philadelphia.
SILVERLAKE—A son, George Joseph, to Mr. and Mrs. Browne Silverlake February 1 in Madras, Ind. Parents are circus performers.
SWENY—A son to Mr. and Mrs. Martin Sweny Jr., January 23 in New York. Mother is the former Thelma Susan, daughter of George F. Skoura, founder of Skoura's Theaters Corporation and president of United Artists Theater Circuit, Inc.
FOFARD—A daughter, Lorraine Kay, recently in Lynchburg, N. J., to Mr. and Mrs. Michael Fofard. Mother, the former Evelyn Adams, literary singer, is the

Paris Peek

By ANNE MICHAELS
Continued from page 2
publications along the line of the following press.
New Show Opens At Folies Bergere...
A new show opens in a week at the Folies Bergere, with Eileen O'Dare, Babe Wallace, Ruby Richards and Veronica Bell. The show includes such scenes as the conversion of the entire stage into a huge swimming pool with nude mermaids swimming about in it. Jacques Helliam and his orchestra touring France. "Harmonies Night" brought out a series of musicians complete with an elected queen. A French prize-winning play, "La Cuisine des Anges," first legit play out of France to be bought by Hollywood. Gordon Heath and Lee Payant of the Bar L'Abbaye earning outside Plaudits: Health for the Cuban BBC performance of "The Emperor Jones," and Payant for his role in the recent film made in Norway which is being called the best film from there since the war. Both are playing star parts along with actor Jim Barrett in the recent series of dubbing that has been going on around here, the first of which was "Casablanca," which will be followed by the Gerard Philippe starrer, "Devil In The Flesh."
American Agent Books
S. A. Niery Shows...
Agent Harry Bloom, who is the only registered American agent in Paris, is lining up a series of South American night club shows. The first one starts this week at the Cuban Tropiana under the title "The Delodoma Spectacle," with Bloom flying down to inaugurate the series. The Wallace Brothers, now at the Alhambra (which has become a testing ground for a lot of good new acts), begin a tour through Turkey, the end of the month before taking the star spot of the second show at the same Havana nightery. Bloom also advised The Billboard that he is negotiating for Line Renaud, the French Doris Day, to tour Uruguay with a possibility of introducing her in the States. Juse Richmond, after the ABC, leaves for a tour of France. Schiller Brothers, now at the Bal Tabarin, go to the ABC before returning to America in April. Tenor Charles Holland a big success at his concert this past week. Kenneth Spencer at the Drap D'Or.

Divorces

- COGAT—Lorraine Allen Cugat, band leader, from orchestra leader Carter Cugat, recently in Santa Monica, Calif.
DUNNING—Virginia T. Dunning from Barlan J. Dunning, Hollywood and New York TV producer, January 31 in Los Angeles.
HUTTON—Betty Hutton, screen actress, from Ted Bekins, non-pro, February 29 in Los Angeles.
NOEL—Lynn T. Noel from Charles E. Noel, general agent, February 6 in Brownsville, Tex.
ROBERTS—Lyn Roberts, TV actress, from Louis J. Gardner, former film producer, January 31 in Los Angeles.
SMITH—Lisa Wilson, film actress, from Clifford Smith, non-pro, February 11 in Los Angeles.
STEWART—Martha Stewart, film actress, from George O'Hanlon, screen actor, January 21 in Los Angeles.
STIMSON—Billie Stimson from Tania (Eddie) Stimson, manager of the Detroit Shrine Circus, in Detroit January 21.
THOMPSON—Mary McBride, fashion model, from William H. Thompson Jr. who plays "Old Times" on the "Flower Mice" and Molly radio show, January 25 in Los Angeles.
daughter of Curtis Adams, song writer and music publisher.
WANN—A son, Mark Edward, to Mr. and Mrs. George Wann January 31 in Portland Ore. Father is promotion director of Station KOIN there.
WEINBERGER—A son, Richard, to Mr. and Mrs. Armin J. Weinberger January 25 in Milwaukee. Father is manager of the Tic-Tac Club in that city.
WELLS—Twins Susan Kay and Julie Kay, to Mr. and Mrs. Tommy Wells in Omaha, Neb., January 27.

The Final Curtain
BEIGH—Frank J., 61, veteran show barker, February 20 in New Orleans. (Details in Carnival Section.)
CALLAHAN—Edward F., 73, veteran theatrical booker, February 18 at his home in Philadelphia. He had operated his own agency for 15 years. In early days of the film industry he operated three theaters in Philadelphia; Chrysler, Pa. and Wilmington. Dea Surviving are two sons, a daughter, two brothers and a sister. Burial February 20 and burial in St. Denis Cemetery, Philadelphia.
CLARK—Mrs. Alice, former comedienne featured in her own musical show, "Clark's Cute Kids," February 15 at her home in Roseland, La. She was the mother of Babe and Ed Clark, who appeared in vaudeville for years. Bonnie Terrell, of Billy Terrell's Comedians and the late James Clark, Another daughter, Cora Hewitt, about City, la., survives.
CONWAY—William J., 67, veteran advance man with Barnum and Ringling shows, at Bridgeport, Conn. He was married to Patricia for 42 years. He died in 1909 thru 1947, when he retired, surviving is a sister, Gertrude Conway, Bridgeport, Conn. at Bridgeport. (Details in Circus Section.)
COOK—William B., 46, early promoter of narrow-gauge motion picture projects, February 20 at his home in New Rochelle, N. Y. He was a member of the National Motion Picture Corporation of America, general manager of the Kodakscope Libraries of New York and the Society of Motion Picture Engineers. His widow and a daughter survive.
HEAVER—William, 86, owner-operator of the El Dorado night club in New York, February 20 in Cape May Court House, N. J. He built the El Dorado Hotel there in 1937 and operated the hotel and night club until 1945. His widow, Caroline, and a son, William, survive. Services February 22 and burial in Fairview Cemetery, Cape May, N. J.
BIAZ—Mrs. Isabel, 39, wife of Ted DeLeon Diaz, owner and operator of the "Tea Dishes Amusement Company of Texas, January 26 in Beaumont, Tex. She was born February 20, 1912 and had been in charge of film concessions and box offices. Services February 1 and burial in St. Anthony Church, Beaumont.
DUPLACY—Ray, died recently in Hamilton, Ont., survived by his widow. Funeral at Hamilton.
ETLING—Alice Meller, 60, for 20 years postmistress at Dundas, Ill. and wife of Leo M. E. Etling, died showman, February 12. She and her husband also had toured with Healy Bros. Circus. He made her debut with Tom Healy and Nellie Kirk in 1925, years they operated a trailer park in Dundas, Ill., and she was born in Dundas, Ill., and was a member of the Eastern Star. Survived by her husband and a sister.
GALLOU—Afred, 43, of his home in Venice, Calif., survived by his widow, Nora; son, Jerry, and sister.
GARRETT—Oleley R. P., 74, veteran writer who was co-winner of the 1934 Academy Award for screen writing, February 22 in New York. He died with wife Joseph L. Mackiewicz for "Manhattan Melodrama" and founded the Screenwriters Guild, of which he was vice president for two terms. His widow and three sons survive.
GORDON—Pearl, 56, contract with the Metopera during the 1920's, February 21 in Mason, Mo. She started with the Greater Opera Company and later with the Scotti Opera Company before the Met. Married, she made her debut with the late named group in 1916 and within a year was singing leading Wagnerian roles. Operas in which she starred included "Carmen," "Parsifal," "Samson and Delilah," "Aida" and "Traviata." Survivors include a daughter.
GRAN—Mrs. Florence M., general manager of the Standard Theaters Management Corporation, February 15 at her home in New York. In addition to her husband, three sons and a daughter survive.
GRANT—Lawrence, 52, legit and movie character actor, February 19 in his home in Santa Barbara, Calif. Born in England, he began his stage career in "The Money Spinner." He came to America with a legit touring company in 1908 and at one time toured with the late Pauline Frederick in a repertoire of 11 plays. Active in films for 35 years, his first appearance in that medium was "Hell With the Kaiser" during World War. He also took parts in "Nana," "Grand Hotel," "A Gentleman of Paris," "Grand Drums" and "By Castlelight" and "Duchess of Buffalo." At one time his dog "Duchess" and the film "Duchess" were a public relations addition to his work. He and his wife, Mrs. Grant, were an emcee for awards of movie Oscars in Los Angeles. Four sisters survive in England.
HARTY—Georgette, 46, character actress and singer whose first Broadway stage appearance was in "The Blue Bird" during World War. Born in St. Louis she went to New York at 18 and formed a quartet known as the "Kaiser" during World War. After several years abroad they disbanded, but she stayed on as a night singer. She raided in Russia 16 years, scoring a hit in St. Petersburg headlining the Russian revolution band and the legit, performing for a short time in the larger cities of Japan. Returning to America she acted in the legit world "Gold South" and "Five-Star Pinal" during 1926. Other shows in which she starred were the original production of "Dippy and Bow" and subsequent revivals "Windermere," "The Three Beauties," "Morning Star" and "Anna Lucia." She appeared in the last-named work with her husband, who was a singer. She was an officer of the Negro Actors' Guild. No immediate survivors.
HEIFERICH—Frank H., 81, owner of the Lyceum Theater, New Orleans, February 14 in Baptist Hospital.

there. He established the Lyceum more than 26 years ago. He formerly owned and operated the Lyceum Theater. He Surviving are his widow, brother and a sister.
HUTSON—W. R., 78, grandfathers of John and Dorothy Carson (Royal Rockets, skating act), January 30 in a Fort Worth hospital. Burial February 1.
KIRK—Leslie S., 53, February 19 in St. John, N. B. He had been on the staff of the 49th Century-Fox film exchange in St. John for 30 years. He was a son of the late Sydney Kirk, who had operated a theater at Yarmouth, N. B. Survived by his mother, brother and sister. Burial in St. John.
MANNY—Walter, 81, for many years secretary-manager of the fair at Mount Sterling, Ill., and a former State senator, February 19 at Barnes Hospital, St. Louis. Survived by a wife, one son and a brother. Burial February 22 at Mount Sterling.
MCDONAGH—Charles J., 43, manager of Boston C.C.R. Sydney, N. B., recently in Boston where he had been under medical care. Burial in Sydney, N. B. Surviving are his widow and three daughters.
MATAUSCH—George, 35, a member of the Flying Orbits, of a heart attack February 15 at Baltimore. A catcher in the set, he is survived by his mother, a sister and three brothers.
MILLEY—Jack, retired vaudeville actor, in Mobile, Ala., February 18. He was on the Keith and Flanders circuits for a number of years before retiring. Survivors include his widow, Mrs. Georgia Peck Milley, a brother, Mike, Baltimore, and a sister, Mrs. M. Irish, Bristol, Pa. Burial in Magnolia Cemetery. Mobile preceded by a sister, Mrs. M. St. Mary's Catholic Church.
MARRIAGES
DANE-HELLEN—Domic Adams and Cindy Heller, February 14 in New York.
BURNETT-BACHINGER—Howard Burnett and Margaret J. Bachinger, both of Station WIP, Philadelphia, in that city, February 12.
CAPAN-JEROME—Capt. Richard E. Capman, with the Army in Germany and son of the late Bert Capman, of the vaude team of Powder and Capman and son of the late Bert and Harriet Haskin, January 25 in Berlin.
FOSTER-JOHN—David Foster, non-pro, and Olymna Johns, British actress who made her Broadway bow in "Doris," recently.
GAMBLE-WILLIAMSON—James H. Gamble, San West, O. showman author and member of the Miami Showmen's Association, and Girma Louise Williamson, non-pro of spouse, Ia., December 26 in Spencer.
GENDY-AMES—Jack Gendy, non-pro, to Judith Ames, Paramount Pictures starlet, January 31 in Los Angeles.
ILLIONS-CAMERON—Harry A. Illions, operator of Celeron Park, Jamestown, N. Y., and New Liberty Park, Buffalo, and Ruth Cameron of Tucson, Ariz., recently in Las Vegas, N. M.
PECK-ROCKSON—Harry A. Peck, actor on TV's "Major Dell Conway of the Flying Tigers," and Phyllis Houston, copywriter with Young & Rubicam, New York, January 26 in that city.
RAMSEY-YOUNGSHAND—George Ramsey, radio and TV singer, and Mary Louise Youngshand in Crown Point, Ind., February 4.
WILDING-TAYLOR—Michael Wilding, British actor, and Elizabeth Taylor, American film actress, February 21 in London.
YOUNG-BAKER—Edward C. Young, former carnival owner, and Mrs. Edward Baker, February 1 in Tarpon Springs, Fla.

OAKES—William J., 78, owner of the Oakes Dancing Academy, Philadelphia ballroom, February 16 at his home in Philadelphia. He provided the dance hall for 35 years and taught dancing for 40 years. Services and burial February 12 in Philadelphia.
OGGONOV—Mrs. Greer, 67, mother of Red O'Connor, radio network announcer, February 22 at her home in Ogden, Utah. Other survivors are her husband, a brother, Richard, and two daughters, Mrs. Vern Orenish, San Louis Obispo, Calif., and Mrs. Darrell Deed, Monterey, Calif. Services February 25 in St. Joseph Catholic Church, Ogden, and burial in Ashbute Memorial Park.
ORSHL—Sam, former dancer and owner of the Van Ness theater at the Hotel Atlantic City, in that city February 15.
PHILLIPS—Ray A., 68, novelty and badge board worker for 20 years, February 16 at his home in Battle Creek, Mich. He was a member of the American Legion, Moose, Modern Order of Woodmen and a veteran of World War I. Survived by his widow and stepdaughter.
RANNEY—Eli, 78, owner-operator of the Greenway Theater, Philadelphia, since 1922. February 15 in that city. Surviving are his widow, Rose, two sons and two daughters. Services February 14 and burial in Mount Zion Cemetery, Philadelphia.
RICE—Ceil C., 58, former owner of Rice Brook Shows and a veteran concessionaire, February 17 in Dublin, Cal., following a long illness. (Details in Carnival.)
ROHDE—Willy, booking agent in Copenhagen, Denmark, February 14. He was head of the Rhode-Carnera agency, was a former circus artist.
RUGSBY—Maige E., 74, February 9 in Elmford, N. Y. He was industrial and business agent and worked with the O. A. Parsons organization in planning and conducting the Eastern expedition. Survived by his widow, son, daughter and sister. Burial in Union Cemetery, Stratford, Conn., February 15.
SMITH—Bessie S., secretary-manager of the National Orange Show, San Bernardino, Calif., February 21 in an automobile crash near Indio, Calif. (Details in General Under Section.)
TURNER—George Kibbe, 53, author of short stories and film plays, February 15 in Miami. His films included "Hello, Hello," "The Who Dares" and "Street of Proportion Men."
WEAVER—Chauncey A., 63, former member of the national executive board of the American Federation of Musicians in Los Angeles February 19 after a long illness. Weaver, in 1947, after serving on the AFM national board for 22 years, was made an executive life member. He had served as music manager for the Elbert and Gertrude theaters in Los Angeles and started his musical career as a member of the band at the Elbert Opera House. (Details in Music Section.)

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## FAIRS' TALENT BUYING IN MARKED RISE OVER 1951

Standard Features in Demand; Names Rate Less Interest

Continued from page 1

sizable remaining, the seasonal markets for flesh. In addition, the salaries rank with the best that can be secured working in any media with the operators of hand-stands extravaganza ready and willing to pay top prices for talent that can rock outdoor audiences adding up to 10,000, or even more.

Talent budgets for the one-week events range from \$1,000 up to \$25,000 or more to boost the gross handle of a mere handful of specializing agencies into the multi-million-dollar bracket. The many fairs featuring revue-type entertainment will pay from \$5,000 to \$10,000 for this package alone, depending upon their choice of acts. With the price tag of thrill and novelty attractions unknown to the general public topping \$1,000 in some instances, there is virtually no limit on what a fair can allot for flesh, sans names.

### Name Interest Off

The interest in name talent appears to be diminishing from the buying, but mostly talking, peak reached in the immediate and flush, postwar period when soaring attendance and revenue tended to spur the interest of a number of fair execs in the higher priced talent market. Actually, except in the case of the real biggies, the results achieved in using name talent have not been spectacular, and fizzes have been frequent.

With a minimum cost of around \$5,000 per day for top-drawer performers, annuals have at times been hard-pressed to come out with a profit, or even break even. While it would be considered okay if the great ones could be credited with stimulating gate attendance, this has seldom been the case. Fair execs mostly feel that if a name personality will attract pa-

trons to their grounds, these same persons will pay grandstand fees to view the show.

The format of grandstand presentations, long successful in nearly all areas, is pretty much stabilized. The gay night show revue featuring the kind of entertainment usually seen only once a year by most fair-goers is a solid money winning attraction. A number of growing annuals are working toward obtaining the necessary facilities for this type of presentation. Grandstands are needed and a number of fairs are building funds for this purpose. When adequate seating facilities exist a number of events are adding to and improving their stage and dressing room accommodations.

### TV No Problem

Altho television is well established in many of the areas served by fairs, practically no consternation was voiced over its competing influence at any of the recent fair meetings. Those events

that have already operated under its orbit have suffered no ill effects while many have continued to register gains. Feeling is that the appeal of the annual outdoor events is unique and strong enough to overcome virtually any competition, as demonstrated many times in the past.

Track events are pretty much standardized with auto thrill shows and auto races predominant. Many thrill show operators reported by-passing a number of dates which in some instances would add up to a route for a second unit.

While the stage presentations and serial thrill acts offer variety annually despite sticking to the same format, the track events are facsimiles of endeavors presented for many years. Even the the crowd attracting value of these events is unquestionable, a new endeavor utilizing either the straightaway or the full track could win a fortune.

## Ernie Young Denies Trying to Sabotage

Continued from page 12

tee was not going to allow Hamid to present his show as scheduled unless he made peace with AGVA. An appointment was arranged with Captain Kellerstrass, police circus chairman, and Young and Tracy said that they could easily supply a show of equal merit and on the same terms as the Hamid-Morton Circus, should the union stop the appearance of the latter unit. Don Roberts, AGVA Kansas City rep, had nothing to do with setting up the date with Captain Kellerstrass, Young said.

"I have been operating a booking office for 40 years, and would like to ask you since when does George Hamid take the attitude that he has the right and authority to tell me how to operate my office, because I went to Kansas City in order to get new business and in order to do the Police Department a favor and I do not feel that The Billboard should be used in my name in connection with me 'stabbing somebody in the back' or in conjunction with me creating 'sabotage' in order to get a contract. . . . Young said in his letter.

In conclusion, Young mentioned a recording made in

AGVA's Kansas City offices of a conversation between Howard Y. Bary, circus exec and Don Roberts, union official, which he said would "dispute the accusations made by Bary against Roberts."

The accusations referred to were contained in sworn affidavits signed by Bary and Captain Kellerstrass, and forwarded to George A. Hamid.

### NEW YORK EVENT SOLID

## Concessionaires Find Good Hunting at Sports Show

NEW YORK, Feb. 23.—Space buyers on the top, third floor of the Sportsman's Show which closes here tomorrow, report business from good to excellent, and include such well-known game owners and operators as J. Gilbert Noon, of Atlantic City, and Johnny Christopher, of New York.

Noon, one of the top shooting gallery ops in the country, introduced a new wrinkle in gallery designs called the Becker Target. Later invention, manufactured by Markmanship, Inc., Thebes, Ill., substitutes a silent 18mm. movie showing human figures at target end instead of the usual clay pigeons. Customers fire 22 shorts from regular rifles at a counter, as in conventional galleries. Difference is that instead of hitting a duck, the customer aims at moving human figures shown on a four by five foot movie screen, just as if he were firing from a seat in the movies.

Patented device uses 16mm. film thrown by a regular film projector placed under gallery counter, projecting film beam onto

### MEETING OF THE MINDS

## Fairmen Swap Ideas, Problems at K. C. Meet

KANSAS CITY, Mo., Feb. 23.—Value of informal, off-the-record discussions of fair problems by a small group of fair execs was demonstrated again at the meeting of the Midwest Fair Circuit here Friday (22) at Hotel President.

Pending discussions by fair execs were aired, with the pros and cons of possible action by individual fairs coming in for dis-

cussion by other fairmen. Subjects thus treated included admission prices, AGVA, crop outlook, commercial exhibits and the like.

Ira Woodhouse, of May & Woodhouse, Chicago, who sell commercial space for many of the circuit members, reviewed space sales in 1951 and outlined the possibilities for this year.

Glen Boyd, secretary of the Ozark Empire District Fair, Springfield, and circuit president, presided.

### Fairs Shows represented

Fairmen in attendance included Bill Preston, secretary of the Missouri State Fair, Sedalia; Robert Thornburg, Missouri Commissioner of Agriculture; Jimmy Stewart, manager of the State Fair of Texas, Dallas; Willard (Bill) Masterson, secretary, Wisconsin State Fair, Milwaukee; Ed Schultz, secretary, Nebraska State Fair, Lincoln; Lloyd Cunningham, secretary, Iowa State Fair, Des Moines; Clyde Spry, Iowa Commissioner of Agriculture; Doug Baldwin, Harry Frost and R. L. Thornton, secretary, concession superintendent and president, respectively, of the Minnesota State Fair.

Kansas Free Fair, Topeka, was represented by Maurice W. Jencks, secretary; Russell Brown, Clive Lane and Albert Schober, Kansas State Fair, Hutchinson, had the biggest delegation, seven men, namely Virgil Miller, secretary; William Condon, president; Everett Erhart, vice president; R. C. Beasley, treasurer; Elmer McNabb and Harold Slead, directors, and William H. Wegener, assistant secretary. Pete Baker, secretary; Bo Belcher, publicity director, and Lem Jones represented the Oklahoma State Fair, Oklahoma City, with M. E. Tweed, secretary, and Tom Conrady, president, on hand for Oklahoma Free State Fair, Muskogee.

Showmen noted included Robert L. Lohmar, Royal American Shows; Sam J. Levy Sr., Fred H. Kressmann, Mike Barnes and Sam J. Levy Jr., Barnes-Carruthers Theatrical Enterprises; Frank Duffield, Thearle-Duffield Fireworks Company; Al Swenson, National Speedway; Frank Winkley, auto race promoter; Leo Overland, Joie Chitwood's Thrill Show; Aut Swenson, Swenson's Thrillcade; Chan Laube, B. & L. Concessions, and Frank Sharp.

## Newberry-Reed Set Auto Races For Akron Bowl

AKRON, Feb. 23.—Earl Newberry and Bill Reed, veteran thrill show and auto race operators, recently signed a contract with city officials here to operate automobile races and other motor events in the Rubber Bowl during 1952.

Speed events will be operated under the National Association of Stock Car Auto Races banner with the first event tentatively scheduled for May 2. Track will operate as a circuit that includes Sportsman Park, Bedford, O., and the fairgrounds at Canfield, O.

Newberry was formerly on the staff of the late Ralph Hankinson, while Reed was associated with auto racing at the bowl under Don Zeiter in 1946-47.

## Steward Sound Firm Inks 10 Pa. Fairs

BERWICK, Pa., Feb. 23.—Steward Sound Systems has signed to provide public address systems at 10 Pennsylvania fairs this year, G. W. Steward announced. Fairs signed include those at Sellingsrove, Clearfield, Bedford, Meyersdale, Aboltsburg, Washington, Indiana, Ebsensburg, Laurelton and Lancaster.

Organization also will work 24 still dates at the Sellingsrove, Pa., speedway, and will handle all still dates for Keller Racing in Pennsylvania and New Jersey, Steward said. A new panel truck was recently added to the firm's equipment.

## Bronx Rodeo Starts Off At Gallop

NEW YORK, Feb. 23.—Despite varied head lines, the Bronx County American Rodeo, Stampede and Round-Up got off to a fast start yesterday (22), Washington's Birthday, at Kingsbridge Armory, with a matinee crowd of about 10,000 persons and a night through a bit lighter on hand according to producer-stager-director Gordon Kibbler.

Event is sponsored by numerous posts of the local Legion and will run thru Saturday (1). Kibbler claimed a capacity of 15,000 for the armory. Tickets are scaled at \$3.60, \$2.40, \$1.20 and 60 cents for children. Stars are Buster Crabbe, Johnny Mack Brown and Jim Atkins.

Potential trouble with the American Guild of Variety Artists over who would hold money due acts appearing in the rodeo was squelched Monday (18) after Kib-

(Continued on page 52)

## California Rodeo Sets Camel Races

SALINAS, Calif., Feb. 23.—In addition to the performance of 200 cowboys, horse racing and other events at the 43-year-old California Rodeo, formerly the Salinas Rodeo, will this year feature races between camels and ostriches. The event will be held June 19-22.

The camel competitions will be run with a rider astride the backs of these animals. The ostriches will put two-wheel carts in which the driver rides.

Camel races have been a feature of the Riverside County Fair and National Date Festival in Indio for the past four years. Ostrich races were introduced at the Orange County Fair in Santa Ana last year. Both of these events are managed by R. M. C. Fullenwider.

## R. Z. Smith, Orange Show Mgr., Killed

INDIO, Calif., Feb. 23.—Russell Z. Smith, secretary-manager of the National Orange Show in San Bernardino, and Mrs. John L. Lounsbury, a member of the show's theme and decorations committee, were killed instantly Thursday (21) in a head-on automobile crash 10 miles west of here.

They had spent most of Wednesday at the Riverside County Fair and National Date Festival here and were returning home to complete final arrangements for the Orange Show, which opens March 6 for 11 days.

W. C. (Bud) Shay, chairman

(Continued on page 68)

### Scheduled March 7-10

AUSTIN, Tex., Feb. 23.—Ben Hur Shrine Temple here will present its fifth annual Shrine Circus at the City Coliseum March 7-10. Jack J. Lamb is director general of the affair and A. F. (Speedy) Jones is chairman.

## Spokane Rodeo Switches Dates

SPOKANE, Feb. 23.—Spokane Stampede, previously held in August, will this year run from July 18-20, A. H. Bowles, manager, announced.

The new dates fall between those of the Calgary (Alta.) Stampede and the Cheyenne, Wyo., Frontier Days celebration and are expected to draw leading cowboys.

Events will, for the first time, be held in the new Memorial Stadium. Sadir Khan Grotto will sponsor it and prizes are expected to total \$5,000, plus entry fees. Joe Kelsey, Tonasket, Wash., will furnish the stock.

## Pittera Opens New Offices

NEW YORK, Feb. 23.—Fred Pittera Associates, who promote, direct and handle publicity for fairs, expositions and theatricals, has set up new offices here and in Boston, it was announced this week.

Local office is at 527 Fifth Avenue in Boston it will be 250 Baylston Street. Pittera is making preparations for the International Motor Sports Show here March 29-April 6.



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**CLOSE-UPS: CHARLES A. NASH**

**Nature Harried Mgr. In Long ESE Career**

By **JIM McHUGH**

HAVING only recently stepped down as general manager of the Eastern States Exposition (ESE), Springfield, Mass., Charles A. Nash is currently receiving many deferred honors in recognition of his 29 years at the helm of the major annual.

If a rest is now in order for the pilot it is justly deserved. Probably no other fair manager in the country has been heckled and harassed by so many natural calamities as Charlie Nash. He successfully steered his stricken show thru and out of two major floods and the famous hurricane of 1938, which literally blew the Eastern States Exposition apart in the middle of show week, bringing the great annual to a halt on Wednesday after three solid days of rain.

By virtue of his tenure at the Springfield event and before that as president of the International Association of Fairs and Expositions, Charlie is rated one of the best known and respected fair managers in the nation. While many individuals tend to gain in stature by reason of their association with an event or business, there are many who believe that Charlie contributed as much to the reputation of the ESE as an individual and its manager. In any event, the success he attained was thru the school of hard knocks and experience in operation.



CHARLES A. NASH

**Wanted to Be Banker**

Born in Campbell, Ia., which Charlie recalls as a crossing whistle post for trains that never stopped, he was educated in the public schools in that area and concluded his formal education at a business college. He thought at the time that a banking career might be just the thing for him, and tried out several for a few years.

But in 1911 the Iowa State Fair at Des Moines was in need of an assistant secretary who could add and subtract and other wise juggle figures accurately. Young Charlie had come to the attention of the brass as promising material and was given the nod for the job. Charlie and the fair business fitted together like

parts of a puzzle and in 1914 he was selected general manager of the North Dakota State Fair.

His successful management of this principal event immediately pegged him as one of the promising young fair men in the country and when the officials of the Eastern States were looking for an assistant manager to the late John P. Simpson, who headed the fair at that time, Charlie was summoned east to join in 1917.

**Reynolds Succeeds**

ESE directors again headed west to find a successor for Charlie, and Jack Reynolds resigned his post as manager of the Wisconsin State Fair, Milwaukee, to become general manager of the Springfield event beginning this year, as Charlie becomes vice-president.

Charlie had only just learned his way around the spacious Springfield grounds in 1917 when he received another summons. This one started in: "Greetings from the President of the United States..." and he was whisked off to serve in a machine gun battalion in World War I. A year later, with the war over, he returned to his job in Springfield, and in 1923 became general manager.

Altho the Eastern States has been organized for 35 years, it has actually staged but 30 annual all-purpose shows due to the fact that during World War I and World War II its spacious grounds

**N. Y.'s Sportsmen's Show Ahead of '51**

holdover hit from last year was the Berkshire Trout Farm's pond, a portable, aerated canvas tank, 80 by 28 feet, where customers paid 50 cents for the privilege of fishing for live brook trout. Fly rods offered were light steel, practically unbreakable, with light line and dry fly attached. The operator explains 10 minutes is time allowed, but when observed he allowed a healthy crowd of "fishermen" 15 to 20 minutes each. Customers were allowed to keep two trout each, if and when. The operator announced business was excellent, up one third over 1951.

**Good Animal Exhibit**

Bill Chase's (Chase Wild Animal Farm) free wildlife exhibit was unusually well-stocked with specimens, including a young male lion, spotted and black leopard, hyena, baby hippo, 20 caged monkeys plus five monks free on chains, two baby chimps, African cranes, secretary birds, two anubis baboons, a cheetah, Himalayan sloth bear, boa constrictor and a display of authentic African curios. Barney Dexter, animal superintendent, reported heavy interest in the excellently framed and mounted exhibit.

Other free acts and exhibitions were Dave Irwin's Eskimo Vil-

lage; Frank Weed's retrieving field dogs, working triple points at tank-side and at a large display enclosure, Max Patkin, baseball clown; Ross and Ross, in a bag punching act; Casnor and Ross, roller skating; Marc Scala and Company, judo exhibitions, and Sharkey, the seal, with his new trainer, Billy Roe, who took over the barking, flapping wonder at the death of its late owner and trainer, Mark Huling.

Jim Hurley, New York Daily Mirror outdoor columnist, again handled publicity and repeated last year's uptop job, snaring lots of space in metropolitan dailies. Irwin Rose assisted Hurley on the radio-television end. Charles W. Strong again directed the show.

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## Out in the Open

Mr. and Mrs. Herb Eversharp, of Zoo Park, Columbus, O., are vacationing at Fort Meyers, Fla. . . . J. Harrell Powell, former business manager of the late Lucky Teler, is active in North Miami, Fla., where he owns and operates apartment units, is director of a bank, and is active in church circles. . . . Roy (Pepsi Cola) Jones was very much in evidence at the recent Tampa fair, pushing his campaign to have more shows handle his product.

J. W. G. MacEwan, ex-dean of agriculture at the University of Manitoba and author of a book on Western Canadian fairs, has joined the staff of the Western Producer in Saskatoon as acting agricultural editor. He is honorary president of the Western Canada Class B Fairs Association and at one time was manager of the Saskatoon Exhibition for three years.

Dave Speer, son of Ray Speer, director of publicity for Minnesota State Fair and the St. Paul Winter Carnival, has joined his father's publicity firm in St. Paul. The younger Speer has been doing newspaper and publicity work since his graduation from University of Minnesota and for the past two seasons was out with Frank Winkley's auto racing organization.

Elwood A. Hughes, general manager of Canadian National Exhibition, and wife are planning a lengthy Florida vacation. . . . Bert Wevins, New York publicist, is vacationing in Florida.

Harry B. Kelley, secretary of the Hillsdale (Mich.) Fair and secretary of the Michigan Association of County Fairs, announced while visiting the Tampa fair that the dates for the short course on fair management annually conducted by the Michigan association have been set for April 14-15, with the Hotel Porter, Lansing, as the site. . . . Les Schrader, of Centerville, Mich., was another Michigan fair secretary to attend the recent Tampa fair.

"It would be well worth it if one member of your fair board could attend the Tampa Fair each year," Herbert H. McElroy, manager of the Central Canadian Exhibition, Ottawa, observed after spending several days at the Florida annual. . . . Frank Mancus, of Exhibit Supply Company, Chicago, is vacationing with his family in Florida after a stint at the Tampa fair. It's Frank's first vacation in three years.

Virginia Kline, well known in outdoor show circles, is vacationing in London where she paid her respects to King George VI while his body lay in state.

Ned Torii, top man in the Wisconsin DeLuxe Company, Milwaukee, returned to his home recently after a Florida trip that included a stop-off at Florida State Fair, Tampa.

A proud father for the second time was Charles J. (Jackie) Morris Jr., whose wife gave birth to a boy Wednesday (2) in Jersey City, N. J. Jackie handled pro-

motion at White City Park, Worcester, Mass., last season. Only a bit less excited was vet promotion man Doc Morris, grandfather of the new arrival.

Joe Godin, head man of Interstate Fireworks Display & Manufacturing Company, nearly ran over himself with his own Cadillac recently. Shortly after leaving his Springfield, Mass., headquarters, Joe found it necessary to crawl under the auto to remove some snow from moving parts, a trick demonstrated by garage attendants early in the week. Joe made the mistake of not shutting off the motor, and his prodding to remove ice put the car in gear. Joe managed to roll out of the way of the wheels, but before he could gain full control of the vehicle it had run into a fence. Damage to the car was estimated at \$200. Godin clan is currently celebrating the birth of a daughter to son Roger and his wife.

Virgil Miller, secretary of the Kansas State Fair, Hutchinson, is having the fair facilities at the fair are being enlarged to permit the handling of 8,500 automobiles. Those areas plus other available space will enable the parking of 10,000 cars within the fair plant.

Ralph Wilkerson, of Haas & Wilkerson, returned from a vacation in Mexico in time to attend the Midwest Fair Circuit meeting in Kansas City, Mo., his home base.

Barnes-Carruthers Theatrical Enterprises, Chicago, again has been signed to provide the night grandstand bill at the Illinois

## Kreil-Admirer Loses Stands

McMINNVILLE, Tenn., Feb. 23 —Influenza among school children in this area forced Kreil Bros. & Admirer's School Show to cancel its spots. The show played to good business at Harriman, Tenn., and showed Monday and Tuesday (18-19) out of McMinnville. Then schools were closed because of the illness, J. C. Admirer, agent, said this week.

Previously, the show had played only one bloomer, he said, and that was Decatur, Ga. In three shows made Tuesday (12) out of Harriman, Tenn., the outfit played to 2,300 youngsters. The circus operates out of a town one week, playing schools there and in surrounding areas, with several schools booked on most days.

Admirer said that Rome, Ga., was fair but that Georgia conditions discouraged him and he changed the route to go north. Some Georgia and South Carolina towns were canceled. Now the show is booked and billed well ahead, and the first agent is in Northern Illinois, Admirer said.

State Fair, Springfield, for five nights of the fair's run, Sam J. Levy, of the B-C Office, announces. . . . John Sharp, son of Frank Sharp, sales rep of Regal Manufacturing Company, is gaining wide fame as a painter. Some of his paintings are being used on Hallmark greeting cards. A few months ago Collier's magazine used one of his paintings for its cover. And more recently he had a one-man show of 38 paintings in Des Moines. John makes his home in Bucks County, Pennsylvania.

## Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Poojey Ringens is again in good physical shape after breaking his legs over a year ago while performing his unique bicycle aerial act. He is planning to go to France in the spring and may work some dates in that country.

After playing several Texas Army air bases and Enid, Okla., the Benny Fox show laid over for a few days at Gainesville, Tex. Hosts include the LaZallar Troupe, Irma and Rio, the Pastells, the Hartleys, Spec Thomas; Peggy Dunn, Betty Fox and Vernice and Shirley Atterbury, web; Royal Rockets, roller skaters; Smithtona, perch; Wimpy, clown; Pallenberg's bears, Patricia Dunn, web; the Trikes, high wire; Bob Atterbury, emcee, and Bill Dunn, property man.

Billy Pope and Renee have left Sarasota, Fla., to play television engagements and the Midwater Fair, Imperial, Calif., before opening with the Clyde Beatty Circus. . . . Melvin Bennett, one-arm aerialist who fell 40 feet January 24 while descending his rigging after a performance with the Barney Tassel Shows at Bowling Green, Fla., remains unconscious and in critical condition in Palmetto Hospital, Wauchula, Fla. With him is his mother, for many years operator of a cookhouse and a small show, who would like to hear from friends.

His sister and brother-in-law are Almaras and Flax Williams, Motormane operators. Bennett lost his arm in 1950 in a fall from his rigging.

Chuck Comdy and Rita, comedy bar duo, are still touring Europe and were recently on the bill at the Glass Hall, Tivoli Park, Copenhagen. . . . Great Galasso, balancing and finger stand, joins the Gil Gray Circus at its Springfield, Mo., stand but is skedded to leave the unit in July to play fairs for the Charles Zemerat office. . . . Sky Princess, high act, has been signed as a free act for the Mid-South Fair, Memphis.

Poodles Hanesford, of the riding troupe, info from North Hollywood that his home escaped flood damage during the recent inundation, altho many in the area were wrecked. The Hanesford are keeping busy this winter playing spots in Southern California. . . . Los Aeros, high act, is in Deland, Fla., where they plan to establish a permanent home.

Con Colleano, tight wire, is skedded to play the March 9 "Super Circus" television show which is aired from Chicago by an American Broadcasting Company. Juggling Jewels, will be on the same bill. Talent set for the March 2 stanza include Ray and Jim, comedy ladders; Krammers, balancing chairs, and Koko, human chimpanzee. . . . Van De Velde Company, hand balancing and juggling, are in the Barnes-Carruthers production at the Chicago automobile show in the International Amphitheater.

Glenn Martin and Company, trampoline-bar act, closed recently at the Fairmont Club, Ottawa, and headed for Battle Creek and Adrian, Mich., to play indoor circus dates. George Hubler, top man in the act, stopped off at the Detroit Shrine Circus on route to fill in for Jimmy LaBlonde, of the acrobatic bar troupe, who was ill for a day.

Healy and Garnella, acro, are playing club dates around Lancaster, Pa., for Cooke & Rose Agency there. . . . Four Maxellos, lumberjacks, opened at the Chicago Theater, Chicago, Friday (22).

Royal Rockets, roller skaters, took delivery on two Travelite house trailers and a station wagon while working Pappy's Showland, Dallas, recently. They report being booked for several Texas dates.

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Replacement Numbers Balls . . . 20  
1,000 Jack Pot Bingo (stripes of 7 numbers), Per 100 . . . 1.50  
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Green, Red, Salmon, Yellow . . . 2.00  
Per 100  
1,000 Small, This "Browns" Bingo . . . 1.50  
Should be played with 100 cards  
Paddle, size 450, M . . . 2.00  
Plastic Markers, Red or Green . . . 1.50  
Round or square, 45¢ diameter, Per 100  
Sealed Edge, Green only, M . . . 2.00  
Smaller Size, 45¢ diam, Red or Green Plastic, M . . . 1.50  
Add Shipping 10¢  
Hardboard Strip Markers, 10 M for Rubber Covered Wire Case with Cheek, Wood Starting Board, Race Board; 5-pieces layout for . . . 15.00  
This, Translucent Plastic . . . 1.50  
Brown, 4¢ each Per M . . . 1.00  
100-night Thin Bingo Sheets, Sealed edge, very large, automatic . . . 3.25  
B colors, loose, not labeled, M . . . 1.50  
Means, white, M, 1/4" dia, 1/4" thick, 100 to 1000, larger size, 10¢ diam, 1000 to 10,000, 10¢ each, 100 . . . 25  
Aerial Blower, electric operated, complete with 25 Numbered Ping Pong Balls, weight 90¢ . . . 125.00  
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# Club Activities

## Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Feb. 23.—Past President Lou Keller called the Thursday (21) meeting to order, assisted by Treasurer Walter F. Driver and Secretary Joe Streibich.

A moment of silence was observed for Frank J. Bligh who died in New Orleans Wednesday (20).

Jack Benjamin is reported to be resting well following surgery in a Chicago hospital. Clifford Darling, Louis Helden and W. C. Dencke are still confined with nothing new on Lou Leonard. Frank Ehlers is up and around again after being hospitalized in Hollywood, Fla.

Walter D. Jackson, manager of the Western Fair, London, Ont., was elected into the membership. Attorneys are going over details of the lease for the new Woods Building quarters.

Jack Markham is back after a long absence and George B. Flint was back in town after a series of fair meetings. Morris A. Haft, League counsel, was voted a life membership and gold card for his long service and efforts on behalf of the organization.

The house committee will meet soon to lay out plans for the new clubrooms. Communications were received from S. T. Jessop, Richard Miller, Bob Sugar and Michale Artukuski.

## Greater Tampa Showmen's Association Tampa, Fla.

TAMPA, Feb. 23.—Regular meeting was called to order by the newly elected president, Nat Rodgers, on February 18. On the rostrum were Lloyd Serfass, first vice-president; C. J. Sedlmayr Sr., second vice-president; O. J. Weiss, third vice-president; Vernon M. Korhn, secretary; Harry Julius, treasurer. S. T. Jessop, president of the Showmen's League of America, was invited to sit on the dais. He later was the installing officer. Invocation was given by George Ringlin, followed by the salute to the flag. Rodgers named his chairman to serve for the 1952 season. Harry Julius and Tommy Thomas were given a round of applause for their work on the banquet and ball, held February 10.

Cody Fowler, president of the American Bar Association, and who recently was named Tampa's most outstanding citizen, was appointed counselor for the club. E. I. Soskis and W. Richard Crosby were named as the club's physicians. George Ringlin announced that a television set will be donated to the club by Roy B. Jones from the Pepsi-Cola Bottling Company.

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## National Showmen's Association

1564 Broadway, New York

NEW YORK, Feb. 23.—A card was received from merchant seaman Carl Manthey Jr., who stopped off at Turkey on his way back to America. Mr. and Mrs. Charles Wertheimer left recently for three weeks in Havana, Cuba, with the trip a combination of business and pleasure. Phil Isser, Morris Brown and Max and Jane Tubis are relaxing at Miami.

Members on the sick list are Edward K. Johnson, Willis Eye Hospital, Philadelphia; Jules L. Curran, 417 S. W. 12th Street, Fort Lauderdale, Fla.; Edward Goldmann, 2116 Morris Avenue, Bronx, N. Y.; and Sidney Herbert, 235 Seaman Avenue, New York. Shut-ins include Truc Perkins, Farm Colony, Staten Island, N. Y.; James Cox, Pawling Sanitarium, Wynantskill, N. Y.; and Irving Udowitz, Ward's Island, New York.

Mr. and Mrs. Al Crane enjoyed a week's vacation in the Pocono Mountain area recently. Gerald Snellens has returned from a swing of Southern cities, including Tampa. Visitors during the past week, include Richard E. Gilsdorf, Joseph Freil, Herman Moskowitz, Billy Creedon, William Schwartz, Howard Levy, Leonard Traube, Edward Nacht, William Steinberg, Louis Rosshandler, George Reiter, Ward Graves, Joseph Amico, Charles (Doc) Morris, Louis Light, Harry Gold, Henry Kaufman, Murray Spitzer, Tom Coffey and Jack Stern. Harry Kibel also was a visitor from Chicago.

## Carovans, Inc. P. O. Box 1902, Chicago

CHICAGO, Feb. 23.—President Claire Sopenar presided at meeting held February 19. Also on the rostrum were Jeanette Wall, first vice-president pro-tem; Lucille Hirsch, second vice-president pro-tem; Wanda Derpa, financial secretary, and Opal Rossi, treasurer. Invocation was given by Isabel Brantman, chaplain.

Irene Coffey read correspondence from Wilma Bedell, Blibe Billiken, Edna E. Brice and Trixie Clark. Clara Etta Barker and Helen Wetmore were reported on sick list and Martha Marts is in Illinois Masonic Hospital for surgery. Members are asked to mail a card of cheer to Edna O'Shea Stenson who has been ill for many months and is living with her sister, Elsie Aldrich, at 633 Rigby Street, San Antonio, Tex. Eva Leroy is planning to leave for Los Angeles, where she will visit her sister. Ann Sleyster will motor to Florida for a month's vacation. Betty Shea visited Hattie Hoyt and Kathryn Robertson during her stay in Florida.

Eva Shine is in charge of annual spring benefit party to be held April 5 in Hotel Sherman and wishes to remind members to send in donations early. Edith Streibich is collecting "Wrap-in-Wax" coupons from which proceeds will go to Forget-Me-Not fund. Welcomed after absences were Ruth Clinton and Pauline Gray. Becky Lotsey and Agnes Barnes served refreshments and evening award, donated by Wanda Derpa, went to Eva LeRoy. Irene Coffey will be hostess at social to be held February 28. Wanda Derpa was pleasantly surprised at the unexpected appearance of her sister-in-law, Lillian Derpa, who flew here from Lundstul, Germany, and attended social sponsored by Wanda and President Sopenar.

## Miami Showmen's Association

236 W. Flagler St. Miami

### Ladies' Auxiliary

Mrs. Jack Levine, president, presided at the meeting held February 18. Also present were Mrs. Harry Schreiber, first vice-president; Mrs. Lloyd Thomas, second vice-president; Mrs. William Cowan, third vice-president; Mrs. W. Tucker, treasurer; Mrs. Alberta Mack, recording secretary, and Mrs. C. Whitehead, corresponding secretary. Mrs. Ben Tarbes delivered the invocation. Mrs. Peggy Minden, chairman of the bylaws committee, read the new bylaws. Frances Barnett, chairman of the ways and means committee, announced there will be a St. Patrick's dance March 16. A total of \$385 was raised on the

## Hot Springs Showmen's Association

310 1/2 Central Ave. Hot Springs

HOT SPRINGS, Feb. 23.—Thursday (21) meeting was called to order by President Harry Zumdars. Assisting him were H. P. McDonald, first vice-president, and Clayton Holt, treasurer, with Monty Winslow filling in for Clint Shuford, secretary.

Membership present approved the purchase of an advertisement in the Elks Circus program to be played by Wallace & Clark Circus. Eddie Gamble reported the St. Valentine's Day dance netted \$396.93 for the club's welfare fund. A rising vote of thanks was tendered H. P. McDonald for the use of the Pines Supper Club and to Gamble for his supervision of the event.

New members include Michael Bunting, N. Jenkins and Bruce Betzer. Alice Hennies and Jackie Wilcox, a committee of two from the Ladies' Auxiliary, thanked the men's group for its help and gave special thanks to McDonald for his recent donation. Meeting closed with a buffet supper served by the ladies.

## Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Ariz., Feb. 23.—First Vice-President, P. H. Siebrand called meeting to order here February 18 in absence of President Hanna. New members, Mario and Bess De Silva were accepted. Visiting was Ruth K. Gordon, of Heart of America Showmen's Association, Kansas City, Mo. Communications were read from Tony Masseth and Betty Towers. D. W. Yeakle reported board of governors approved contract for memorial stone for cemetery plot.

Appointed as banquet and ball committee for 1952 were Chairman Marguerite Stone, Lucille Cherry and Daisy Howard. Following dates were set subject to change at discretion of various committees: Banquet and ball, December 15 and 16; bazaar, December 19 and 20; memorial service, December 21. A farewell party was sked for next meeting night, February 25. Special luncheon of venison was served following the meeting. The venison was donated by W. J. Siebrand and Ralph Horstman. Pot of gold went to Mario De Silva.

## Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Feb. 23.—The regular weekly meeting was presided over by President E. H. Hugo. Treasurer George Carpenter and Secretary Al C. Wilson were in attendance. Meeting drew an attendance of 42 members and routine business was briefly conducted.

Past President L. K. Cartier, chairman of the ways and means committee, reported that the Saturday night jamborees were drawing crowds and that starting with Saturday night he would offer a door prize. Excellent music and a first-class catered made fine entertainment. These Saturday night jamborees will continue to the close of the season. Contributions have been made to the American Red Cross and the Infantile Paralysis funds.

## International Showmen's Association

438 Chestnut St., St. Louis

ST. LOUIS, Feb. 23.—The St. Valentine's party on February 16 was well attended. Thru the efforts of Mr. and Mrs. Edwin Schacht, a floorshow was presented. The Ladies' Auxiliary donated cakes. Midway of Mirth, Oliver, Blue Grass, Buff Hottie, John Francis and Campbell shows were well represented. Next big party will be March 1, with an Italian spaghetti dinner.

Affghan made by Billie Anthony. Mrs. Spire attended her first meeting. Bea Truesdale reported the following on the sick list: Corin Glass; Kay Anderson, who will be operated on at the Carney Hospital, South Boston, Mass. Sixty-nine members attended.

# Sarasota Fete Survives Hassle

SARASOTA, Fla., Feb. 23.—

The annual Pageant of Sara de Sota closed here tonight, winding up a four day celebration marred by controversy over today's traditional Grand Parade.

Controversy between Junior Chamber of Commerce, pageant's sponsors, various other civic groups, and police arose over proposed switch of parade route away from Main Street. Last Wednesday (20), when the Jaycees announced a switch was being considered to ease main stem traffic, downtown merchants protested, threatening to break up the usual city-wide co-operation. Hassle was eventually solved when Jaycees underwrote the cost of 20 extra policemen to direct downtown traffic, although rumors were current the organization would beg-off from exclusive pageant sponsorship in the future.

Parade wound up at Sarasota High School stadium where Jaycees, who lost \$2,800 on parade last year, sold seats for first time to help defray costs. Contract for sale of seats along city parade route is held by American Legion. A pyro exhibition and other entertainment was added for stadium seat buyers.

Pageant highlights was the Coronation Ball at Municipal Auditorium, crowning King and Queen in medieval Spanish pomp and ceremony. Ceremonies were broadcast coast-to-coast over Liberty Broadcasting System, with music by Larry Fotine's orch. Other pageant events were the free water show and ski ballet off City Pier last Thursday (21) and the annual Children's Parade, earlier today.

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Four N. W. Rodeos Announce '52 Dates

LEWISTON, Idaho, Feb. 23.—Dates for four 1952 rodeos in the Pacific Northwest were confirmed at the recent annual meeting of officers and directors of the shows here. The Ellensburg (Walla) daytime rodeo and the Walla Walla (Wash.) night rodeo will open the circuit with performances August 31, September 1 and 2.

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IT'S FUN TO RUM A WHIRLWIND. You don't have to fight it or baby it. Just tip the switch; any youngster can run it. Write for circular.

Springfield, Mo., Builds Bleachers

SPRINGFIELD, Mo., Feb. 23.—Grandstand bleacher capacity of the Ozark Empire District Fair here will be 6,000 for the 1951 fair as a result of the construction of a concrete bleacher section seating 1,000.

New York Events

new gallery goes on general sale. Unit is easily portable and can be set up within an hour. Christopher operating ten Show the Bears, 15 Shuffle Allys and other Arcade coin equipment to excellent business.

Wright Shows Unit Fred Wright, well-known archery, miniature golf and driving range op. of Watertown, Mass., took 500 square feet of space in one section on the third floor to demonstrate the Carrier baseball batting practice coin-operated machine, for which he is also a distributor.

Scandinavian Units Ready Plans for Summer Season

COPENHAGEN, Denmark, Feb. 23.—Summer circus season in Scandinavian countries gets under way next month. First show to announce an opening date is Denmark's top ring show, Circus Schumann, which opens in Gothenburg, Sweden, March 1, for a three-week indoor stand.

Carnival Routes

- Send to 2160 Patterson St. Cincinnati 22, O. (Routes are for carnival route when no dates are given. In some instances possible mailing points are listed.)

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DOG SHOWS ARIZONA Phoenix—March 21-22 Mrs. Jack Bradshaw, Los Angeles.

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The Billboard The Amusement Industry's Leading Newsweekly

Block Named President Of Nevada, In Annual

NEVADA, Ia., Feb. 23—Emory Black, of Nevada, was elected president of the Story County Fair Association, succeeding John Soren, of Roland, who was named vice president.

DOG SHOWS

- ARIZONA Phoenix—March 21-22 Mrs. Jack Bradshaw, Los Angeles. Tucson—March 16-18 Mrs. Jack Bradshaw, Los Angeles.

Lindale, Tex., Group Sets 2-Day Berry Cele

LINDALE, Tex., Feb. 23.—The first National Blackberry Festival will be held here May 30-31, Louis W. Pierce Jr., chairman of the event announced this week.

Bronx Rodeo Starts

bler conferred with union official The latter saw things Kibbler's way and agreed that Music Corporation of America and the George A. Hamid and Joe Glaser offices, who booked the acts, could hold the cash.

Circus Routes

- Send to 2160 Patterson St. Cincinnati 22, O. (Routes are for carnival route when no dates are given. In some instances possible mailing points are listed.)

Misc. Routes

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Telephone Salesmen—3 OHIO STATE FIREMEN'S ASSOC. CONVENTION ISSUE. Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

## Chi Action May Benefit Ill. Annuals

SPRINGFIELD, Ill., Feb. 23.—Cancellation of Chicago's lake-front fair this year may serve as a windfall for county fairs throughout the State in the form of increased State aid, according to officials of the Department of Agriculture here.

Under terms of the law, the money in the new Fairs and Exposition Fund is to be distributed among county fairs at the Chicago Fair, according to population. With over \$900,000 now in the fund, this would give the Chicago fair roughly \$450,000 and the county annuals the same amount. If Chicago has no fair to qualify for State aid, the entire \$900,000 would become available to the 85 agricultural fairs in the State. It was pointed out, however, that the Chicago City Council could recognize some scientific or industrial exhibit as worthy of the \$450,000.

Fair officials throughout the State meanwhile must decide whether to request their State aid from the new fund or the old established agricultural premium fund.

Postponement of the Windy City fair, at least for this year, was attributed to shortages of cash, time and building materials. An appeal for \$1,500,000 to finance the expo brought only one pledge of \$50,000. Present plans are to dismantle all temporary buildings at the lakefront site but sewer and water facilities will remain intact.

## 4-H Group Honors Charles A. Nash

SPRINGFIELD, Mass., Feb. 23.—A scroll attesting to the 35 years of loyal and sincere support of 4-H activities at the Eastern States Exposition was presented Charles A. Nash at the annual meeting of the 4-H Round-Up Committee at the Eastern States Exposition of five buildings.

Nash presided at the discussion of general plans for the 1952 4-H Round-Up and it was during this discussion that the 4-H leaders present, represented by Horace W. Jones, Massachusetts State 4-H Club leader, presented Nash with the scroll.

The members met Jack Reynolds, new manager of the exposition.

## Lethbridge, Alta., Nets 9G Despite Gate, Income Dip

LETHBRIDGE, Alta., Feb. 23.—Harassed by rain and snow, the 1951 Lethbridge and District Exhibition and Rodeo recorded an attendance drop of 18,727 from 1950, according to figures released by Charles E. Parry, manager.

Final tabulation showed the 1951 exhibition attendance to be 25,525 against a record 44,252 in 1950.

Revenue, similarly, was down last year. Parry reported. Last year's gate receipts totaled \$15,509, down \$8,346 from the previous year's record of \$23,855. But, despite rain and snow which almost cancelled the fair's final two days, the event made a profit of \$2,920.

On 1951 operations, the exhibition and rodeo org showed a profit of \$4,096, before capital expenditures totaling \$25,198. A major portion of the heavy capital expenditure program—which was made up of improvements to the plant at the exhibition grounds—was omitted in 1950. Materials, then unavailable, became obtainable last year and the work was done.

## Horse Show Set For Northampton

NORTHAMPTON, Mass., Feb. 23.—This city was virtually assured of the National Morgan Horse Show next August and for several succeeding years after a visit here by J. Cecil Ferguson of Providence, president of the New England Morgan Horse Club. The national association has already made overtures to the Three County Fair Association for use of the fairgrounds for the annual show, and has sought assurance from fair officials that certain changes will be made for staging the National Morgan Show in a ring in front of the grandstand.

Fair officials went over the plans on the grounds with Ferguson yesterday and reached a decision that alterations can be made and the ring constructed for the show the first week in August.

Entries from Morgan breeders in all parts of the United States would exhibit at the show and Ferguson estimated that the attraction would bring 2,500 to 3,000 visitors to Northampton during the week of the show.

## California Events To Survey Patrons

SACRAMENTO, Feb. 23.—Public opinion surveys at the Solano County Fair and Riverside County Fair and National Date Festival have been ordered, with the contracts approved by the State Department of Finance, John J. Knight Company, Hollywood, will do the pollings, with the fees totaling \$2,100.

Purpose of the surveys is to develop methods of increasing revenue for the expositions.

## Sedalia Annual Names Cooper P.A.

SEDALIA, Mo., Feb. 23.—Don Cooper has been appointed publicity director of Missouri State Fair here, W. E. (Bill) Preston, announced.

Cooper is former news editor of Lee's Summit Journal and editor of The Jackson County Democrat and will be in charge of publicity for the 50th anniversary event.

The fair staff here is busy compiling its 1952 premium book, which is expected to be distributed around May 1.

## Jacksonville, Tex., May Revive Annual

JACKSONVILLE, Tex., Feb. 23.—Cherokee County Free Fair Association, which revived the fair here in 1950 but canceled it last year, has turned its assets over to the local American Legion which is expected to again revive the annual.

The veteran organization received \$1,131.50 from the fair group, plus properties valued at less than \$100 with the stipulation that the Legion set up definite plans for a permanent fair.

## Winter Fairs

ARIZONA  
Mesa-Marioppe Co Fair, March 1-8, Marioppe, 6131 N. 10th St., Phoenix.

CALIFORNIA  
Imperial-California Mid-Winter Fair, Feb. 25-March 3, D. V. Seawall, San Bernardino National Orange Show, March 8-16, R. 2 Smith.

FLORIDA  
Daytona Beach-Hallifax Fair, First week in March, Turner Scott.  
Kustler-Pa. Government's Expo-Lake Co. Fair, March 17-23, Earl Lehmann, Tavares.  
Orlando-Central Fla. Expo, Feb. 25-March 14, Crawford T. Dickford.  
Plant City-Florida Strawberry Festival, Feb. 25-March 1, O. R. Patton.

MONTANA  
Bozeman-Montana Winter Fair, March 23-28, George Blue.

## Macon, Ga., Nets \$20,802

MACON, Ga., Feb. 23.—Net profit from the 1951 Georgia State Fair was \$20,802, according to announcement this week by the Macon Exchange Club.

The money will be divided equally between the two local groups. The Chamber has announced its profit will be put to work on permanent improvements in the fairgrounds in Central City park.

In accordance with long standing policy the Exchange Club half will be used for charitable purposes in the Macon area.

The State fair has been operated by the fair groups for 11 years, and officials said that during that time a total of \$93,000 was spent in permanent improvements at the city-owned park.

## Great Barrington Race Dates Set

BOSTON, Feb. 23.—The State Racing Commission has granted six days of racing, September 8-13, to the Great Barrington Fair.

On a recent hearing on Berkshire Raceway's application for night racing dates for a new plant, a token grant of one day, August 16, was made. If by that time an acceptable track and plant are ready, application can be made for additional dates, the commission said.

That means an expensive track layout will have to be constructed, and some doubt has been expressed that it will be done, in view of the small number of racing dates available.

However, former State Senator John L. Murphy, president of the new group, said he assumed a track would be built this year.

## Shreveport, La., Appoints W. Dry

SHREVEPORT, La., Feb. 23.—Woody Dry of this city has been appointed assistant secretary, manager of Louisiana State Fair, W. R. Hirsch, manager, announced. Dry is a general agricultural graduate of Louisiana State University.

## Edmonton, Alta., Ex Mulls Longer Racetrack

EDMONTON, Alta., Feb. 23.—Edmonton Exhibition Association is reported planning to enlarge its present half-mile racetrack to three-quarters of a mile. Matter has not yet been officially considered by exhibition directors.

## Austin, Tex., Stock Show Signs Ritter, Travis

AUSTIN, Tex., Feb. 23.—The first annual capital area stock show is scheduled to be held here at the City Coliseum March 3-8. Tex Ritter and Merle Travis are among the headliners signed to appear.

## Mt. Pleasant Elects

MOUNT PLEASANT, Tex., Feb. 23.—Tarrant County Fair & Dairy Show directors elected A. C. Dudley Show directors elected A. C. Dudley at a recent meeting. Also elected were John B. Stephens Jr., vice-president, and Sam Williams, secretary-treasurer. At the same time plans were mapped for the Wednesday thru Saturday fall fair and rodeo.

## Tampa Gross Takes Top '51 Run by 19%

Gate Yields 29% More, Midway 22%, Grandstand 7%, Exhibit Space 6%

TAMPA, Feb. 23.—Florida State Fair, which ended its 11-day run here Saturday (9), wound up with substantial increases in receipts in all departments.

Gate receipts topped 1951 by 29 per cent, grandstand income was up 7 per cent, midway receipts (by Royal American Shows) were 22 per cent higher and 6 per cent more was derived from the sale of exhibit space.

Gross receipts surpassed last year by 19 per cent.

The annual caught ideal weather on three of its big days (the first Saturday, Gasparilla Day, and kids' day), but the fourth big one, closing Saturday, was halted by a hard rain that hit about 5:30 p.m. and slashed midway receipts.

By Wednesday (13), the fair was racing some 40 per cent ahead of 1951 to the same point and mid-

## Niagara Event To Be Revived

NIAGARA FALLS, Ont., Feb. 23.—Following a lapse of 17 years, the city and neighboring Stamford, will revive the Niagara Falls Fair under auspices of Niagara Falls Junior Chamber of Commerce. Dates have been set for October 8-11 and, with a population of 20,000 within 10 miles of Niagara Falls from which to draw officials are confident that the fair can become successful enough to make it an annual event.

J. Demetri, owner of Stamford Race Track, one of the originators of the revived fair, has placed the track's spacious grounds, grandstand and buildings at the disposal of sponsoring group, Val Campbell, of the Gas Sun Agency, Detroit, has signed to provide a two-day rodeo and a one-day thrill show. A vaude presentation and fireworks display will be presented the final day. Demetri plans to present trotting races three days of the fair.

Bernard S. Arent, owner of Bernard & Barry Shows, Toronto, has been contracted to provide the midway, opening with a Children's Day Wednesday afternoon.

## Canadian National Seeks Bingo Bids

TORONTO, Feb. 23.—Bids for a bingo concession at the Canadian National Exhibition, extending to 1956, will be received by the board of directors until noon, March 4.

In making the announcement, Robert I. Dixon, secretary of the exhibition, said the concession, third on the grounds, will have a frontage of 50 feet and a depth of 100 feet. The successful bidder will be required to erect a suitable permanent structure. The maximum number of seats to be permitted will be 200. Bidders are to include information about their experience as operators and place a depot of \$2,000 with the bid.

## Stoneboro, Pa. Plans New Stand

STONEBORO Pa., Feb. 23.—A new grandstand, to replace a unit that collapsed under snow, is being planned for Stoneboro Fair, said W. D. McIntyre, president.

A new unit would make it possible to revive a full program of truck and stage events, always popular here, he said.

## Lethbridge, Alta., Sells Out Space

LETHBRIDGE, Alta., Feb. 23.—Commercial display space for this year's Lethbridge Exhibition and Rodeo is already practically sold out, Charles E. Parry, secretary-manager, announced. The board's improvement program this year will include drainage for the midway area.

way receipts were up about 50 per cent, but the pace did not hold up Thursday and Friday (14-15) and that, coupled with Saturday's late rain, dropped the increases, which nevertheless were big over last year.

Big car auto races, staged by Frank Winkley, drew a good stand, but receipts were reported to be under the comparable day last year. Joie Chitwood's Thrill Show, in Sunday (17) for what amounted to a still-date, the remainder of the fair having folded, played to a light crowd.

## Dallas Aims For 2 1/2 Million

DALLAS, Feb. 23.—State Fair of Texas will aim for a 2 1/2 million attendance in '52, President R. L. Thornton announced at the annual's recent Inaugural banquet here. He said the fair must continue to offer a liberal education for 60 cents, the price of admission.

Other speakers included Felix R. McKnight, who served as toastmaster, and Mayor J. B. Aduce.

In addition to Thornton, who will serve his eighth term as president, officials installed at the banquet included Fred F. Florence, treasurer; James H. Stewart, executive vice-president and general manager; Tom C. Goebel, first vice-president; Hugo W. Schoellkopf, second vice-president; and Ben E. Cabell, John W. Carpenter, W. H. (Bill) Hitzelberger, John J. Kettle, Jordan C. Ownby, Julius Schepps, J. Glenn Turner and T. M. Watson, all vice-presidents; S. B. Cox, secretary; and Arthur Hale, assistant secretary.

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## N. Y. Ops Adjust; '52 Mirrors '51

### No Startling Changes Contemplated As Owners Start to Ready Funspots

NEW YORK, Feb. 23.—Operators of parks in the metropolitan area have pretty much adjusted their sights to a semi-wartime economy and are planning for the coming season with no undue strain and in their usual fashions.

The big and obvious pinch is still the National Production Authority rulings which curtail any major new construction. Perhaps the largest single development in the park field locally was the recent acquisition of Seaside Park in the Rockaways Beach area by Ed Kelmans, operator of Indian Point Park, Peckskill, N. Y. However, Kelmans does not plan any new building projects and already has most of the rides and equipment he needs.

Rockaways' Playland, which reported happy results last year from a reciprocal plug tie-up with local radio and TV outlets of the National Broadcasting Company, will go again with the same scheme. A few kiddie rides have been added at Rockaways and the usual sprucing up, true of all spots in the area, has been carried out.

#### TV Vain Mined

Rockaways and Palisades (N. J.) Park, always competitors in the field of promotion, have created a good deal of sound and fury during the past few weeks con-

cerning the origination of network television shows at their respective locations. Rockaways fired the first shot, but the sponsor, backed out the week. Palisades claimed several weeks ago that it was close to inking papers for two shows to come from the park each week. However, co-owner Irving Rosenthal has said nothing more on the matter.

Palisades will again utilize Buster Crabbe as a swimming instructor, and the Columbia Broadcasting System again will use the park as material for color TV tests. Rosenthal is still searching for a major ride. He has added new German-made cars for the park's Speedway and, incidentally, established himself as sole distributor for the autos in America.

#### Three Play Tradition

Playland, Rye, N. Y.; Olympic (N. J.) Park, and Sleephease Park, Coney Island, N. Y., can be loosely grouped as taking a traditional, status-quo approach to the new season. None of the spots has undergone big changes or made significant additions in the way of rides, shows or equipment. None of the three is particularly conscious to any extent. They bank on repeat trade from year to year. The Westchester County-operated Playland probably is in the best position of any of the spots in this area since the county is conceded to be one of the richest in the nation, with a consequent large sum of money to spend for local projects.

Indian Point Park will feature a Dogem ride as the top new ride at the spot. Operator Kelmans can rely on solid excursion business via the Hudson River Dayline from New York. However, auto traffic has not been large at the park in the two seasons that Kelmans has controlled it. Principal need is for a major traffic artery feeding into the spot and prominent signs pointing the way.

#### Kid Spots Seem Set

In the kiddie park category, the current big noises are Fairyland Park in suburban Queens Borough and Nunley's Happyland, out on Long Island at Bethpage. At the former spot, operator Bernard Berkley has furnished considerable cash and effort. Now in its third year, the spot figures to do all right, with breaks in the weather, with vet showman Al McKee in the manager's slot. In the first year or so of operation Berkley cast about for a suitable pilot before coming up with McKee.

Happyland has had the jump on all spots in this area in the way of business because of its all-weather nature. With the big part of the rides enclosed in a building, it has been running for some time to largely capacity patronage on week-ends and holidays. Located adjacent to a new, low-cost housing development, the park seems a sure bet to grab considerable money when school lets out for the summer.

## Schaeffer Mapping Empire State Spot

ANCRAM, N. Y., Feb. 23.—A. L. Schaeffer, owner of Gallatin County Club here, a vacation resort, is mapping plans for an amusement park to operate in the area from June 15 to September 15.

Schaeffer, who was in show business years ago with the Meyerhoff Attractions and the "Billy Watson Beef Trust," believes the area, in the heart of the New York vacationland, to be ripe for a park. Year ago one operated in the area, but disbanded when a railroad serving the area was disbanded.

Schaeffer spot will be located on 150 acres and will offer a complete line of attractions, including adult and kiddie rides, shows, skill games, arcade and eating facilities. He also plans on installing a portable skating rink and a dramatic stock company under canvas. Musical units and free acts also will be used.

## AD HONORS GO TO ROCK'S SPOT

NEW YORK, Feb. 23.—Rockaways' (N. Y.) Playland executives were pointing with pride this week to the fact that the methods used by them last year, particularly the tie-up with the National Broadcasting Company, were judged an outstanding example of good advertising by a recognized authority in the field.

Advertising Age magazine issues a yearly report detailing the 10 best ad efforts of the previous year in all fields under the title, "Sagas of Success in Advertising." The latest copy of the report has Playland on the 10-best list.

## EARLY PAYOFF

## Weather, Ads Spur A. C. Winter Biz

ATLANTIC CITY, Feb. 23.—The resort's promotional advertising campaign has begun to pay off as a half dozen of the major beachfront hotels reported that the Lincoln's Birthday holiday reservations ran above expectations. It is nothing like the record-breaking mid-February crowd that took over the resort the week-end previous, but large enough to convince many hotel men the off-season crowd was no flash in the pan.

The consistently good weather ranked at the top of the list of causes for the spurt in off-season business, but hotel men also agreed the opening of the New Jersey Turnpike, placing Atlantic City only two hours and 15 minutes driving time from New York City, was a major factor. The city's mid-winter advertising campaign has begun to show results, and the sizable increase in hotel reservations was attributed to the newspaper, radio and television campaign bringing the resort to the attention of the city folk.

The hotel picture was reflected in other resort businesses, and in all cases, the combination of good weather, the opening of the Turnpike and the promotional advertising was credited for the marked pick-up in off-season business. Under such conditions, the resort is counting on a big Washington's Birthday week-end.

## A. C. Boardwalk Group Names Simons Prexy

ATLANTIC CITY, Feb. 23.—Vice-President Harry Simons was elected president of Atlantic City Boardwalk Association at a recent meeting of the group. He succeeds Henry Glaser. Other officers elected include Ella Paeker, first vice-president; Leonard Tripician, second vice-president; Sidney Hartford, re-elected treasurer, and George Dein, secretary.

Charles Klein, Christmas lighting committee chairman, reported that a \$10,000 appropriation has been included in the 1952 city budget and that with other appropriations granted from other city departments it could be expected that some \$18,000 would be spent for next year's Christmas lighting and decorating. He said it was hoped to bring trees back to the Boardwalk, increase the overhead lighting there and to make lighting more elaborate in some of the city parks.

## R. Green Heads Eng. Ride Group

LONDON, Feb. 23.—Tenth annual general meeting and election of officers of the Amusement Rides Association of Great Britain was held at Great Northern Station Hotel in Leeds, recently.

Officers elected for 1952 were R. Green, president; Chris Thompson, vice-president; J. Farras, treasurer, and H. Moody, secretary.

## Concessions Operation Set For Gotham Seaside Spot

NEW YORK, Feb. 23.—With Seaside Park here to be entirely concession-operated, Ed Kelmans, new general manager, hopes to devote his time in building business at the spot.

He plans to open the park for week-ends April 13, with full-time play commencing May 1. He had planned to open Decoration Day. A main cog in the biz-building project will be Charles (Doc) Morris, to be in charge of promotion at Seaside. Morris, well-known in the promotion field thru his work with parks during many years, was with Kelmans in the same capacity last year at Indian Point Park, Peekskill, N. Y.

Pete Drambour, in charge of actual operations at Seaside before Kelmans assumed control, remains in that post. Seaside is a modest-sized spot and under Drambour's direction yielded proportionate takes. The park is practically in the shadow of

Rockaways' Playland, fanatical on promotion and publicity. Playland regularly accommodates major outings, but the smaller Seaside will have to shoot for in-scale spots. The combination of location and size means that Kelmans, Morris and company will have their work cut out for them.

## Rocks' Net Video Show Falls Thru

NEW YORK, Feb. 23.—Rockaways' Playland grandiose scheme for a weekly half-hour network TV show to originate at the spot fell by the wayside as the prospective sponsor, reportedly a large manufacturer of children's shoes, nixed the deal. No reason was given for the turnout.

Playland management stated that it was negotiating with four other potential sponsors. The show it hopes to present was assembled by Leo Greenland and Oscar Lerman, of the Sherwood Company, local video stanza packaging firm. The original contract between the park and Sherwood was for 10 weeks and will be in effect for several more weeks.

The F. & M. Schaefer Brewing Company, which last season picked up the tab for weekly fireworks displays at Rockaways, will not present this year. Park management said that no pyro would be offered. Some time back the park also decided to eliminate free acts.

In line with efforts to secure a network TV show and a national audience, a park spokesman claimed that the spot was shooting for a 50-50 ratio of local and out-of-town business. The point was that New Yorkers want too much for their money and are none too loose with their cash.

## Six Committees Named by AREA

CHICAGO, Feb. 23.—Make-up of committees for the American Recreational Equipment Association was announced this week.

On the nominating committee are R. E. Chambers, John W. Golder and Fred L. Markey. The program committee includes John C. Allen, Wallace St. C. Jones and William Rabkin. Membership committee members are Ben O. Roodhouse, Arthur M. Selner and William de L'Hors Jr.

On the auditing committee are Jack V. Eyerly and John E. Mitchell. C. D. Trubenbach, William Rabkin and R. S. Uzzell comprise the executive committee. Trubenbach is on the one-man exhibit committee.

Officers of the group, elected at the AREA convention in Chicago during the outdoor conventions here, are Russell G. Jones, president; B. H. Brockway, vice-president; Roodhouse, secretary, and Markey, treasurer.

## Ocean City, N. J., Mulls Luxury Tax

OCEAN CITY, N. J., Feb. 23.—A 3 per cent luxury tax to finance public improvements at this South Jersey resort will be on upon for a third time at referendum April 15. An ordinance introduced by the city commission this week provides for the levy on hotel room rentals, amusements, cigarettes and beach and rolling chairs. It will become effective June 1 if ratified by the voters.

A similar proposal was snuffed under in 1948 and was defeated by a margin of 432 votes last November. Asbury Park, North Jersey resort, also defeated a luxury tax proposal last year. Near-by Atlantic City is the only community in the State with a luxury tax.

## Jersey Solon Backs Resort Bid for Ad \$\$

WILDWOOD, N. J., Feb. 23.—State Senator Anthony J. Cafiero, of Wildwood, has pledged he would do all he can to increase the State's present \$50,000 advertising and promotion budget to "something reasonable." He plans to propose legislation hoisting the present appropriation for promoting the State's resort, industrial and agricultural interests. Cafiero pointed to the vast scope of New Jersey's resort trade.

"Last year," he said, "it was estimated that tourists spent between \$900 million and a billion dollars in New Jersey. The amount was spent despite the fact that only an approximate \$16,000 is spent by the State for recreational advertising."

He estimated that at least 20 per cent of the State's annual income is derived from the tourist industry. All the New Jersey ranks fourth among the States in the nation, the State's advertising expenditures rank 38th. Cafiero pointed out.

"It doesn't seem reasonable," he said, "that the State should limit its protection of a billion-dollar-a-year industry to about \$16,000. We are not obliged to protect this lucrative source of income to the State treasury, but we must protect millions of dollars in investments by persons entering to the tourist trade."

## N. E. Parkmen Plan Meeting For March 19

BOSTON, Feb. 23.—Invitations have gone out for the 26th annual convention of the New England Association of Amusement Parks and Beaches. The event will be March 19 at the Parker House here.

In charge of the convention arrangements is Fred L. Markey, secretary of the Dodgem Corporation, Exeter, N. H.

The program starts with registration at 10 a.m. and a luncheon. The convention session is scheduled for 1 p.m. A social hour will precede the 7 p.m. banquet.

## Blackpool Profit Close to Million

BLACKPOOL, Eng., Feb. 23.—Annual report of the Blackpool Towers and the Winter Gardens companies, which control most of the big fun spots at this resort, showed a gross profit for the 1951 season of \$992,801.60, an increase of \$6,178.80 over that of 1950. Dividends for the year were set at 35 per cent.

Tax bite for the year was particularly hefty, approximately \$1,120,000 being paid out in national taxes and \$154,000 in local assessments.

## Bob-Lo to Add Rides, Amend Age Rulings

DETROIT, Feb. 23.—Plans for installation of at least two major rides—"Tilt-A-Whirl" and miniature railway—and possibly others are being made by the management of Bois Blanc (Bob-Lo) Island Park, according to W. B. Browning, executive of the Browning Steamship Company, operating the park.

Only major policy change will be a cut in the age limit for children's admission from 14 to 12 years. Move will apply to rides and other attractions at the park, as well as upon the boats from Detroit which bring practically all patrons to the island. Move is in line with general practice at amusement parks and other operations in this area, while the 14-year rule has been widely followed in the past by boat companies. It is expected to boost total revenue, altho the increase may discourage the widespread practice of giving away children's tickets by organizations sponsoring picnic groups at the island, it was said.

## O. Zoo Men Form Trade Association

COLUMBUS, O., Feb. 23.—Cincinnati was chosen as the location of an October meeting of the Midwestern Association of American Parks and Zoological Gardens, organized at a meeting of Ohio zoo men here Friday (15).

Officials from zoos in Columbus, Cincinnati, Cleveland and Toledo attended the meeting. Plans will be made to expand the association at the October meeting.

Earle F. Davis, superintendent of Columbus Zoo, who was named chairman, said the group planned to invite participation from cities in Pennsylvania, Michigan and Illinois. Purpose of the group is to enlist greater co-operation among zoos in the Midwest in the matter of transporting and breeding animals.

## Detroit Zoo Commission Names Howard Baldwin

DETROIT, Feb. 23.—Howard C. Baldwin, Detroit attorney, was named a member of the Zoological Park Commission for a term ending in 1955. He succeeds the late Walter O. Briggs, automotive manufacturer, who was a member of the body since the establishment of the Detroit Zoo 25 years ago.

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CALLOPING HORSE CARROUSEL  
*Illustrated Circulars Free*  
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**Lester, Ltd., Buys Lanquay**

CHICAGO, Feb. 23.—Lester, Ltd., has expanded its facilities thru the purchase of the Lanquay Costume Company here. Under terms of the sale, Lester takes over a clear title to Lanquay's entire stock of costumes, merchandise, props, accessories, machinery and fixtures.  
In addition to the firm's physical assets, all active business and personnel has been absorbed by Lester. O. Guy Moore, owner-manager of Lanquay, has been added to the Lester staff.

**Brighton, Eng., Nixes Funspot**

BRIGHTON, Eng., Feb. 23.—City Council here has turned down a proposition to create a modern, high-class amusement park at a cost of \$700,000. Permit was refused on the grounds that the site proposed by the promoters of the project was not suitably located. Brighton has hotels, swim pools and arcades, but no amusement park.

**Beach Suit Dismissal Sought at Richmond**

RICHMOND, Va., Feb. 23.—Dismissal of a discrimination suit against the near-by town of Colonial Beach was requested this week by the attorney for a group of Negroes who have been seeking use of beach facilities. The attorney said, however, that another suit would be filed if the city doesn't set aside a beach area for Negroes.  
The city said, in reply to the Federal Court suit, that the city-owned wharf and beach were "open to all citizens." The attorney charged that despite absence of a law, policemen usually asked Negroes to leave the beach.

**Settlement Seen For San Antonio Concess Contract**

SAN ANTONIO, Feb. 23.—City officials this week were studying a settlement of concession contract problems arising out of the death of H. W. Reinhold, city concessionaire. The assistant city attorney has ruled Reinhold's old contract covering 13 city parks is still binding.  
Reinhold had incorporated and sold a half interest to Howard Dickens, now manager of the City Concessions Corporation. However, it was ruled that contracts for several of the spots had terminated because they had not been part of the incorporation.  
Dickens and Mrs. Reinhold have agreed to operate concessions at the 13 parks and disclaim her concession rights. The contract runs into 1955. They would be bound by an agreement to put \$85,000 into concession stand improvements. The property would belong to the city after the contract expires.  
Concession revenues at Municipal Auditorium will be studied to determine whether the corporation should keep the rights or new bids should be called for.

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## KING EXECS MUM ON PLAN FOR PARADE, BUY WAGONS

Cristiani Name Added to Title; Show Silent on Importations

MACON, Ga., Feb. 23.—Officials of King Bros.' Circus this week would neither confirm nor deny that they plan to restore the old-time noon street parade as a regular feature this season. They have been adding parade equipment for several weeks.

The co-owners, Floyd King and Lucio Cristiani, announced that

the title for 1952 will be King Bros. & Cristiani Bros.' Combined Circus. Cristiani has been planning to add the family name to the title for several months and some equipment has been painted with the new title.

Also still to be announced are the results of a European junket made this winter by Cristiani and Tony Diano. Diano made a trip into Africa as well. Several acts and animals are to be imported as a result of the trips, but no details have been revealed yet. Cristiani has been active at winter quarters here since his return to Macon February 6.

Plans for opening the show here April 5 progressed this week as the city council approved plans for the firm to sponsor the show at Central City Park.

### Buy Jacobs' Wagons

Unofficial reports indicated that the King-Cristiani show would come up with a parade to include band tableau wagons, several pony-drawn cages, some larger horse-drawn cages, a calliope and the show's elephants and ring stock, as well as other traditional parade features.

It is known that the show already has acquired several pony cages built for the V & H Circus of several seasons ago and owned in recent years by Terrell Jacobs. It is expected that they will obtain a small band chariot from the Jacobs collection. In addition, Floyd King reportedly has been shopping for other parade equipment.

Among other equipment expected to be added to the King-Cristiani show is a second Sanguin-Miller canvas spool truck. The first was purchased in mid-

season last year. The new one will carry the show's new big top, and together the pair of spools will transport all of King's major tops. Last season only part of the tents were spooled.

## Polack Reports Strong Takes At All Stands

RANTOUL, Ill., Feb. 23.—Polack Bros. Western unit has tabbed important increases in business at all repeat spots to date and scored very satisfactory takes at Scott Air Force Base, a new spot. The show closes at Chanute Air Force Base here Sunday (24) and opens in Chicago February 29 for a 17-day run.

The repeaters were Flint, Mich.; Fort Wayne, Ind.; Hammond, Ind.; and Louisville, as well as Chanute. At Louisville, according to Louis Stern, managing director, the show was far above last year's gross, partly because of bad weather there a year ago. Promotion at Chanute, where the non-commissioned officers club is auspicious, was termed unusually large for the spot.

Scott Air Force Base, near St. Louis, was a three-day stand and the show used a large hangar; however, experience there and at Chanute has led Polack to decide against using such large hangars.

(Continued on page 67)

## R-B Sells Two Days To L. I. Legionnaires

NEW YORK, Feb. 23.—Working on the third year of a five-year contract, 47 American Legion posts of Nassau and Suffolk counties have purchased two days and four showings of the Ringling-Barnum circus, June 20-21, for a reported \$28,000 per day.

Deal was inked Saturday (16) by Paul Eagles, promotion manager of the Big One, and Kenneth Molloy, vice-president of the Manhattan Legion Memorial Fund, Inc., body acting for the Legion posts.

Principal changes in the stand this year are that it will be a two-day rather than three-day date, a switch in lot and the fact that the Legion will use R-B tickets instead of printing their own. Going with two days in 1950, the Legion posts netted a reported \$31,000, using a \$6 top, same as the circus gets at Madison Square Garden. Last year the posts bought three days, used a \$5 top and netted \$19,000. This year they have returned to two days and the top ticket price has not yet been decided.

In 1951 a lot outside Hicksville, Long Island, was utilized. For this

season's date, a site has not been picked. It may be a 47-acre location closer to the center of Hicksville, or R-B may show at Roosevelt Airport, not far from Hicksville.

In 1950-'51 the Legion posts printed their own tickets. This year they will get them from the show, and a circus spokesman claimed that it would mean a \$1,000 saving for them.

The circus, of course, has been eminently satisfied to show for the Legion, since the appearances are made on an outright sale basis. The worries over weather and ticket sales are largely eliminated, too the Slide Show and concessions can be directly affected.

## POLACK EASTERN PAYS WELL IN OUTRIGHT SALE

WHITE PLAINS, N. Y., Feb. 23.—For the first time in its history, Polack Bros. Circus management has sold a date outright, it was reported here.

Engagement which opened here yesterday (22) to smash holiday matinee business at Westchester County Center, is skedded for six shows, February 22 thru 24. Entire Polack Eastern unit, with sunset line-up as played Wheeling (W. Va.) was bought at first fee by Edward Ceccolini, well-known local promoter, who handled all advance promotion.

Terms of deal, which is non-auspicious, between Ceccolini and Polack were undisclosed. Tickets were tagged at 75 cents for children, with a \$3 adult top.

It is understood here that Ceccolini has sold out all matinees and two evening houses, guaranteeing solid success of engagement. Acts were particularly well received here, with turnaways of up to 1,000 reported for first three performances.

Ceccolini, also widely known here for his local presentations of name bands and vaude headliners, has never before offered a circus to Westchester patrons. Last Oc-

## MILLS CONTRACTS 4 FOREIGN ACTS

English Clowns and Girls Also Set; New Spec and Ballet Turns Planned

CLEVELAND, Feb. 23.—Signing of four foreign acts, several English clowns and another troupe of English girls was announced here this week by Jack and Jake Mills, co-owners of Mills Bros' Circus. They said negotiations are under way for two more feature acts.

The five-people Wang Hong Schu acro-balancing and juggling troupe will come from Germany and is expected to arrive in April. The Four Kentons, a Dutch aerial unit using an anchor rigging, the Marcanton Lyons Trio, triple trapeze and perch act from Italy; the Two Eris, Austrians featuring a finger-stand atop a waterfall, and the Two Bakers, English comedy hat jugglers, also have been contracted.

Six English clowns, including a comedy car act, will augment a line of American clowns. Jack Le Pearl will be back as producing clown. Digger Pugh is to sail from England in March with a new troupe of 12 Wallaby girls, acrobatic troupe. The Antonettes, perch and teeterboard act now in Cuba, will return for another season with Mills. Hugo Schmidt will work elephants and chimps. Joe Rossi will have a 13-man band.

### New Spec. Concert

Jack Mills also said that news is expected shortly on an expanded Wild West concert.

Jake Mills has been heading up the planning sessions for a new spec with a Latin American theme and special music as well as for new treatment of web and ladder turns and a dressed-up menage presentation.

Concession Manager Harry Mills has named Ray Freeland as assistant and Freeland now is at the Greenville, O., winter quarters to line up that department.

The Mills gave two parties in Cleveland this week. Performers from the Davenport circus were entertained at the Jake Mills home Sunday (17), and State officials of the Grotto were entertained.

(Continued on page 67)

## CLYDE BEATTY ADDS 2 BULLS, LIONS, MONKS

Equipment Loaned For Movie; Acts Make Video Shows

EL MONTE, Calif., Feb. 23.—The menagerie display of the Clyde Beatty Circus, which debuts its 1952 season here March 27, will be strengthened by the addition of animals purchased for use in the television series being shot by Commodore Productions. The show has added two elephants and six Gibbons monkeys.

The pnyderms arrived here about a month ago and were purchased from Otto Trefflich of New York. The monkeys were bought from D. L. Moxley of the Catalina Wild Life Exposition at Catalina Island. Seven of the latter animals were in the shipment but one died.

Since closing the 1951 season, Beatty also added five male Monks, which made their debut on the winter dates the animal trainer played in Wichita and Kansas City.

Addition of the young elephants bring the Beatty herd back to eight. They replace two adult bulls which died about 18 months ago when they and some of the surviving six became ill. Last spring, Beatty rented two young elephants for the Los Angeles engagement only.

With the opening only five weeks

(Continued on page 67)

## R-B Stand At Newport Unconfirmed

NEWPORT, R. I., Feb. 23.—A report that the Ringling-Barnum circus would play June 30 here under sponsorship went unconfirmed by circus brass this week.

Paul Eagles, promotion manager of the show, said that he had talked to Frank George, an official of the North Ends Club, prospective sponsor, on the possibility of a local date, but that not even a verbal commitment had been made. Leon Pickett, of Eagles' staff, also conferred with George recently, but Pickett said he had made "no declarations or promises."

According to the local report, Mayor Dean J. Lewis, who with George and William Coffey, president of the club, will head the circus committee, was instrumental in setting up the date. The mayor persuaded the U. S. Navy to let the circus use a 1,000 by 350 site owned by the navy on Girard Avenue here, ample room for the show and to handle autos.

## Ingram Plans 1-Truck Unit

ELKO, Ga., Feb. 23.—Howard Ingram, operator of the Don Robinson Circus last season, announced plans this week for a new one-truck show for the coming season. He expects to use an agent, press agent and two billers.

Ingram has been operating a cafe near here since last fall. Most of his circus equipment was sold last fall to Dan Barron, operator of Wild Life shows.

## Wallace Works On Wardrobe, Paints Trucks

GONZALES, Tex., Feb. 23.—Activity at winter quarters of Wallace Bros' Circus here this week was centered on the wardrobe and paint departments. Meanwhile, Bob (Bonham) Stevens, promotion manager, reported his eight crews have been garnering favorable returns.

Mrs. Eva Davenport is in charge of wardrobe work and now is directing work on new spec costumes. Willie Rawls' crew is painting some trucks bright yellow, some orange and some circus red.

Jim and Billie Plunkett, concession operators on the show, were expected to arrive in quarters late this week. Chester Gregory, Slide Show manager, spent some time at quarters recently.

## Kelly-Miller Bulls Making Indoor Dates

HUGO, Okla., Feb. 23.—Kelly-Miller elephants will play indoor dates at Minneapolis and St. Paul, with Fred Logan, superintendent, in charge. The Curtis-Van Tilberg date at Minneapolis runs from February 28 thru March 8, and Orrin Davenport's St. Paul date is the week starting March 10.

Both are Shrine shows. In addition, K-M elephants and other acts are playing Evansville, Ind., for the firemen's show this week-end (23-25) with Whitey Thorn in charge.

Bill Woodcock will take his new three elephants act to Omaha in April for Rink Wright's circus there. This act has been named Miller's Baby Elephants, and it will play dates.

Meanwhile, Logan has been breaking a new combination of four large and two small bulls for Kelly-Miller. A Gainesville, Tex., firm is making new elephant trappings and Liberty horse harness for Kelly-Miller.

Opening of the K-M show has been set for about April 20, but the town has not been announced. There is little activity at winter quarters at present.

## Wm. Conway, Veteran Agent For R-B, Dies

BRIDGEPORT, Conn., Feb. 23.—William J. Conway, 67, one-time manager of the Barnum & Bailey Circus and on the advance of Barnum and Ringling-Barnum shows for more than 50 years, died here this week.

Conway entered the business as a billposter and became 24-hour agent for the Barnum show. Later he was a contracting agent and as such began a long term during which he contracted New York and Boston for the shows. He managed the Barnum show during times that regular managers were away. As a representative of John Ringling, Conway was on the staffs of Hagenbeck-Wallace and Sells Floto circuses 20 years ago. Returning to Ringling-Barnum, he continued as a contracting agent until his retirement after the 1947 season.

Surviving is one sister, Miss Gertrude Conway of Bridgeport.

## Jay Gould Readies Equipment, Signs Iowa Centennial

OTTAWA, Ill., Feb. 23.—Jay Gould Circus has started work in preparation for the new season, and Elmer Brown, general agent and promotional director, reports the route outlook is strong.

Brown signed this week for the show to appear at the Centennial celebration at Denison, Ia., July 3-5. The show opens in May. Brown said new equipment is being added and a strong program is being planned.

## Hagan-Wallace Starts Billing

DE LAND, Fla., Feb. 23.—Bill Oliver's crew began billing here Wednesday (20) for the opening of Hagan-Wallace Circus March 1. Meanwhile work progressed in quarters of the show here.

Hagan-Wallace purchased a ticket wagon from King Bros' Circus and it was scheduled for delivery Thursday (21). The trailer has two ticket windows and offices. It was built in Houston for the old Clyde Beatty motorized show and bought from that circus by Floyd King several seasons ago. The King show is building a new ticket wagon.

## Capell Names Staffers, Acts; Season to Start at Alexandria

LEESVILLE, La., Feb. 23.—Line-up of personnel for Capell Bros' Circus was announced here this week by H. N. (Doc) Capell, president and general manager. Show opens March 17 at Alexandria. Capell said it would move on 26 show-owned units.

With Capell will be Jack, Bob and Bill Capell as co-owners. Carl Briggs is general representative. Mayme Capell is treasurer. Charles

McCarthy will come on as legal adjuster. The secretary is Dorris Delmar. Press department will include Joe Edwards, public relations, and Jack Lewis, press, radio and schools.

Other staffers include Harry Palmer, advertising manager; Guy Smuck, tickets; Jack Delmar, 24-hour agent; Harry Rogers, purchasing agent; George Dawson, big top.

(Continued on page 67)







# Midway Confab

Set for the R. G. Stelmets and E. L. Wright Side Show on the George W. Nelson Show at Shirley Mohler, hula and sword box; Charlie Gugliemio, knife throwing and shrunken heads; Ken Hammond, tattoo and fire eater; Gloria Mandral, fish girl and snakes; and the Steinfeld-Wright two-headed calf. . . Sgt. William G. Hawes, formerly of Wallace Bros. Shows of Canada, is in Honolulu with the 361st Military Police Company. Irving (Happy) Alwood, for 40 years connected with carnivals

and circuses, is confined in U. S. Marine Hospital, Detroit, and would like to hear from his daughter, Ruth, last year with Cavalcade of Amusements, will remain off the road this year to look after the Atwood home.

Jimmy Fay has been signed to handle the inside on Le O'las Congress of Wonders for the coming season.

C. G. Siak Jr., is in Ponce De Leon Infirmary, Atlanta, recovering from an operation he underwent there recently. He'd like to read letters from friends. . . E. H. Rucker is in Miami with the Bardeleino Minstrels. Ray Garrison and Joe Broaham are playing a three-week stand at the Golden Peacock Club, Philadelphia. Following that engagement they join Cetlin & Wilson Shows for the 1952 tour.

R. B. Sawyer, concession manager at the Saginaw (Mich.) Fair, was a daily visitor at the Tampa fair. . . John Gallagan, concessionaire, is back at his Knoxville home after a buying visit to Louisville, en route back from the Tampa fair. . . Morris Lip-sky huddled with Floyd E. Gooding, at Tampa and will handle concessions at some of the Southern fairs where Gooding will supply the midway attractions.

Several truck shows with home bases in Illinois were represented by their owners at the Tampa fair. Included among those noted were Bill Gullette of the Imperial Shows and R. Peck and C. S. Peck, of Peck Amusements.

Bill Cowan, formerly with carnivals, disclosed that he plans to be with Biller Bros. Circus this season. . . R. C. Carter, general agent of the Strates Model Shows, was in Tampa for the fair, coming in from his home in Miami. . . Bodart Shows were represented at the Tampa fair by Mr. and Mrs. E. A. Bodart. Mr. and Mrs. Gilbert Cornelius and Mr. and Mrs. Francis Anderson. That old-timer, L. D. (Bill) Dollar, writes from Talladega, Ala., that he is playing school auditoriums in Alabama with "Bulldozers" and June Grantham's "Tiny Town Revue." Unit, which features the trained chimp, Millie, has been enjoying good biz. Dollar, who has been general agent for Lee Amusement Company, Montgomery, Ala., the past five seasons, again will be with that carnival this season.

Walter E. Fox scribbles from Mobile, Ala., that visitors to his apartment during the recent Mardi Gras included R. L. (Slim) Collins, Frank W. Pappas, Roy (Old) Coon, Dutch Wilson and Bill Sterling. Mitchell Lovell, father of Mrs. Joseph E. Karr, was painfully injured in an auto wreck February 16 near his Plateau, Ala., home. The Lovells are former well-known concessionaires but have been off the road seven years.

Robert Davis, who handled the Merry-Go-Round on the James H. Drew Shows last year, will be foreman of the new Tilt-a-Whirl this season. Mr. and Mrs. Ralph Ryan will again have three concessions with the show. C. Drury returns as foreman of show-owned kiddie rides. . . Sid and Judie Crane have booked with the Southern Valley Shows, opening at the Delhi, La., stock show with frozen custard. They have plans under way to open a Side Show.

Joe Sherman has joined Manli, Inc., Philly, perfume firm which specializes in supplying novelty premium perfume items and fund-raising merchandise to pitchmen, fund raisers, merchandise salesmen, supply house and house-to-house salesmen.

Buddy Cantlon, of Revere, Mass., worked a Fish Globe stand at Boston Sportsmen's Show, and did so well there he went to New York for the show there. Buddy reports he's all set for 1952 with World of Mirh Shows. . . Melvin Bornstein, of Dorchester, Mass., assisting Cantlon at the Gotham eyent can't rejoin WOM. He's been drafted by the Air Corps and is due to report in three weeks. . . A Show opening that stand at same show, reports cowboy, Yank and rebel head-gear moving at fair speed up on Grand Central Palace's third floor. . . Rosalyn Wolske helping

# PENK PREMIER SHOWS

*world's • cleanest • midway*

**First Call—Opening the first week in April—First Call**

We have already signed contracts for 15 outstanding fairs starting week after the fourth of July in Selma, Georgia, and other fairs.

**CONCESSIONS**  
Can place legitimate Concessions of all types. Want Fish Ponds, Hoop-La, American Palimony, String Game, Hit Striker, Jewelry, etc. Will sell exclusive on DERBY RACER, Age and Scales, Claw Pitches, etc. Will book Six Cars if you have other Hanky Parks to go with it. Also place Long Range Gallery, No. Plate, etc.

**SHOWS**  
Will place Arcade, Wild Life, Fat Show, Snake Show or Life Show or any novel Show not conflicting. WANT Man to manage Motor Shows who can stand a profitable season. We have all equipment complete except sound and prefer man with his own personal machine. We have a Want Man or Woman to manage Cat Show who can operate according to instructions. Most have complete wardrobe and sound equipment. Will positively not tolerate any drinks or drug traffic. We have complete 80 ft. Panel Front Shows complete that will gross big money to the right party. WANT IARI, MYERS wants for large Circus Side Show, Can place Sward 5-shower, Fly Laser, Snake Pictures, Feasts and other Acts to feature. Long season guaranteed with best of treatment.

**HELP**  
Can place Working Men in all departments. Want only sober, reliable Ride Foremen for the following with good pay plus bonus: Merry-Go-Round, Train Wheels, Chair Plane, Kiddie Rider, Octopus, Roll-a-Plane, Tilt-a-Whirl, Spitters, Fly-a-Plane, and want especially a good Little Dipper Foreman. Can place Lot Superintendent, also want good sober Ride Superintendent. Can place good Foreman and repair man. WANT SCENIC ARTIST. The following men write: Frank Evers, Blanche, Tracy, Octopus Joe and other workers for me before. Address all mail and wires to

**LLOYD D. SERFASS, Gen. Mgr., Penk Premier Shows**  
Caldwell, N. C. Winter Quarters open March 15th, Seymour Johnson Airport, Phone 2781-J. No Collect Calls

# JOHNNY T. HINSLEY SHOWS

*America's Most Modern Midway*

Opening March 29th, Greenville, S. C.

**LAST CALL WANTED**  
All people contracted please acknowledge

**WANTED**  
RIDES—Dark Ride and Scooter; set of Kiddie Rides, prefer Boat, Train and Kiddie Coaster or any other Kiddie Rides.  
SHOWS—Side Show, Animal, Fat Show, Midget, Glass House, Fun House and Wild Life.  
Can place good Promoter.

**CONCESSIONS—Cookhouse** that caters to show people. Custard, Water Joints, Hit-Striker, Coke Bottle, Milk Bottle, Ball Games, Huckle-Buck, Cane Rack, String Games, Pitch-Till-U-Win, Hoop-La, Cork Gallery and other Hanky Parks. (Phone 3-0749)

Mayberry Ball Park, Greenville, S. C.

# CAVALCADE OF AMUSEMENTS

**WANT WANTED**

Can place high class Side Show with own equipment. Also Posing Show and Snake Show. Can place Unborn Show and Wild Life. Want Ride Help for all rides. Want Foremen for Scooter and Loop. Can place Tractor Drivers, Mule Skinners, Polars, Chalkers, Train Hands.

Can place Long Range Gallery, Photos, Scales and Age. Will sell "ex" on Glass Pitch. Can place other Legitimate Concessions. Can place Grab Stand Operators, Candy Floss Operators and Cookhouse Help.

**FOR SALE**  
#21 WHEEL AND HIGH BALL  
Both Rides in Excellent Condition

**SHOW OPENING PRICHARD, ALA. MARCH 21. WINTERQUARTERS NOW OPEN**  
Address AL WAGNER, Mgr., Box 66, Mobile, Ala.

**THE NEW ROMAN TARGET**

One of the great stock centers has over 200 titles. Now with the new "E" 8111 gun U.S. and Canadian patents pending. Write for literature and prices.

**C. A. WOODIN**  
101 S. Justice, 206  
Phone: 234-54

**LESLIE'S TRAILER PARTS AND ACCESSORIES**

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points on the U.S.A. Write for free catalog.

1920 Stewart Ave. S. W. in Highway, 4  
Georgia, Atlanta, Georgia  
Tel: 262-6

**NESSLER'S GREATER SHOWS**

**NOW BOOKING**

RIDES, SHOWS AND CONCESSIONS. Help Wanted—Combination Merchandiser and Electrician. Foremen for Merry-Go-Round, Grand Men on all Rides. All must drive well. Truck Good salary and treatment. Opening April 26. E. E. Barber, answer, Ringo Help. Want to buy Six Cars and Scooter.

**NESSLER'S GREATER SHOWS**  
Sandwich, Ill.

**Mighty Hammtreee Midway**

Now Booking for Season 1952.  
RIDES—SHOWS—CONCESSIONS  
Can Place Ride Help.  
Winterquarters now open.  
1313 East 30th Street, Chattanooga, Tenn.

**FOR TRADE**

39 Car Dodgem for Looper or Tilt. Built on T. mobile. All Motorcycles, see top machine built on 1 truck. Trade or sell. A-1 Motorcycle of what have you, who will.

**JOHN L. ROBINSON**  
Spartan, Tex.

**LAWRENCE Greater Shows**

*AMERICA'S MOST PROGRESSIVE CARNIVAL*

**WINTER QUARTERS NOW OPEN**

Want Builders, Carpenters, Painters, Workmen for all departments.

**RIDE FOREMEN:** For Ride-O-Whip, Caterpillar, Merry-Go-Round, Ferris Wheels, Roll-a-Plane. Must be soil drivers.

**SHOWS:** Motorcycles have complete outfit. (Boots Ryan and Evans, get in touch.) Also want Arcade.

**CONCESSIONS:** Can place Age, Scales, Custard, Derby Racer, Photos, Jewelry, French Fries and all kinds of Hanky Parks.

All replies to  
**Sam Levy, Co-Owner, or Morris Lipsky, Mgr.**  
Winter Quarters, Dunn, North Carolina

**DUMONT SHOWS**

OPENING AUGUST 6, CA. MARCH 1, SOLDIER BAND ATOMIC PLANT PAY DAY. NO PERCENTAGE. SLATS OF 25 FEET.

**WANT CONCESSIONS:** Cork Gallery, Custard, Ball Games, Gum-Your-Age, String Game, Cotton Candy, Hoop-La, Pitches, Long Range, Hit-Striker, Pitch-Till-U-Win and Photos. Want Foremen and Second Men on Rides, must drive Seams. Want A-1 Electrician working on the Fly-A-Plane for Side Show. Willa will get great work aim. Write or wire **ART S. PAUL**. Pay your own.

Have for Sale—Rocky Ride. First-class condition with or without transportation. Two 70 Kw. Trolleys. One 100 Kw. Trolley. Band Organ.

All address: **LOU RILEY, Mgr., Augusta, Ga.**

**LAST CALL LAST CALL LAST CALL**

**AMERICAN EAGLE SHOWS**

OPENING MARCH 1—PASCAGOULA, MISS.

All parties interested come to now booking Shows, Rides and Concessions. Bingo open. Want Man to handle newly framed Snake Show. Must know his business. Will book any worthwhile attraction or frame to suit. What have you? Can see Ride Help that drive. Winterquarters open. All replies to  
**DANNY ARNETT, Mgr., P. O. Box 11, Gautier, Miss.**

**SLUM JEWELRY SPINDLES**

These were the big money stores last season. Get with it, order now. New deluxe model, 24 inches square, 44 two-inch spools, beautiful 21-inch crown, red felt cover, safety flash eye shield, 100, 150, 200 or 300. Fully complete, shipped in carrying case, only \$49.50. Cash with order or \$28.00 deposit, balance C.O.D. shipped via Railway or air Express only.

**K. MAX SMITH ENTERPRISES**  
BOX 27, BUELLETS POINT, OHIO

America's Finest Show Covers  
**TENTS—SIDESHOW BANNERS**  
CONCESSION TENTS  
IMMEDIATE DELIVERY  
FLAMEFOIL FABRIC  
Available in all colors.  
All dyed covers also available.  
Bernie Mendelson—Charles Driver

**O. Henry Tent & Awning Co.**  
2647 N. CLARE ST. CHICAGO 40

**FLASH! FLASH! BIG SIX CATS**

Best looking Six Six Cats made. Packed with hair. Heavy Six Canvas Sprayed and silk screened in two colors. Maple hunk. This is the most beautiful, sturdier. Cat over built 21" high, square cut top. Prints of flash. \$18.00 each.

Send deposit. Immediate delivery. Do you know that we built the 30 outstanding HANKY PANKS in 1951?  
Send for Catalog

**RAY OAKES & SONS**  
7731 OGDEN AVE. LYONS, ILL.  
297 Phono Lyons 3-422  
NHS Phone: Brookfield 6846

**LEMENAGER'S KIDDYLAND**

**NOWELL PARK, SOUTH JOLIET, ILLINOIS FIFTH SEASON**

**WE HAVE:** 20 acres, with steam train, horse race lake with boats, miniature golf, Ferris and more. Located on and across the street in Nowell Park—another 20 acres with city swimming pool, Tennis Courts, etc., that bring a daily crowd.

**WE WANT:** Operator with Kiddie Rides, Merry-Go-Round and another major ride—also a few concessions. . . and

**WE HAVE:** Space and facilities for free outdoor 16MM. Theatre to bring in crowds. We will share Popcorn and Food Concessions with season contract. Picnic and trailer living facilities on property. Start now and contract to book Chicago Industrial Annual Picnic. Booking fees will pay from now on. Write, wire or phone

**LEMENAGER**  
1200 So. Chicago St. Joliet, Ill.  
Joliet 2-8576

**RIDE OPERATORS SHOWMEN CONCESSIONAIRES**

**INSURANCE**

FOR YOUR REQUIREMENTS  
**6 or 12 MONTHS FAIR RATES—NATION-WIDE CLAIM SERVICE**  
Autos—Trucks—Trailers—Rides

Write to  
**M. J. "MIKE" LAW**  
135 S. LaSalle St. Chicago Ill.  
Phone: Financial 6-1210

**For Hustlers Only**

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. Excellent for men, women's suits, sport shirts, etc. Easy to carry with regular line. Fast moving in popular demand.

**We Sell Below Wholesale!**  
For further information and price list,  
**LONDON CROWN, INC.**  
49 West 27th Street, New York 1, N. Y.  
Murryhill 3-9330



## SPRING FESTIVAL

APRIL 17-27  
In Montreal, Canada's Great New

# \$3,000,000.00 SHOW MART!!!

**WE WANT:** Rides—Electric Driven, Concessions (Stock only), Shows (must be clean!) 75,000 sq. ft. Pitchmen—this is BUILT!  
Write, Wire, Phone (No Collect) GL 4070

### MONTREAL EXPOSITION ASSN.

A. A. Both, Gen. Mgr. P.O. Box 51, Stn. H. Montreal  
**THIS IS A BIG MONTREAL START—MORE TO FOLLOW**

## GLADSTONE EXPOSITION SHOWS

OPENING APRIL 7 NEAR JACKSON, MISS.

**CONCESSIONS:** Hanky Panks of all kinds, Swingers, Buckets, Lead Gallery, Cork Gallery, Derby, Age, Scale, Penny Push, Short Range, Ball Games, Mouse and Pan Game. Ex sold on Custard, Bingo, Coothouse, Arcade, Corn and Apples. All others open.

**SHOWS:** Two nice Girl Shows, Snake, Ten-in-One, Illusion, etc., with own equipment.

**RISE HELP:** Help on all sides, Foreman and Second Men. Ras, Whirlie, Paul, Eddie, and over.

Need one more Major Ride for Humboldt, Tenn., Strawberry Festival, May 5-10 and balance of season, including Eminence, Ky., for 4th of July, and Glasgow, Central City, Mich., Madisonville, Tenn., Fair, Fairs Clarksville and Savannah, Tenn., Fairs Charleston, Yazoo City (White Fair), Clarksdale, Belson, in the Mississippi Delta, all Fairs.

Don't miss this one—Deer Park, Ohio (Suburb of Cincinnati), Firemen's Festival, first Carnival ever in city, 20,000 people, Free Gate, Prizes, fireworks, June 23.

Reply F. POOLE, Box 1184, Jackson, Miss.

## JOE SCIORTINO WANTS

GIRLS for two GIRL SHOWS. State age, experience and if possible send recent photo. Top salaries paid and wardrobe furnished.

GIRLS for POSING SHOW. Experience not necessary, but must be young and attractive.

CANDY PITCHMEN—Must be experienced and keep sober. TALKERS for all shows. State experience and type of show you prefer. Those who have been with me in the past, contact. TICKET SELLERS and CANVASMEN. Must drive semi. One Girl Show and Posing Show will open with 20TH CENTURY SHOWS March 28th. The other show will open April 10. Thomas Joyland Shows.

All answers  
**JOE SCIORTINO**  
Rt. 25, Box 23, Tampa, Fla. Phone 326740

## Groves Greater Shows

### AMERICA'S CLEANEST MIDWAY

Opening March 29, Lake Charles, La., the industrial capital of Louisiana. Over 100,000 top salaried working people, plus Air Force Base to draw from followed by Louisiana's top still spots. Immediate Strawberry Harvest in April.

**WANTED:** Top still spots. Immediate Strawberry Harvest in April.

**Wanted:** Men to manage to sober, reliable man who drives semi; this is your chance to get in the money this season. Chairplane Foreman, sober, who can get it up and down. Wheel Foreman, who drives semi on all rides; boys who can stand with us get in touch. Will book one concessioning Major Ride for season; stand with us get in touch. Will book one concessioning Major Ride for season; stand with us get in touch. Will book one concessioning Major Ride for season; stand with us get in touch. Will book one concessioning Major Ride for season; stand with us get in touch.

**ED GROVES, Groves Greater Shows, Route 1, Box 955, Phone 6-9166, Lake Charles, La.**

## GEORGE CLYDE SMITH SHOWS

OPENING LATTER PART OF APRIL

**WANTED:** Ball Games, Fish Pond, Duck Pond, Long Range Lead Gallery, Six Cats, Fish U-Win, Cork Gallery, Balloon Darts, Hoop-La, Candy Flies, Photos.

**WANTED:** Side Show, Monkey Show, Girl Show, War Show, Wheel Foreman, Spitfire Foreman and General Ride Help, Truck Drivers, Truck Mechanic. All replies to

**GEORGE CLYDE SMITH SHOWS**  
P. O. Box 521, Cumberland, Maryland

## BILLY BOUDREAU SHOWS

Opening April 14, Swansea, Mass.

A new show, with an old well-known name here in New England

**WANTED:** Merry Go Round, will book or lease, with transportation. This show has a strong back end, including Motor Drums, Free gate, and should draw people. Mostly all about shows in the ground. If you will show.

Charlie Hibbert wants Ride Men for Wheel, Middle Plane, Train, Concessions—Custard, Mr. Meigs, give you a good deal if interested, Phone, Salem, Ballon Darts, String Game, Fish Pond, Cork Gallery, Photos, 1500000, Derby, Corn or Short Lead Gallery. Positively Stock Stores only. All replies to

**Billy Boudreau, 1219 Marvel Street, Swansea, Mass.**

## CANADA —WANTS— CANADA

**RIDES**—With own transportation.  
**SHOWS**—Two good Grind Shows with transportation.  
**CONCESSIONS**—Derby, High Striker, Novelty Photograph, etc.

### ROYAL CANADIAN SHOWS

Write: **JERRY CRAWSHAW, 1696 Franklin St., Vancouver, B. C.**

## WANT A.M.P. SHOWS WANT

*Juggly*

FOR AUGUSTA, GA.—TWO SATURDAYS, MARCH 15 THRU MARCH 22. LOCATION, ANDERSON STREET LOT.

**SHOWS:** Colored, Ball show, Punchbox, Glass House and any other Grind Shows.  
**CONCESSIONS:** Ball Game, Fish Pond, Cork Gallery, Photos, 1500000, Derby, Corn or Short Lead Gallery, Jewels, Age & Scale, Darts and any other and conductors.

**A. M. PODOSINSKI, ROUTE #1, BOX 378, WEST PALM BEACH, FLA.**

## W.G. WADE SHOWS

New Contracting RIDES • SHOWS • CONCESSIONS •

For our 1952 Season

G. P. O. Box 1488  
Detroit 31, Michigan

## EASTERN AMUSEMENT CO.

**WANT — WANT — WANT**  
Shows—Hillbilly or Cowboy, will furnish top and transportation. Concessions open for 2—Ball Game, Coke Bottle, Basket Ball, Big Striker, Fish or Duck Pond, Hoop-La, String Game, Darts, Clie Gallery, Jewels, Photos, Bumper, Stum, Novelty, Spindles, Candy Store, Glass Store or Pitch, Age, Scale and Pop Corn. No. 1 Side Men for Puzze Wheel, Derby, Chairplane and Roller Whirl; must be semi drivers. Need 2 ROBERT BANKS PANKS and P.C. Also Front Man for Girl Shows. Ride men, contact ROBERT BANKS, 22 1/2 St. S. W., Grand Rapids 8, Mich. All others, contact MARTIN B. BAILEY, P. O. Box 688, Farmington, Maine.

## WANTED SIDE SHOW ACTS

DEWIDE PURDIN WANTS  
Magician, Whip Act, Fire Eater, Sword Swallower, Artist, Knife Thrower, Act, Sharpshooter or any good Freak Attraction for 32 weeks of outstanding Still Dates and Fairs opening March 22. Write

**DEWIDE PURDIN**  
Care VIVONA BROS. SHOWS  
Newberry, South Carolina

## BORDERLAND SHOW

Now Booking for 1952 Season  
Show opens Feb. 28th thru March 9th in Aransas Pass, Texas; then per route. Need Blinks and Stock Concessions that work for us. No Flies. All Acts and Drinks are booked. Will book any Show Show except Photo, Girl, Show.

**HOWARD DEASON**  
c/o Borderland Bros. Shows  
Box 77, Aransas Pass, Texas

## MYERS SHOW

BOOKING NOW  
For six to eight weeks. Lots in Atlanta, Ga., opening last of March. Need few more Stock Shows. All reply to show, Waco, Tex., until March 15, then Stone Mountain, Ga.

**William Myers, Mgr.**

## MODEL SHOWS, INC.

Now booking Rides and Concessions for 1952 season. Want 10-11. Mechanical, Fun House, Reptile, Girl, Sniffer, Zerkon. — Concessions: Gum, Stock Concessions of all kinds, Custard.

**JOHN L. ROBINSON**  
Sanham, Texas

## BOB CAMP & WILLIE

Contact HYMIE  
Good proposition. All Ride Help also write.

**COASTAL AMUSEMENT CO. OF N. J.**  
Million Dollar Pier, Atlantic City, N. J.

## CONCESSION TRAILER

**WANTED**  
Between 14' and 18' open in rear and at least on side. Not interested in junk or too much equipment. No wheel bend photo if possible and leave each price.

**TED MITCHELL**  
7222 Madison Ave., Cleveland 3, Ohio

## WANT GENERAL AGENT

Must be sober and reliable, who knows Illinois. For 14 Ride Truck Show

**Address Box 311**  
Care Billboard, St. Louis, Mo.  
300 Arcade Bldg.

## WANT ELEPHANT MAN

To work remote Cow. Must know how to put on show. Man and Wife preferred

**MANAGER, UNITED EXPOSITION SHOWS**  
Liberty, Texas Phone: 51723

## Want Contracting Agent

Capable of writing Firm Shows, Flat Deals with Live Amusement Shows has everything, with office behind it. Agent must have car and not be broke. (See "Entire Page.")

**C. A. FRANK AGENCY OFFICES**  
1017 North Walnut St., Hutchinson, Kan.

## ALL FAIRS SHOW

Open 10-11. 27th.  
Book of buy set of Kiddie Rides, Cars, Chairplane, Roller Whirl, Will book Bumper, Fish Pond, Hoop-La, Ball Game, Jewels, Spindles, Balloon Darts, Stum, Coke Bottle, String Game and others. Operating Waco, Tex. BA. Contact Winter Quarters, 3271 McInbourne, Houston, Texas. Phone ME 9927.

## 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 as many successful operators do, assure your future with Evans—the Best built to last.

Complete details in our FREE CATALOG  
Parts and Targets also available

Write Today  
**H. C. EVANS & CO.**  
1556 W. CARROLL AVE.  
CHICAGO 7, ILLINOIS



## ANCHOR TENTS

CONCESSION, BINGO TENTS, RIDE TENTS, MOTORCYCLES, SHOW TENTS  
**ANYTHING IN CANVAS**  
California Approved Flameproof Materials available. Tents and Booths for Birthdays and Local Celebrations. NO CHANGE IN MANAGEMENT FOR 5 DAYS. SHIPMENT ON MOST SIZES.

**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA



## PRELL'S BROADWAY SHOWS

DANIA TOMATO FESTIVAL FAIR MARCH 3-8 DANIA, FLA.	To Follow	AMERICAN LEGION FAIR LAKELAND, FLA. MARCH 10-15
LAKE COUNTY FAIR BUSTIS, FLA., MAR. 17-22		SEMINOLE COUNTY FAIR SANFORD, FLA., MAR. 24-29

Concessions: All kinds, Hanky-Panks, Eat and Drink Stands, Rides: Kiddie Rides, Major Rides that don't flick. Shows: Side Shows, for Florida Dates: Snake Show and all kinds of Grind Shows. What have you? All answer.

**SAM E. PRELL, Dixie Court Hotel, West Palm Beach, Fla.**

## LAST CALL UNITED EXPOSITION SHOWS

GOING STRAIGHT NORTH—OPENING MARCH 14—HERE FOR 10 DAYS

Help. Can place two more Ride Men who drive. Want Athletic Man to take charge, gentle Cow one who knows how to pull on act. Must be sober and drive. Have nice sleeping quarters in one end of same. Preter man and wife. Wife can run Peanut and Popcorn Stand in front of Free Act Ring. Blinky Humphrey wants Girls for Girl Show.

**WANT SPECIAL AGENT WHO CAN GET UP WINDOW CARDS AND SELL BANNERS. GOOD PROPOSITION.**

Concessions: Can use a few more Hanky Panks, Roy Henderson, wife, "Novelty Bill," wire Mrs. Vernon, Jack, who had Fun House, Row. Can place Skills and Count Store Agents. Address: Liberty, Texas. Phone: 51722

**C. A. VERNON, Mgr., Liberty, Texas. Phone: 51722**

## CANADA — MOTOR CITY SHOWS

BOOKING CONCESSIONS OF ALL TYPES  
CAN PLACE SIDE SHOWS (MONKEY, SNAKE, ETC.). THIS SHOW CARRIES 8 RIDES, 3 SHOWS, 25 CONCESSIONS. PLAYING FAIRS and CELEBRATIONS IN ONTARIO. CONTACT

**MOTOR CITY SHOWS, LTD.**  
2875 DOUGLASS RD. WINDSOR, ONT.

## ALABAMA AMUSEMENTS

OPENING MARCH 17—MOBILE, ALABAMA

NO GATE—NO GIRL SHOWS—NO BYSSERS

Want 10-11. Mechanical, Fun House, Reptile, Girl, Sniffer, Zerkon. — Concessions: Gum, Stock Concessions of all kinds, Custard.

Want 10-11. Mechanical, Fun House, Reptile, Girl, Sniffer, Zerkon. — Concessions: Gum, Stock Concessions of all kinds, Custard.

Want 10-11. Mechanical, Fun House, Reptile, Girl, Sniffer, Zerkon. — Concessions: Gum, Stock Concessions of all kinds, Custard.

## WANT—WANT FOR 1952 SEASON

Concessions, Hanky Panks of all kinds. Want (Foxy) Bingo, also Sound Truck for season. Rides that do not conflict. Kid Rides wanted: Snaker, Monkey, Motor-drome, 10-11 and Girl Show with two of three Girls. Electrical wiring, must drive truck. Also Fresh Custard and French Fries. Tony and Marlene Barrie, set in touch.

**GREAT ZENITH SHOWS**  
137 Lockwood St. Providence, R. I.

**WANT—WANT FOR 1952 SEASON**  
Concessions, Hanky Panks of all kinds. Want (Foxy) Bingo, also Sound Truck for season. Rides that do not conflict. Kid Rides wanted: Snaker, Monkey, Motor-drome, 10-11 and Girl Show with two of three Girls. Electrical wiring, must drive truck. Also Fresh Custard and French Fries. Tony and Marlene Barrie, set in touch.

**Northern Central New York Firemen's Convention**  
Palmyra, Pennsylvania—June 12-18-19-20-21.  
Can use six Blinks—legitimate Concessions only. No Flats. The Big Convention of the Year. All replies to  
P. O. BOX 101 **JOHN D. MEYERS** PALMYRA, N. Y.



















# Coin Machine Exports

### November, 1951

Country	No.	Value	Photographs		Vendors		Amusement		
			No.	Value	No.	Value	No.	Value	
Canada	805	\$134,193	187	\$45,629	\$244	...	618	\$88,564	
Venezuela	103	64,180	103	64,180	823	...	...	...	
Cuba	139	62,625	139	62,625	450	...	...	...	
Mexico	211	46,919	211	46,919	222	...	...	...	
France	478	34,972	...	...	...	...	478	34,972	
Belgium	201	23,807	25	11,267	450	...	176	12,540	
Japan	68	21,443	...	...	...	...	68	21,443	
Uruguay	36	16,305	36	16,305	453	...	...	...	
Other Countries	643	80,525	75	36,404	485	292	\$20,337	71	276
TOTALS	2,684	\$484,969	776	\$283,329	...	292	\$20,337	1,616	\$180,803

## Export Sales Near \$5 Million Mark

WASHINGTON, Feb. 23.—A total of 2,684 new and used games, vendors and juke boxes valued at \$484,969, were exported last November, the U. S. Department of Commerce announced this week. This was a 27 per cent gain over October dollar figures and brought the 11 months export total to \$4,616,414, compared to \$2,726,208 spent by foreign firms for American coin equipment in a similar period in 1950.

## Am. Shuffleb'd Sales and Ad Chief Retires

Melone, Freeburg Take Over Duties; ASLI Preps Meet

UNION CITY, N. J., Feb. 23.—Frederick Jordan, associated with the American Shuffleboard Company for 13 years, has retired, relinquishing his posts as sales, advertising and promotion manager. Now in his 70's, he is expected to undertake a certain amount of business activity as advertising consultant.

Nick Melone, with American 18 years, has taken over as sales manager, and Don Freeburg, executive director of American Shuffleboard Leagues, Inc. has assumed charge of advertising and promotion activities for the manufacturing firm.

From Freeburg it was learned that ASLI has set the tentative dates for the first of a projected series of State tournaments next spring under ASLI sponsorship. The meet will be held to determine the championship of Michigan, with about 20 teams eligible to compete from the State. The dates of April 19-20 were agreed upon here this week following confab with Stanley Warner, Michigan State ASLI director, and main office brass. Plans, too, will be finalized in about a week when Warner has the chance to confer with his league secretaries. Site of the tourney will be decided then also.

Freeburg meanwhile disclosed that the ASLI roster now numbers about 10,000 players, combined into about 120 leagues, with 16 States represented. If plans go as expected, State meets will be held in most or all of the 16 States, to be followed by one or more regional competitions.

## MARVEL PLANT HIT BY FIRE

CHICAGO, Feb. 23.—A fire of unknown origin early Friday (22) caused \$20,000 damage to the headquarters and equipment of Marvel Manufacturing Company here.

President Ted Rubenstein stated an all-out effort would be made to resume nearly normal manufacturing operations within a few weeks. Meanwhile, the firm will continue to receive its mail at the factory address, 2847 Fullerton Avenue, and arrangements were made to have the Marvel phone, Dickens 2-2424, temporarily established elsewhere.

Most of the equipment exported were games, 1,616, but the music box field accounted for the largest dollar volume. In all 776 jukes, valued at \$283,329, were shipped to foreign operators. Games were valued at \$180,803 and the 292 vendors exported brought in the remaining \$20,837. For the first time since the Commerce Department announced a new policy on exports last July—listing the importing country only if the sale for a type of product had a valuation of \$10,000 or more—no individual country was listed in the vending division.

Canada Dominates Canadian operators, again free to purchase imports without the handicap of dollars, spent \$134,193 for 805 games and jukeboxes. Of the whole, 187 units were music machines costing \$45,629. Operators from five additional countries also made volume purchases in the photograph field during November. These were Mexico (\$211—\$46,919); Cuba (139—\$62,625); Venezuela (103—\$64,180); Uruguay (36—\$16,305) and Belgium (25—\$11,267). Average prices for jukes (new and used) varied from \$623 by Venezuelan companies to \$222 spent by Mexican operators. The \$88,564 expended by Canadian operators for 618 games, three other countries accounted for large game shipments. These were France (478—\$34,972); Belgium (176—\$12,540), and Japan (68—\$21,443). The highest unit price was \$415—by Japanese firms—and Belgium companies paid the smallest average price, \$71.

## Ship Gottlieb Quartet Game For Showings

CHICAGO, Feb. 23.—D. Gottlieb & Company distributors have started showings of a new type five-ball game, Quartette, which combines proven amusement play features with several new ideas. Key to Quartette is a series of four-ball traps situated in the upper part of the playfield. Balls dropping to them are held thru the completion of the game and also light up four bumpers corresponding in color. Another feature of the Gottlieb game is a 1-8 bumper sequence, which, when completed lights up a center rollover switch for replays. Four balls in the trap (Continued on page 51)

## Badger Builds New Showroom

LOS ANGELES, Feb. 23.—Badger Sales Company is constructing a special display room for its coin machine equipment at its headquarters on West Pico Boulevard. William R. Happel Jr., owner and general manager, said this week. In the display section at the front of the store near the office section appliances will be featured.

To properly show new and used equipment, Happel is devoting a section of approximately 1,300 square feet to these products. The area has been enclosed and has special lighting. As the entrance will be near the west end of the building, it will be especially handy for operators using Badger's parking lot.

## NAME EXPORTERS

### Roc-a-Ride Co. Lists Distributors For 30 States

PHILADELPHIA, Feb. 23.—Roc-a-Ride Sales, national and foreign sales organization for products manufactured by Merry-Go-Round Sales Company, announced thru President Sam Kohn it has appointed distributors for 30 States, Canada and the Southern Hemisphere. Merry-Go-Round is in production on two coin-operated units, Thunderbolt, a mechanical horse, and Lun-a-Ride, a rocket plane.

The domestic distributors and their territories are:

Automatic Enterprises, Los Angeles (California); Utah, Arizona and Nevada); Anderson Amusements, Topeka, Kan. (Kansas); James D. Parker, Coral Gables, Fla. (Florida); Eastern Vending Sales Agency, Baltimore (Maryland); District of Columbia, Virginia, West Virginia and Delaware); Jim Waken Distributing Company, Enid, Okla. (Oklahoma); T. B. Holiday Company, Columbus, S. C. (North and South Carolina); Columbus Automatic Music Company, Columbus, O. (Ohio); Stone & Larkin, Memphis (Tennessee, Arkansas, Louisiana and Mississippi); Dursell Novelty Company, New Britain, Conn. (Connecticut); Roc-a-Rides Sales, Philadelphia (Pennsylvania, New York and New Jersey); Stanley Amusement Company, Tacoma, Wash. (Washington, Oregon, Montana and Idaho); Automatic, Inc., Minneapolis (Minnesota, Wisconsin and North and South Dakota).

Foreign distributors follow: Roxy Specialty Company, Montreal (Province of Quebec); P. B. Marks Sales Company, Winnipeg (Province of Manitoba); All Coin Amusements Company, Miami (Southern Hemisphere).

## Calendar for Coinmen

- February 25—Amusement Machine Operators' Association, monthly meeting, Mandell-Balloy Restaurant, Baltimore.
- February 25—Photograph Owners' Association, monthly meeting, Broadway Hotel, East St. Louis, Ill.
- February 25—Central States Photograph Operators' Association, monthly meeting, 621 Main Street, Peoria.
- February 26—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 1, 2—Music Guild of Nebraska, monthly meeting, Hotel Fort Kearney, Kearney, Neb.
- 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 8—Photograph Merchants' Association, monthly meeting, Hollender 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 Photograph Operators' Association, monthly meeting. Site to be announced.
- March 11—Automatic Photograph 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 Photograph Owners' Association, monthly meeting, Macabees Building, Detroit.
- March 19—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- March 20—Progressive Music Guild of South Jersey, monthly meeting, Walt Whitman Hotel, Camden, N. J.

## 2 HELD, 6 TO GO

# Chi Coin Derby Showings Start

CHICAGO, Feb. 23.—Two of the special operator showings of Chicago Coin's 4-Player Derby game have been completed and six more will be held in the next two weeks.

The series of showings began Friday (22) at Atlas Music Company, Des Moines, where Manager Phil Moss reported a good turnout of operators. The second showing was held today (23) at the headquarters of Central Music Distributing Company, Kansas City, Mo., where Bill Mashik greeted a steady run of enthusiastic operators. Ed Levin, Chicago Coin sales manager, represented the factory at both the Des Moines and Kansas City events.

The final February showing also will be held this week under the auspices of Central Music Distributing Company's Omaha, office, with Lou Singer directing the one-day program Sunday (24). Levin also will participate in this gathering.

The next four 4-Player Derby shows will be held Saturday and Sunday, March 1-2. On Saturday (1) the showing will be at the J. Rosenfeld Company, St. Louis, and in the Dallas headquarters of Commercial Music Company, Sam Lewis, Chicago Coin assistant sales manager, is slated to aid Jack Rosenfeld at the St. Louis display, while Levin will work with Commercial's Ray Williams at Dallas. Levin and Williams will team up again the following day Sunday (2) for the Commercial Music showing in San Antonio.

On Sunday (2) the Chicago Coin game meeting will be in Cleve-

land at Monroe Coin Machine Exchange's headquarters. This is the firm recently appointed by Chicago Coin for the Ohio territory and is headed by Roy Monroe and George George. They will have Lewis in from the factory to assist in explaining the key features of the new Chicago Coin game.

The Dan Stewart Company, Los Angeles, will hold its Derby showing March 5-7 and be co-featured with open house festivities celebrating formal opening of the firm. Headed by Dan Stewart, who also has an office in Salt Lake City, the Los Angeles branch was established December 1. Phil Robinson, Chicago Coin Western district manager, will assist Stewart at this event.

The 4-Player Derby was introduced at the Coin Machine Institute convention in Chicago, February 4-6, and can be played by from one to four patrons with each inserting a coin. An all-skill game, it simulates the action of a four-horse race with all advances based on the accurate guiding of a ball thru four channels.

## Baltimore AMO Annual Banquet Set, March 2

BALTIMORE, Feb. 23.—The Amusement Machine Operators' Association of Greater Baltimore will hold its fourth annual banquet and dance at the Lord Baltimore Hotel here Sunday (2). As president Irvin Goldner pointed out the previous three annuals were among the top social-business events in the coin machine industry, equally well attended by operators, distributors, factory representatives and civic leaders. He added that coinmen reservations already received indicate this year's banquet will be the largest yet.

## Keeney Builds Plant Addition

CHICAGO, Feb. 23.—In a move to further expand its all-round production facilities, J. H. Keeney & Company has completed a one-story addition to its plant here.

The new area will house the firm's plating department and adds 4,500 square feet. The space formerly occupied by this department will be used to fulfill Keeney's expanding defense output contracts. Current coin machine output at the plant includes Deluxe League Bowler, 6-Way Bowler, the Deluxe Electric Cigarette Vender and the Keeney 17 and 20-inch TV receiver line.

## Set Coin Tax For Md. Vets' Bonus Measure

ANNAPOLIS, Md., Feb. 23.—A State soldier's bonus bill was introduced in the House of Delegates here Thursday (21), payment of which would be derived partly from a tax on pinball games, consoles, juke boxes and cigarette vendors. Titled House Bill 78, it was sponsored by delegate Milamiez and others and calls for the following annual levies: Pinball games and consoles, \$100; jukes, \$50; and cigarette machines, \$25.

## NEW CONTRACT

### Detroit Ops Say Use Aids Location Tie

DETROIT, Feb. 23.—Problems of loss of locations are being minimized for operators here, in the face of prevailing difficult general business conditions, by the use of a new form of agreement originated by Service Drivers and Helpers, Local 985, of the Teamsters' Union, under William E. Bufalino, president. Known as a Teamster Service Installation Order, it is signed by the operator and the location owner and provides a space to guarantee that the location will carry the machine for a definite term of years. The period is left blank on the form, subject to individual negotiation. The new form appears to offer (Continued on page 80)

## Seek Overturn Of City Sales Tax on Vending

### NAMA Sets NYC Dinner-Meet to Report Progress

NEW YORK, Feb. 23.—The possibility that New York operators of machines vending merchandise at a dime or less may be afforded long-sought relief from city sales taxes moved a step closer to reality this week as it was learned that a suit seeking to cast off the tax burden is approaching the trial stage.

Operators have been invited by National Automatic Merchandising Association to attend a special area meeting Friday (29) to learn what progress the lawsuit has made. They also will be advised how to go about getting tax rebates should the suit be prosecuted successfully.

It is known that Automatic Canteen (New York) started proceedings against the city several years ago in an effort to halt collections of the 3 per cent tax from candy and beverage routes. Operators have long pointed out that, altho they are subject to the tax, they

*(Continued on page 74)*

## COLD COINS

### Calif. Op Sets Route In Alaska

LOS ANGELES, Feb. 23.—Shoeshine machines will operate for a quarter, cigarettes at 30 cents and popcorn at 10 cents a bag on the route that K. A. Copeland, former California operator, is establishing in Alaska. An initial shipment of cigarette venders was made about a month ago and Copeland plans to leave within the next week to put them on location. The other two types will be shipped in the near future.

Copeland made the decision to operate in the territory following a trip last year to Anchorage and Seward. He reported that venders were being used in the former city but not in Seward, where his machines will be placed. In this section there are many construction workers, making housing a problem for seven or eight months out of the year. Homesteaders account, the operator said, for only about 20 per cent of the population. Because of the transients,

*(Continued on page 73)*

## NAMA Lists First 72 Firms for '52 Exhibit

CHICAGO, Feb. 23.—National Automatic Merchandising Association this week announced the names of the first 72 companies which have reserved space at the 1952 convention and exhibit, September 14-17.

John S. Mill, chairman of NAMA's 1952 exhibit sales committee and vice-president of Rowe

## Musical Top For Toppers

DALLAS, Feb. 23.—Bowling Enterprises announced a new Swiss movement musical top for Victor Topper Deluxe and square globe Topper ball gum venders. Listing for \$5 each, the one-inch thick movement fits into the top of the square vender cap. An extension arm locks into the dispensing wheel to enable latter's action to automatically wind the music box spring.

The unit can be installed in 10 seconds, comes complete with an extension stud which is screwed into the lock. A variety of popular and children's tunes are offered. Bowlin claims the unit has been field tested for six months, shop tested for as many as 16,000 plays.

## BULK MACHINE NUT COUNTER?

DETROIT, Feb. 23.—The quest of a Detroit manufacturer for a machine to count nuts and screws turned to Vending and The Billboard this week.

The Keystone Manufacturing Company in suburban Center Line has a problem of packaging an even dozen screws and nuts in connection with their regular operations. They now employ a girl to count them out and put them in a bag, but feel that a machine could do the job better—specifically something like the familiar bulk vender.

Keystone took up its problem with a small vending manufacturer, who was unable to make the special machine required, and referred the request to The Billboard and its sister publication, Vending.

## Intro Charm, Ball Gum Pack

CHICAGO, Feb. 23.—Ball-Gum, Inc. announced a new 25-pound combination charm and ball gum package designed to service four venders. Containing 210, 170 or 140 count gum with four bags of mixed charms, it lists for \$18.38 each or \$16.38 in quantities of six or more.

The package eliminates need for individual sorting and counting of charms with each loading, according to Sterling B. Douglas, sales manager.

## Demand for Cigarette Venders Highest in Years, Say Mfrs.

### Juke Ops Entering Field; Moves To Diversify Seen Boom Factors

NEW YORK, Feb. 23.—With the start of the peak buying season still a month away, cigarette machine manufacturers are rounding off a winter of unprecedented sales activity. In fact, report representatives of the three major producers, operator demand for new equipment at present is heavier than any comparable period in recent memory.

The peak in the sales curve during normal years usually occurs between April and August. But last September, said Jack Mill, Rowe vice-president, sales topped those in August and remained at a consistently high level all winter. And Rowe's experience is

## Concentrate Question Divides Drink Mfrs. Into Three Camps

### Find Self-Mix Not 100% Op Answer; Quality Control Big "If"

CHICAGO, Feb. 23.—Sirup concentrates, on two counts, are proving a growing bar of contention in the cup vender field. Operators as a group have not yet okayed their use, and even those who do "mix their own" do not do so as a 100 per cent flavor answer; they continue to use two or at least one major cola type finished sirup.

And soft drink manufacturers are taking sides on the concentrate question. Opposite camps line up strictly for or against concentrate sale to operators; but a third group rides the fence, offering concentrates without fanfare to those operators who know they've sold it in the past as a customer service.

This is the second article on sirup concentrates. A third article, next week, will explore operator experience, cite on-the-route results when he "makes his own," and describe equipment needed.

Among the leading proponents of concentrate sales to operators is Dad's Root Beer Company, Chicago. William H. Russell, national sales manager of the fountain flavor division, states the firm's root beer concentrate is priced at \$8.75 per gallon, comes packed in gallon jugs four to the case. On the common five-to-one mix (1 part finished sirup, 5

parts carbonated water) final flavor cost averages out to about 29 cents a gallon, he claims. While Dad's sells its finished sirup thru 33 processing plants over the country, its concentrate is shipped only from the Chicago parent plant.

**Quality Control**  
Because of its "quality control program" for operator-made sirup requiring tests (The Billboard, February 23), Dad's permits full brand promotion Plastic covered fluorescent signs and decals for venders are offered sirup-making operators as well as those purchasing the finished product.

Mission Dry Corporation, Los Angeles, has been supplying concentrates for approximately two years. However, P. A. Templeton, fountain division manager, says because "we have found it impossible to control the quality of the finished sirup... we do not permit the use of the Mission brand name on beverages made from our concentrates for resale thru and to operators."

Five Mission Dry concentrates, with prices and finished sirup potential, are: Orange, \$6.50 per gallon; makes 15 gallons, 5 pints; grape, \$10 per unit (two gallons); makes 63 gallons, lemon-lime, \$12 a gallon, makes 60 gallons; cherry, \$10 a gallon, makes 27½ gallons; and root beer, \$5 per gallon.

makes 38½ gallons of finished sirup.

**Hires: No Program**  
The Charles E. Hires Company, Philadelphia, reports that while in a few instances it does supply concentrate to operators, the bulk of its vending business is in finished fountain sirup.

R. W. Hires, sales manager of the fountain and fixture division, told The Billboard: "We have not set a program for concentrate"

*(Continued on page 74)*

## Canteen Elects Directors, Sets New Stock Plan

CHICAGO, Feb. 23.—A restricted stock option plan for key employees was approved at the annual stockholders' meeting of Automatic Canteen Company this week. In addition, two new members were elected to the board of directors.

The stock option plan offers provisions for the purchase of an aggregate of not more than 25,000 shares of authorized but unissued common stock.

Option price will be 95 per cent of the average sale price per share of the stock on the New York Stock Exchange on the date on which such option is granted, adjusted to the next highest multiple of 25 cents.

New directors elected were Ar-

*(Continued on page 73)*

## Ideal Execs Sked '52 Sales Program

BLOOMINGTON, Ill., Feb. 23.—Ideal Dispenser Company inaugurated its 1952 national sales program with a recent four-day meeting of executives.

Attending the conclave were F. H. Dean, president; Harold Smalley, treasurer; John C. Rieger, general manager; K. A. Putman, general sales manager; Robert Ulbrich, assistant sales manager; Walter Park, service manager, and various members of the sales staff.

Ideal is keeping up production of its selective milk and beverage vender line to the limit of available materials, it was announced.

is also reported heavy along the Eastern seaboard and in the South and Southwest.

One manufacturer suggests that the tightening of State and municipal regulations on game operation in many territories has impelled an increasing number of juke operators, who often run games as well, to try their luck at cigarette vending. In tavern locations they often are better entrenched than vending operators, it is pointed out, and can place cigarette equipment with relative ease.

The same manufacturer stressed, however, that phonograph operators as a group move

*(Continued on page 73)*

reflected by National Vendors and Eastern Electric.

Jim Teahan, Eastern vice-president, reported that the volume of current orders far exceeds those racked up at the same time last year, or two years ago. In an attempt to overtake demand, his company will speed up its monthly production rate 25 per cent beginning next week, he said.

Spokesman for all three firms report orders are now being accepted for delivery two to five weeks hence. Immediate shipments are made, for the most part, only when special hardship is pleaded by operators.

Basic to the present unbalance between supply and demand, of course, is the material situation. Second quarter allotments have been received by manufacturers and they are substantially the same as those for the first quarter. But there is good reason to believe that other factors, at least as important, are also at work.

Operators of music machines, for instance, are expanding into cigarette vending at a rapid rate. One of the companies reports that practically all its current orders from the Midwest are from juke box operators, with requests for 100 cigarette venders at a clip not at all uncommon. Cigarette activity by phonograph operators

## Nickel Drink On Way Out, ABCB Prexy

SAN ANTONIO, Feb. 23.—The 5-cent soft drink is on the way out, according to A. G. Beaman, president of the American Bottlers of Carbonated Beverages.

"Throughout most of the country, bottled drinks in 8 to 12 ounce bottles are already selling at from 6 to 10 cents, and the price had been held at a nickel throughout the Southwest only because of tremendous sales volume in the area, he pointed out.

"The vast majority of retailers will be selling their drinks for an

*(Continued on page 74)*

## Wrigley Gum Unit Renovation Nearer

CHICAGO, Feb. 23.—With over 60 per cent of its 1,000 four-column mechanical gum venders called off location, William Wrigley Jr. Company plans to get its renovation program rolling within 30 days. Originally, Wrigley announced its nickel pack gum units would be offered for operator purchase in September, 1951, but snags in setting up a systemized parts inventory, and rebuilding, held up scheduled sales plans.

Now, with the new parts picture coming into focus, volume turn-out of refurbished machines is seen possible. Wrigley states it will only offer the gum venders for sale after a thorough going over; this will include installing a redesigned spool and stronger wire cable in the spring delivery system, replacement of damaged panels, doors, trim, and complete stripping and repainting of the cabinet.

**Two-Stage Program**  
The first of the call-back machines began coming in early this month, after initial operator reluctance to part with profit producing equipment was overcome. As now planned, the recall program will be a two-stage affair; the equipment already returned will be

rebuilt and offered for purchase to operators who had been testing the equipment since its introduction in January, 1950. Thus, it is felt that the remaining 40 per cent of the four-column models still in the field will become more readily available for renovation. Renovation of this equipment will constitute the second stage.

Numbers of testing operators,

*(Continued on page 74)*

## New Disposer Crushes Cups; Ups Capacity

PHILADELPHIA, Feb. 23.—A disposal can that crushes cups upon insertion has been placed in production by S. K. Novelty Company and will be offered as accessory equipment to operators with beverage venders in high-volume locations.

The unit measures 37 by 18 by 16 inches, but will hold three to four times the number of used cups as conventional cans of equivalent

*(Continued on page 74)*

# MORE PROFITS—STEADIER INCOME WITH VICTOR'S NEW SUPER SALESMEN...

## BABY GRAND & CHICLE TREETS



AT YOUR VICTOR DISTRIBUTOR TODAY!

—the right combination for greater profits and steadier income. CHICLE TREETS, the finest candy coated chewing gum, comes mixed in six flavors and six colors, 300 count per pound.

VICTOR'S BABY GRAND was especially designed for the vending of CHICLE TREETS and vends two for one cent (2 for 1c).

The vending of CHICLE TREETS in bulk makes it a more profitable and compact operation than tab gum vending — there are 300 CHICLE TREETS to the pound, and vending 2 for 1c gives you \$1.50 per pound. Also, there is no special loading! JUST POUR YOUR CHICLE TREETS IN BABY GRAND and YOU ARE OFF LIKE A FLASH.

VICTOR'S BABY GRAND is the most unique design in modern vending. Its small, compact and attractive appearance gets you in those choice locations you've dreamed about. The cabinet is of solid oak and finished natural.

BABY GRAND holds 3 1/2 pounds of CHICLE TREETS and takes in about \$9.25 each time it empties.

GET STARTED NOW — TODAY! A few of these very beautiful machines vending this high quality merchandise will convince you of a greater opportunity than you can visualize.

## VICTOR'S JUMBO 100



AT YOUR VICTOR DISTRIBUTOR TODAY!

Designed to vend and sell more jumbo-size ball-gum. 100 count per pound.

THOUSANDS OF LOCATIONS ARE AVAILABLE AND WAITING FOR THIS EYE-CATCHING SENSATION.

JUMBO 100 IS TRULY A MASTERPIECE. Its strong, sturdy appearance with colorful styling attracts attention beyond compare.

The combination of JUMBO 100 and JUMBO SIZE BALL-GUM has sustained play appeal which means a permanent, profitable future for you.

JUMBO 100 will sell more JUMBO SIZE BALL-GUM than any other vendor ever devised.

The outstanding JUMBO 100 cabinet is made of solid oak beautifully decorated in blue, red, yellow and chrome and holds 750 to 800 jumbo-size ball-gum.

GET STARTED TODAY WITH THESE SUPERIOR SUPER SALESMEN.

**VICTOR** VENDING CORPORATION  
5707-13 W. Grand Ave.  
Chicago 39, Illinois

# THE BILLBOARD Index of Advertised Used Machine Prices

## Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quality discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time as located, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 23	Issue of Feb. 16	Issue of Feb. 9	Issue of Feb. 2
Act Size Shine Machine				
Ajan 1c, 5c, 10c Not Met.				\$39.50
C-8 Electric		175.00	175.00	175.00
DuGenier Candy	562.50	57.50	57.50	
DuGenier Champion (9 Cal.)	79.50	79.50	79.50	79.50
DuGenier Champion (11 coil)	97.50	120.00	97.50	120.00
DuGenier Model 5		99.50	99.50	99.50
DuGenier Model W (Cal.)	69.50	90.00	69.50	69.50
Equity 1c		6.95	6.95	6.95
Foot Vibrator	119.50	119.50	119.50	119.50
Keeney Deluxe Electric Cig. Vender		224.50		
Keeney (9 Cal.) Elec.	175.00	175.00	175.00	175.00
Master 5c	7.45	7.45	7.45	7.45
West Pop	125.00	125.00	125.00	125.00
Worath 18 Cal.		85.00	85.00	85.00
National 750		85.00	85.00	85.00
National 930	85.00	120.00	85.00(2)	120.00
National 950		120.00		
Norwesters 33 Ball Gum	7.45	7.50	7.45	7.50
Norwesters Deluxe 1c and 5c	13.95	13.95	13.95	13.95
Norwesters Model 39, 1c.	7.45	7.45	7.45	7.45
Pop Care Set	69.00	69.50	69.50	75.00
Rowe Gum & Mini 5c		85.00	85.00	85.00
Rowe Imperial (6 Cal.)		99.50	99.50	99.50
Rowe Imperial (8 Cal.)	92.50	85.00	85.00	99.50
Rowe President	145.00	65.00	85.00	145.00
Rowe Royal (6 Cal.)	97.50	135.00	145.00	85.00
Rowe Royal (8 Cal.)	97.50	90.00	90.00	90.00
Rowe Royal (10 Cal.)	125.00	110.00	125.00	125.00
Silver King Bulk, 1c or 5c	7.45	7.45	7.45	7.45
Sires Brush-Up	50.00	50.00	50.00	50.00
U. S. Candy Vender		99.50	99.50	99.50
Unesda Candy (8 Cal.)		75.00	75.00	75.00
Unesda, Model A (6 Cal.)		99.50		
Unesda, Model A (8 Cal.)		99.50		
Unesda, Model A (9 Cal.)	92.50	92.50	92.50	92.50
Unesda, Model E (6 Cal.)		99.50		
Unesda Model E (8 Cal.)		80.00	80.00	80.00
Unesda Model E (9 Cal.)		80.00	80.00	80.00
Unesda (9 Cal.) Model 500	87.50	97.50	97.50	50.00
Unesda (15 Cal.) Model 500	79.50	90.00	79.50	85.00
Unesda Pak, Model 500, (7 Cal.)	130.00	50.00	130.00	130.00
U-Selctell	49.50	49.50	49.50	49.50
Victor Model V Globe 1c				8.50
Victor Topper				9.00

## J & M Vending Buys Bev Route

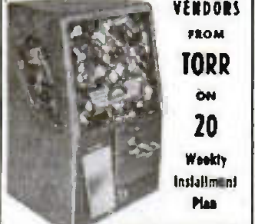
MIAMI, Feb. 23.—Mort Simon, J & M Vending Company, announced this week that his firm had purchased the Vending Corporation of America, which operates a cup drink and coffee machine route in Greater Miami.

Simon said the purchase included 38 vendors, three trucks, furniture, fixtures and inventory. The deal represented another step in J & M Vending's expanding activities in Florida and the Caribbean area, the territory in which it operates a chain of diversified vending routes.

Simon said vending corporation employees will be retained under the new management.

Vending Corporation of America was launched in 1948 as an enterprise of the Keyes Company of Miami, one of the largest real estate firms in South Florida, under the supervision of Don Boerema. Boerema said he does not expect to move over to the new company.

### BUY BABY GRAND VENDORS



FROM TORR ON 20 Weekly Installment Plan  
WRITE FOR DETAILS  
**ROY TORR** LANSDOWNE PENNA  
Serving and Flowing Operators Since 1918

## 80-Year-Old Candy Exec Still Active

NORTH CHICAGO, Ill., Feb. 23.—E. F. Kelley, head of the 54-year-old Goelitz Confectionery Company, celebrated his 80th birthday Sunday (17). He continues active in directing the firm's daily activities.

Greatest Time-Saving  
**PENNY WEIGHING SCALE**  
CAPACITY \$10.00  
SPRINGS AND PINS  
DESIGNED CALL  
BEER  
HEAVY SHEET  
METAL BASE  
TIN SCOOP  
DIAL IS GLASS  
COVERED WHICH  
PROTECTS POINT-  
ER WHEN IN USE.  
SIGNED HAND  
WORKMANSHIP  
BUILDING THIS  
SCALE TO ASSURE  
RELIABILITY AND  
ACCURACY.  
There is sturdiness  
of construction more  
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scales. Fits in  
black drinks. Carry-  
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strong black fibers to meet the hard  
and constant use that it is subjected  
to.  
**\$18.50**  
**ORDER TODAY**  
1/2 Dep. Bal. C.O.D., P.O.B. N. Y.  
Distributors. Write for Prices.  
**J. SCHOENBACH**  
Distributors of Advance Vending  
Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

VICTOR'S  
BABY  
GRAND  
\$13.00 ea.  
100 or more  
\$12.00 ea.  
CHICLE  
TREETS  
VENDOR  
VENDS 2 FOR 1c.  
Something NEW!—GOOD!  
BIG PROFITS. Also Jumbo 100.  
Gum costs 45¢ lb., vends for \$1.50 lb.  
200 count. We carry the entire Victor  
line of machines and parts. Lowest  
prices on gum, charms and stands.  
Write today.  
**H. B. HUTCHINSON JR.**  
300 North Ave., N. E. Atlanta 4, Ga.  
Tel: Emerson 4200

**CIGARETTE MACHINES**  
7 Cal. Model 8 DuGenier... \$ 89.50  
8 Cal. PK... 135.00  
10 Cal. PK... 135.00  
All types and models of ROWE  
and U-NEED-A equipment.  
Write for Catalog and further Details!  
**CENTRAL VENDING MACHINE  
SERVICE CO.**  
3967 Parrish St., Philadelphia 4, Pa.  
Phone: EV 6-4244

**Ball Gum Operators  
SAVE TIME and MONEY**  
New packages deal of Ball Gum and  
Charms will fit four machines. Can  
take latest and best charms available  
that will make your machines empty  
faster. Order a sample carton today.  

Carton	Contains	Price
A	25 Lbs. 310 Count Ball Gum & 4 Bags Charms, 450	\$18.50
B	725 Lbs. 310 Count Ball Gum & 4 Bags Charms, 24 Charms in ea. 4 Bags Stripwood Wafers, in Ea.	\$16.00

  
25% deposit with order, balance C.O.D.  
**LOGAN DISTRIBUTING CO.**  
327 Milwaukee Ave., Chicago 32, Ill.

**SALES DISTRIBUTORS**  
We are now ready to place on the market two new machines  
which have not been kicked around among the various pro-  
motional 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 sales distributors.  
If you are experienced in selling, a connection with our Com-  
pany should prove to be very profitable for you. The qualifica-  
tion 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

**IMMEDIATE DELIVERY!!**  
Victor's New  
**BABY GRAND CHICLE MACHINE**  
Case of 4... \$52.00—Single... \$13.95  
Holds 5 1/2 lbs. of Chicle Treets. Vends 2 for 1c.  
Chicle Treets, 28 lb. Ctns.—45¢ lb. Baltimore  
**NEW VICTOR JUMBO 100  
MACHINE**  
Case of 4... \$54.00—Single... \$14.95  
Complete Victor Line In Stock  
915 Emor St.  
**Parkway Mach. Corp.**, Baltimore 2, Md.  
**GIVE TO DAMON RUNYON CANCER FUND**



Baby Grand, \$13.00 ea.



Packed 4 vendoes to case. Sample filled with gum \$15.95. CHICLE TREETS GUM, 45c per lb. 100 pieces to pound—sends 2 for 16, returns approximately \$1.50 per lb.

Bernard K. Bitterman 3002 Truman Rd. Kansas City 3, Mo.

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. for Much.

Write for Charts and Merchandise List. 1/3 Dep., Bal. C.O.D. NORTHWESTERN SALES & SERVICE 1194 TREMONT ST., BOSTON, MASS.

IN STOCK VICTOR'S



New BABY GRAND CHICLE TREETS VENDOR also JUMBO 100 ORDER TODAY VEEDCO SALES CO. 2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

All the news of your industry every week in The Billboard... SUBSCRIBE TODAY... see page 3 for rates

Brody Delivers Hot Dog Units

CHICAGO, Feb. 23.—M. K. Brody, 35-year-old merchandising firm here, has started deliveries on a manual hot dog barbecue machine. Owner Mike Brody announced Friday (22). The machine is housed in a stainless steel cabinet measuring 12 by 12 by 18 inches and operates on AC. It holds 24 hot dogs and buns and because of its two heating speeds offers food ready to serve at all times. The hot dogs sit on two racks which revolve under the heating elements in traditional barbecue fashion. The manual vender is made by the Harry C. Anderson Company here and Brody is national distributor. Brody is now appointing territory distributors. It is suitable for tavern type locations, transportation terminals, carnivals, road stands as well as a wide variety of other related stops.

Canteen Elects

nold M. Johnson and J. Patrick Lannan, both of Chicago, Johnson is vice-president of the City National Bank & Trust Company of Chicago, and Lannan is a financial consultant, a partner in the firms of Kneeland & Company, Investment and securities firm, and Lannan & Company. Other directors re-elected, in addition to Nathaniel Leverone, were: Laurence H. Armour, chairman of the board; La Salle National Bank; W. E. Clegg, Hurd, Clegg & Company, Champaign, Ill.; H. S. Darr, president, Frontier Airlines, Inc., Chicago; J. Arthur Friedlund, Friedlund, Levin & Friedlund, Chicago attorneys; E. F. Hinkle, president, Automatic Canteen Company; Walter Jasper, manager, Otis Estate, Chicago; William J. Lawlor Jr., Hornblower & Weeks, investment banking firm, Chicago; Bryan S. Reid, general manager, Chicago Division, Socony-Vacuum Oil Company, Inc., Chicago, and Fredrick L. Schuster, agriculturist and business consultant, New York.

Following the annual stockholders meeting the board of directors elected the following officers of the company: Nathaniel Leverone, chairman of the board; E. F. Hinkle, president; W. E. Richmond, vice-president; H. C. Hakes, vice-president; W. F. Swinger, vice-president; Glenn Moore, treasurer; F. J. Newman, secretary; T. M. Kobza, assistant treasurer, and J. B. Arnold, assistant secretary.

NAMA Lists

Continued from page 71

ern Electric, Inc., New Bedford, Mass.; Federal Sweets & Biscuit Company, Inc., Clifton, N. J.; Gordon Foods, Inc., Atlanta; Guardian Electric Manufacturing Co., Chicago; Fred Hebel Corp., Chicago. Hedeman Products, Inc., Great Neck, N. Y.; Henry Heide, Inc., New York; Hershey Chocolate Corp., Hershey, Pa.; Charles E. Hires Co., Philadelphia; Holly-wood Candy Co., Centralia, Ill.; Hospital Specialty Co., Cleveland; Ideal Dispenser Co., Bloomington, Ill.; Illinois Lock Co., Chicago; International Mutoscope Corp., Long Island City; Walter H. Johnson Candy Co., Chicago. Leaf Gum Co., Chicago; Lily-Tulip Cup Corp., New York; P. Lorillard Co., New York; Lyon Industries, Inc., New York; Mars, Inc., Chicago; James H. Martin, Inc., Chicago; Maryland Cup Co., Baltimore; Maxwell House Division, Hoboken, N. J.; Merkle-Korff Gear Co., Chicago; Bert Mills Corp., Lombard, Ill. Phillip Morris & Company, Ltd., New York; National Rejectors, Inc., St. Louis; National Vendors, Inc., St. Louis; Nehi Corp., Columbus, Ga.; Nestle's Chocolate Co., Inc., New York; Orange-Crush Co., Chicago; Pepsi-Cola Co., New York; Peter-Paul, Inc., Naugatuck, Conn.; R. J. Reynolds Tobacco Co., Winston-Salem, N. C.; Rowe Manufacturing Co., Inc., New York. Sero Syrup Co., Brooklyn; Spacarb, Inc., Stamford, Conn.; Stalder Vending Company, of New York, Inc.; Stoner Manufacturing Corp., Aurora, Ill.; Tested Appliance Co., Chicago; Universal Match Corp., St. Louis; Vendo Co., Kansas City; James O. Welch Co., Cambridge, Mass.; Wilbur-Suchard Chocolate Co., Inc., Lititz, Pa.; Williamson Candy Co., Chicago; Wm. Wrigley Jr. Co., Chicago; and Zaugg's Modern Vending Service, New London, Wis.

Vender Demand

Continued from page 71

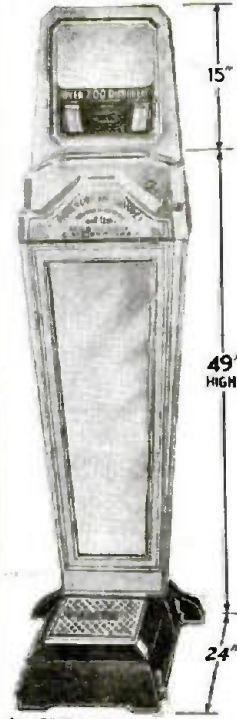
into the cigarette field with almost cyclic regularity. He noted that he has sold the same operators at intervals of several years, with no activity in between, concluding that many get into the field for a year or two and then sell out, only to take a flyer at it again some years later. Another factor cited by the manufacturers is the increasing number of locations opening up to cigarette machine placement. More industrial spots are being activated to support the stepped-up defense effort, and more of the older factories are permitting the on-location sale of cigarettes. In addition to this broadening of the base of potential cigarette locations, many old-line operators of non-cigarette venders have taken on tobacco equipment in order to offer full-package service to better locations. Competition between such operators and cigarette specialists is said to have stimulated the purchase of new machines in greater quantities. Scare buying is discounted as an important force behind present heavy activity.

COIN DEFLATION

Fems Figure 25c Trimmer Bargain Buy

GARDEN CITY, N. Y., Feb. 23.—Gale on the plumpish side can trim pounds on a slim budget at the Slenderade, a new salon here stocked with some 15 coin-operated reducing and massage machines. The outlet, full of equipment to agitate or relax female flesh, is the brainchild of Lyman de Camp, who introduced Long Islanders to self-service laundry service years ago when he opened the first coin Laundrette in the New York suburb. De Camp looks on his new project as an experiment. But initial response is excellent and if business continues to build over a three or four-month test period, he hopes eventually to set up a chain of mechanized salons.

Equipment Equipment in de Camp's 12 by 65-foot store includes belt vibrators, exercycles, rowing machines, vibrating tables, foot and calf vibrators, glamoroller and gyro-wave chairs. And if the patron also wants to acquire a tan, she can use a sun lamp. All devices are actuated by quarter-inches coin timers which operate from 7 1/2 to 15 minutes, approximating the normal treatment time in each case. Several female attendants are on hand to explain use of the machines and make change. The average patron, de Camp has found, spends about an hour in the salon and shells out about \$1 for four treatments. The average commercial salon would charge several times that amount for equivalent treatment and would probably require customers to contract for a number of sessions at specified times. At Slenderade they come in when they please and wait their turn at the machine of their choice.



15" 49" HIGH 24" 13" WIDE

WEIGHT 165 LBS. \$25 DOWN Balance \$10 Monthly 400 DE LUXE PENNY FORTUNE SCALE NO SPRINGS WRITE FOR PRICES LARGE CASH BOX HOLES \$85.00 IN PENNIES Invented and made only by WATLING Manufacturing Company 4650 W. Fulton St., Chicago 44, Ill. Est. 1889—Telephone: Columbus 1-2722 Cable Address: WATLINGITE, Chicago

Fla. Divvies Cig Tax \$5 Among 16 Cities

TALLAHASSEE, Fla., Feb. 23.—State Beverage Director Lewis M. Schott reported that \$1,199,761 will be distributed to Florida municipalities from cigarette taxes collected in January. Miami will receive the lion's share of the nickel-a-pack smoke levy—\$196,987. The smallest allotment, \$8.42, will go to the town of Belle Vista Beach. The allotments include: Coral Gables, \$17,868; Daytona Beach, \$22,118; De Land, \$8,034; Fort Lauderdale, \$36,289; Jacksonville, \$121,212; Jacksonville Beach, \$4,864; Lake Worth, \$8,148; Miami Beach, \$54,885; Palm Beach, \$5,884; Pensacola, \$18,389; Sarasota, \$17,424; St. Petersburg, \$57,418; Tampa, \$87,182; and West Palm Beach, \$38,774.

Cold Coins

Continued from page 71

there are a number of bars, cocktail lounges and restaurants for cigarette machines. Quarter and 5-cent chutes will be used on the manual cigarette machines. On the Electro, Rowe Diplomat and Keeney units any combination of coins may be used. Copeland will remain in Alaska to supervise the operation. However, he plans to make trips back to this section about once a year.

New NORTHWESTERN

Table with columns: MODEL, DODER NOW, 10 Col, TAB GUM VENDOR, 25 to 100, 100 or more. Prices range from \$17.35 to \$24.95.

RAKE 24 PAY PLAN ON BOTH MACHINES WRITE FOR COMPLETE DETAILS WE WANT SILVER KINGS — ACORNS VICTOR TOPPERS & MODEL V — CIGARETTE MACHINES WE WILL BUY OR TRADE-IN

RAKE COIN MACHINE EXCHANGE 409A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

Now DELIVERING! Victor's New BABY GRAND CHICLE MACHINE Holds 5 1/2 lbs. of Chicle Treets. 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 NUT & CHOC. CO. 1194 TREMONT ST. Boston, Mass.

Available Now! 1c or 5c ACORN ALL-PURPOSE BULK MERCHANDISER featuring the new WHITE FLASH BRUSH HOUSING Empire COIN MACHINE EXCHANGE 1012 Milwaukee Ave. - Chicago 22, Ill.

CIGARETTE MACHINES Silver Quarter Operation King Size Cigs. Includes: Uneda Model 100, 15 Col., 425 Pack Cap. \$70.00; Uneda Model 8, 9 Col., 274 Pack Cap. \$7.50; Uneda Model 8, 9 Col., 376 Pack Cap. \$7.50; DuPontier Chameleon, 1-11 Col., 360 Pack Cap. \$7.50; DuPontier Model W, 7 Col., 360 Pack Cap. \$9.00; Rowe Imperial, 6 Col., 340 Pack Cap. \$9.50; Rowe Royal & Col., 260 Pack Cap. \$7.50; \$5.00 LESS for 20c VENDING

SPECIAL! \$97.50 Uneda Model 500 9 Col., 260 Pack Cap. Silver Quarter and King Size (included)

LANDY MACHINES DuPontier Candyman, 77 8oz. Cap. 180Cycles \$62.50; Vendall Candy (New) Write

Our Points Are Now VENDERIZED Prevents Peeling, Plinking & Rusting. Parts and Mirrors available to all makes and models. Conversion only 1/2 a c. Model 122 or 126. King Size Columns installed in all machines. ALL EQUIPMENT UNCONDITIONALLY GUARANTEED! TRADE PRICES \$3 DEP. WITH ORDERS, BAL. C.O.D.

UNEDA VENDING SERVICE, INC. "The Nation's Leading Distributor of Vending Machines" NEW RECONDITIONED LIKE NEW 166 Clymer Street, Brooklyn 11, N.Y. • EVergreen 7-4568 GIVE TO DAMON RUNYON CANCER FUND

**SMOKESHOP**  
**"612"**  
PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Tear Out and Mail This Ad for Details

**AUTOMATIC PRODUCTS CO.**  
2506 West 27th St., New York 19, N. Y.  
PLaza 7-1122



**IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!**

Today's hottest money-maker. OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity... holds over 500 pieces... ten columns... wide selection, fat gum, candy coated gum, fruit chocolate bars, fruit bars, fruit charms... fast, easy, front load servicing... positive, simple, fool-proof delivery... tested and proved on location.

**THE NORTHWESTERN CORPORATION**  
829 S. ARMSTRONG STREET  
MORRIS, ILLINOIS

**30 DAY MONEY BACK TRIAL**

**Northwestern Model 49**

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

**GUARANTEED USED MACHINES**

DELUXE 1c and 2c Combination	\$19.95
MODEL 20 PORCELAIN 1c	7.45
MODEL 22 BALL GUM	7.45
PORCELAIN 1c	7.45

**MERCHANDISE AND SUPPLIES**

PER LBS.	PER LB.	PER LB.
BENEDICTA PISTACHIO	SPANISH PEANUTS	100 LBS. MICH.
FANNING GUMS	ALMONDS, 60 Count	PREMIUM
ENEDIA PISTACHIO	3 LB. Wax Packets	ADAMS GUM, All
FANNING GUMS	ITALIAN CHOC	PEANUTS, 100 Count
PISTACHIO 50/50	PEAS, Roasted and	WIGLEY'S GUM, All
PISTACHIO 50/50	Salted	PEANUTS, 100 Count
MIX	60 RAINBOW PEANUTS	BESCHNUTZ GUM,
PISTACHIO 50/50	40 BOSTON BEANS	100 Count
CASHEW, Whole	40 BEANS	SUGAR COCOA,
CASHEW, BUTT	35 JELLY BEANS	LATE 300 Count
MIXED NUTS	15 LICORICE LOGHOBS	NEARBY'S CHOCO-
VIRGINIA PEANUTS	M & M	LATE, 300 Count

Complete Line of Parts, Supplies, Stands, Cigarettes, Brochures, Charms, etc.  
1/23 Depositor, Balance C.O.D.  
Terms Payment Plan Available—Trade-in Accepted.

**NORTHWESTERN SALES AND SERVICE COMPANY**  
MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142  
4105 14th AVENUE, BROOKLYN, N. Y. • GEdney B-3600

From **LITTLE ACORNS** mighty **INCOMES** grow!

**ACORN**

Don't Delay... Order NOW!

The only completely die-cast aluminum, precision built **ALL-PURPOSE VENDOR**

- Vends all bulk mds., wafers, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Temperatureproof. Held by top lock and body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

Bot & Midwest M. J. ABELSON  
Gen. Sales Mgr.  
2912 Fern Ave., Pittsburgh  
Phone: AT 1-4478

Pacific Coast Distributor  
MACHINES VENDING MACHINE SUPPLY  
1922 S. Grand Ave.  
LOS ANGELES

**WAK mfg. co., inc.**  
11411 Knightsbridge Ave., Culver City, Calif.

**Concentrate Question**  
Continued from page 71

sales) nor do we contemplate one at this time."

Hires' concentrate sells for \$11.85 per gallon.

Another firm treading lightly on concentrate sales is the Green River Corporation, Chicago. Y. H. Chalifoux, general manager, states: "We have in a few instances sold concentrate to operators. We do not deem this advisable due to lack of control."

Chalifoux feels that sirup making "know how" is not to be found among operators, with but few exceptions. When concentrate is sold to operators, he said, each must pass a rigid inspection.

Polak & Schwarz, Inc., New York, reports the sale of concentrates to operators "practically since the inception of cup vendors." Prices range from \$8.50 to \$12 per gallon.

Among others pushing concen-

**Seek Overturn**  
Continued from page 71

are unable to pass the levy on to the consumer.

**Test Case**

"This tax law," stated the NAMA meeting notice, "discriminates against a retailer engaged exclusively in the sale of merchandise for 10 cents or less, and a lawsuit is under way to test its validity. If necessary, the case will be carried to the highest court in New York to determine if we are entitled to relief."

"Should the decision be in our favor, you will be able to recover all sales tax payments that you make from now until the time of the decision, providing you are present at the meeting and take the necessary steps to assure a return of these payments."

The dinner meeting, to be held at the Midston House, also will alert operators to proposals now before State legislators which seek to impose a New York City tax of a penny per pack on cigarettes. The bills are now before the Ways and Means Committees of the State Assembly and Senate.

NAMA executives will be at the confab which will take up, as well, other topics of interest to operators. Charles Brinkmann, Rowe vice-president, will be meeting chairman.

**Wrigley Gum**  
Continued from page 71

who had been presented with the Wrigley machines without rental or other cost, have been holding up on returning the units, some of which have been grossing up to \$140 in nickel machine sales per month. As an alternative, these operators offered to purchase the equipment as is; Wrigley, however, has consistently refused to sell the vendors without first recalling and rebuilding them.

**Not for Sale**

Other models of Wrigley gum vendors are not included in the outright sale program. The first nickel pack machine produced by Wrigley in 1949, the five-column electric, and the two-column mechanical model debuted with the four-column unit later, will not be offered for sale. About 595 electric models were produced, while only 20 test models were made of the two-column machine. All models have a capacity of 75 packs per column.

Altho the "for sale" sign is expected to go up on the first 600 four-column Wrigley gum vendors in the near future, the asking price has not as yet been announced.

**New Disposer**  
Continued from page 71

size, according to its inventor, Samuel Kawa, who also heads S. K. Novelty. He gave the ready-to-use patented disposal unit as 650 to 700 cups. Price to operators will be \$24.95, he said.

**Mechanism**

Two assemblies actually comprise the cup disposer. One is a slide-out container into which the crushed cups fall, and the other, a rigid frame that holds the container, is topped by the crushing device and cup entry port.

A user of the disposer pulls back a lever to open the port and drops a cup in. When he releases the lever, a gravity-actuated component snaps the port closed and, at the same time, flattens the cup against a metal wall. The crushed cup falls to the container below the next time the lever is pulled.

The operator is strictly mechanical. Kawa said the disposer has been tested for several months. His firm will sell it direct to operators from headquarters at 1630 South 2d Street here, rather than thru distributors.

**Mills Freezer Bulletin**

CHICAGO, Feb. 23.—Mills Industries, Inc., issued a new bulletin describing its 1952 line of counter freezers. The bulletin, No. 752, includes illustrations of the new hopper and pump models with side cabinet.

**To Bow New Sirup Valve**

NEWARK, N. J., Feb. 23.—A new valve, said to increase the accuracy of sirup flow thru utilization of a novel design principle, has been placed in production by United States Valve Corporation here. It will be available for use by cup machine manufacturers in about a month, according to Murray Maslow, executive and later will be offered to operators as replacement equipment on old vendors. Called Sure-Flo, the new valve permits sirup to pass thru it in a straight line. It's solenoid operated and fabricated of stainless steel.

Maslow pointed to the valve's property of self-wiping, said to prevent a build-up of accumulated sugar on the sealing surface as well as in the outer orifice. This property, he claimed, limits leakage and insures a consistent sirup throw.

The company is headquartered here at 314 Market Street. An affiliated corporation, Valcor, produces valves for the Air Force.

**Whitaker Rejoins Belvend, Resigns Cole Corp. Post**

CHICAGO, Feb. 23.—Belvend Manufacturing, Co. a company announced this week that Hal Whitaker had rejoined the firm as a sales representative for its Jolly Boy ice cream program.

Whitaker had resigned his Belvend post in January (The Billboard, January 19) to join Cole Products Corporation as a divisional sales manager.

**NCA Skeds Special Sessions at Meet**

CHICAGO, Feb. 23.—National Confectioners' Association has scheduled special sessions on candy merchandising and production during its annual convention and expositions, June 1-5, at the Conrad Hilton Hotel here.

A convention subcommittee was appointed to develop a merchandising session of unusual interest, according to Lyodd Letten, Shuter Candy, chairman of the NCA convention program planning committee. Members include Victor H. Giers, Mars, Inc.; W. Melville Cribbs, Melville Confections, Inc., and Richard Kimbell, Kimbell Candy Company.

**\$30,000 Fire Hits Glenn-Rowe Co.**

SAN FRANCISCO, Feb. 23.—A three-alarm fire swept the Glenn-Rowe Vending Company Monday night (18), destroying 2,000 cartons of cigarettes and causing damage estimated at \$30,000.

The one-story half-block building and repair shop were partly destroyed by flames which started in the shop and broke thru the roof to have started from an overheated buffing machine.

**Unimax Completes New Plant Move**

NEW YORK, Feb. 23.—Unimax Switch Division of the W. L. Maxson Corporation announced completion of a move to larger quarters. The new plant at 527 West 34th Street, is expected to provide needed facilities and space for the increased demand for JAN, AN and commercial types of precision snap acting switches, according to W. H. Klenke Jr., general manager.

He said that the mailing address, however, remains 460 West 34th Street.

**Nickel Drink**  
Continued from page 71

average of 7 cents in the near future. Over half of the industry has had to raise prices from 96 cents to \$1.20 a case," Beaman stated.

Another factor expected to push the price of the bottled drink up is an increase in the price of sugar predicted for the near future.

Beaman spoke here before the annual convention of the Texas State Bottlers, held at the Gunter Hotel, Presiding was Roy A. Hackworth, president, from Wichita Falls, Tex.

Your Best Buy **DAY-by-DAY SUCCESS CHARM MIXTURE**

As reports and orders come in DAILY, we know which Charms are best in machine operations. As our NEW CHARMS are ready—add the "New" to the "Best-Seller." \$3.00 is the way you are sure to buy the best Charm Mixture.

★ 450 Assorted ★ 20 Different Series

Latest Success Charm Mixture contains RECORD CHARMS, GAME RECORDING, EYE EYE, SWEETHEARTY LOCKETS, MOVIE-TV, METAL SCISSORS, SCOUT KNIFE, GROCERY, GOLD BUZZ, FUNNY FACTS AND SKULLS AND SILVER, COPPER, PLASTIC AND COLOR-OR-COLOR, series 12 and 140.

Changed Daily, to keep up with the newest and the best. Full \$3.00 Value Guaranteed.

Be you the Biggest or the Smallest Operator—this is your best way to buy.

**SAMUEL EPY & COMPANY, INC.**  
91-15 144th Place, Jamaica 2, N. Y.

**GET ★ NEWER CHARMS**

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lowest! Send 35c for complete samples.

**PENNY KING CO.**  
415 Neptune Street  
Pittsburgh 20, Pa.

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75** Lots of 5 \$49.50 ea.  
Lots of 10 \$97.00 ea.  
EACH Lot of 25 \$242.50 ea.  
Lot of 50 \$485.00 ea.

Not and Charm Vendors hold 1 lb. Nova Ball Gum Vendors, 800 Ball Gum Fully Guaranteed 1/2 Depositor, Balance C.O.D.

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

**Vend**

"The Magazine of Automatic Merchandising"

"I am a devout reader of the VENDOR magazine and find it to be the foremost publication of the vending industry."

**RICHARD TIMSAK**  
NEW YORK, N. Y.

**VEND** 861  
2160 Patterson St.  
Cincinnati 22, O.

Please enter my subscription to VENDOR Magazine for One Year for which I enclose \$3.

Name .....

Address .....

City .....

## 7 Distrib Firms Attend Rock-Ola Regional Meet

**Hold 3d Gathering In St. Louis; Next Meet Set for N. Y.**

ST. LOUIS, Feb. 23.—A regional distributors' conference attended by 11 representatives of seven Midwest distributing firms was held here by the Rock-Ola Manufacturing Company at the Jefferson Hotel, Tuesday and Wednesday (19-20).

The meeting was the third in a series of grass-roots gatherings being held by Rock-Ola. A fourth meeting for Rock-Ola's Eastern Seaboard distributors will be held at the Hotel Commodore, New York, Thursday and Friday (28-29).

Art Weinand, vice-president and director of sales, and Jack Barabash, regional manager, represented Rock-Ola at the meeting here at which, among other things, the company's policy for the coming year and 50 selection wall box were discussed.

Those attending included Gil Brawner and Hy Branson, of Louisville; Earl Montgomery, Frank Smith and Joe Mickie, Memphis; Carl Hoelzel and Irv Weller, Kansas City; Mo; Hymie Zornitsky, Omaha; Archie LaBieu, St. Louis; Carl Happel, Milwaukee; and Carl Trippe, St. Louis.

Weinand has described the meetings as grass-roots sessions because they are held on an open-forum, give-and-take basis during which the distributors from a given area can talk over common problems and get to know each other better.

Prior to the regional conference, Weinand and Barabash attended the four-day, open-house celebration of the newly formed Uni-Con Distributing Company in Kansas City. Weinand reported there was a big turnout at the festivities held from Friday (15) thru Monday (18).

## Ohio Ops Fete Record Artists

CLEVELAND, Feb. 23.—The Ohio State Phonograph Merchants' Association in co-operation with Ted King, manager of the local branch of Columbia Record Distributors, Inc., hosted 36 guests at a luncheon Tuesday (19) in the El Gaucho Room at the Hollenden Hotel here.

Jack Cohen, president of the association, introduced the guest of honor, Rosemary Clooney, Columbia recording artist whose "Come On-A My House" grossed 1,000,000 copies. Miss Clooney talked about her new recordings, "Be My Life's Companion" and "Tenderly." Other guests at the luncheon were Francis Craig and Kermit Goetz. Craig played his new recording "For the First Time," which is backed by "Play Them Bones."

Other guests included members of the association, the press and Cleveland disk jockeys.

## Ops Pick 'Wishin'' As Cleveland Hit

CLEVELAND, Feb. 23.—The hit tune for February selected by the Phonograph Merchants' Association is a Coral record titled "Wishin'" by Eileen Barton. Special promotion by the association goes to a Capitol record, "At Last," by Ray Anthony.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**NY MAY OUTLAW RECORD PIRACY.** Bill would protect makers, performers and technicians (General/Music Departments).

**INDIE DISKERY STAR RISING.** Lesser waxes find favor with major music pubbers (Music Department).

**UP-SURGE IN CHICAGO ON 45's.** Retail sales, jukes and radio note heavier use of speed (Music Department).

**GREEN EMBARKS ON INDIE DISKERY BIZ.** Starts Comet label on regional level, may expand later (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## STORM CLAMPS CHILL CRAMP ON WIS. PLAY

MILWAUKEE, Feb. 23.—Milwaukee music men and other operators in Wisconsin, who have reported generally low levels of business this month, were given an additional setback this week by the weather.

Blizzard or near-blizzard conditions prevailed throughout most of the State Tuesday and Wednesday (19-20). Temperatures fell to near zero, snow blanketed the State at depths ranging up to 15 inches, and strong winds piled up huge drifts.

The storm made many roads impassable and kept both customers and operators indoors. Operators reported the storm had shaved their business even lower, and distributors said the storm dented business volumes.

## Nebraska Guild Sets March Meet

OMAHA, Feb. 23.—The next quarterly meeting of the Music Guild of Nebraska will be held at the Hotel Fort Kearney in Kearney, Neb., March 1-2.

Howard Ellis, president of the MGN, said that Mrs. Alma Morton, of the Morton Amusement Company, Kearney, will be the hostess. Plans for the meeting, to be held in co-operation with the local Chamber of Commerce, have been completed.

The program follows: Saturday afternoon and evening—Registration and informal get-togethers and discussions. Sunday, 1:30 to 4:30 p.m.—Business meeting.

Ellis also reported that the Nebraska Music Guild had been given the franchise of the Hit Parade Program Service operated by the Music Guild of America.

At the last quarterly meeting in December at North Platte (The Billboard, December 23) the organization voted to change its name from Nebraska Automatic Phonograph Operators' Association to the Music Guild of Nebraska.

## LIKES U. S. MACHINES

## CMI Show a Success To Busy Frenchman

CHICAGO, Feb. 23.—Personable, busy Jean Frechtmann Picam, of 8 Rue d'Eughie, Paris, who arrived in this country three weeks ago on a business trip, is impressed by the progress that has been made by the American coin machine industry.

Picam is one of the largest distributors and operators of coin machines in France, specializing in five-ball games and music machines. He started his trip here with a visit to the Coin Machine Institute convention and set a wearying pace touring all the exhibits. Now, for the remainder of his stay, he is visiting manufacturers across the nation in pursuit of new equipment.

Picam reported that coin machines are turning into a big business in France, particularly Paris, and that there are marvelous opportunities for expansion if he can obtain the equipment he needs.

# No Production Jump in Sight, Say Juke Box Manufacturers

**Poll Shows Additional Materials Will Not Alter Current Picture**

CHICAGO, Feb. 23.—A poll of juke box manufacturers this week indicated that additional allotments of scarce materials by the National Production Authority probably would not in any way increase the output of machines in the coming two quarters.

Basically three points stood out: 1. Quantity-wise the additional allotments of copper and aluminum will not amount to enough to radically alter or jump production. 2. The additional allotments merely bring the juke box industry up to a par with the allotments received by the rest of the electronics field, the classification under which the government has placed the industry. 3. All manufacturers have co-operated 100 per cent with the government's scarce materials conservation program, using substitute or alternated materials wherever possible.

NPA announced the additional allotments of scarce materials for the current quarter and equal allocations for the second quarter

last week (The Billboard, February 23). It said the change would bring allocations for both the first and second quarters to 30 per cent of the base period on copper and 25 per cent on aluminum.

### No Steel Change

NPA made no change in steel allocations, announcing that it would remain at 50 per cent. Regarding the third quarter, officials said they felt allocations had a good chance at being kept at current levels.

Two manufacturers emphasized that NPA's action merely removed the "discrimination" that existed between the amount of scarce materials received by the juke box industry and the rest of the electronics, radio-TV field.

They pointed out that industry officials had talked the matter over with government authorities and that as long as the government saw fit to classify the industry under electronics, the new allocations "were only what we had coming."

However, one manufacturer said that altho his production was

# Evans Sets Initial Jubilee Deliveries

CHICAGO, Feb. 23.—The H. C. Evans Company announced here Friday (22) that shipments will start next week on the first models of the company's new 40 selection, 45 and 78 r.p.m. Jubilee juke boxes.

Les Reick, manager of Evans' music division, said shipments on Evans' new 100 selection, 45 r.p.m. Century model, are still in the offing, but that the company expects to begin sample delivery shipments on schedule in the early part of April.

The new Jubilee models and a

handmade pilot model of the Century were shown by Evans at the Morrison Hotel here in conjunction with the Coin Machine Institute convention two weeks ago.

Several distributors appointments were made during the showing by Evans, and Reick said that these and other made since will be announced next week.

The Jubilee models come in a variety of dark and light finishes and Reick pointed out that the 45 r.p.m. machine is manufactured strictly for the use of this type of LP records and needs no additional equipment or parts.

Featured on all the new machines is a service door located on the lower right hand side of the cabinet. The entire coin mechanism is attached to the door and an operator merely unlocks the door and swings it open to make collections and service the machine.

The record holder and player in all models is housed within a full-view rounded picture window. In the Jubilee models the records are stacked vertically along the left side of the box.

The final design of the selector panel on the Century has not been completed as yet, but it is expected that this will shortly be accomplished.

## A STICKY TALE WAS HAD BY ALL

OMAHA, Feb. 23.—Joe Emery, of Grand Island, Neb., is a man of stern action when faced with an emergency.

Howard Ellis, president of the Music Guild of Nebraska, reported in a news letter this week that Emery was having trouble in one of his locations with a youth pouring sugar into his wall boxes.

Recently as Emery was eating pancakes in the location, he caught the youth in the act. Ellis said that Emery grabbed the boy and poured a pitcher of sirup over his head.

Several days later a big, husky man approached Emery and asked if he was the fellow, who poured sirup on his son's hair. Emery, deciding he might as well face the situation, swallowed and said, "yes."

The man reached out, grabbed Emery's hand "That's just what the boy needed," he said.

lined up for the second quarter his firm would more than welcome additional quantities of copper and aluminum. He reported that if his firm gets the additional amounts, "We won't be in a bad way."

### Lack Allotments

Another manufacturer reported that his firm had not yet received official additional allotments for the current quarter. He said that by the time they received the allocations it would be too late to order the materials and get them

(Continued on page 76)

## 4 Reps Named By Ristaucrat

APPLETON, Wis., Feb. 23.—Four new distributors have been appointed by Ristaucrat, Inc., Joe Cohen, general manager, announced here Friday (22).

They are the East Vending Company, Altavista, Va., the M and N Novelty Company, Ulica, N. Y., the Queen City Electric Company, Cumberland, Md., and the Superior Distributing Company, Denver.

## Solons Intro Bills Affecting Va. Juke Play

RICHMOND, Va., Feb. 23.—A flurry of bills, which might affect the possible use of expanded juke box operations in Virginia, swirled into the Legislature this week.

Several of the bills were aimed at allowing public liquor drinking in locations such as hotels and restaurants. Two of the bills were designed to reinforce the State Alcoholic Beverage Commission code and prohibit such drinking.

One of the bills that would permit drinking was introduced by Sen. Benjamin L. Campbell, Petersburg, to "clarify" sections of the State code. Campbell said his bill would allow drinking in hotel dining and ballrooms under certain conditions. The measure would allow a hotel to serve "set-ups" in its regular dining or dance rooms if the space had been reserved for private gatherings and limited in attendance to members and guests of a particular group, association or organization.

A similar measure to permit persons to bring and drink their own liquor in hotels and restaurants licensed by the ABC was introduced in the House of Delegates by Louis L. Guy, Norfolk.

Campbell said he introduced his bill in the Senate "just in case the House measure gets tied up in committee."

The two bills against drinking (Continued on page 76)

## Tryout Bryson Bill Rules on Ore. Ops

PORTLAND, Ore., Feb. 23.—The Oregon Music Association resorted to a unique device this week to impress upon juke box operators the financial threat embodied in the Bryson-Keefer Bill, which proposes to tax their operations for benefit of music copyright owners.

Each operator in the State was sent a simulated statement purporting to bill the operator for the amount he would owe under the proposed law. It also called upon him to file his reports that would be required of him with enactment of the bill.

The purpose of the campaign is to build OMA membership and to step up membership activity. The idea was conceived after Lee Jones of Portland, OMA president, reported to a membership meeting Thursday (14) on his testimony in Washington before a judiciary subcommittee conducting hearings on the bill.





All  
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Up  
and  
*Knows*  
Where  
to Go!

Operators who outfit themselves with the new AMI Model "D" are groomed to go places.

Here's a juke box with the personality that gains admittance everywhere. Locations like its smart, modern look, the way it stands out in a crowd, calls attention to itself.

"D's" unmistakable quality means ready money for the location—and for the operator.

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1485L .....\$289  
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1426 .....\$159  
1422 .....\$ 99

## WURLITZER

1250 .....\$485  
1100 .....\$369  
1015 .....\$179

## AMI

Model A .....\$295

## PACKARD

Manhattan .....\$119

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3W7-156 .....\$44.50  
(5-10-25—3 wire)  
3W2-156 .....\$17.50  
(5c—3 wire)  
W1-156 .....\$10.00  
(5c—wireless)

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BASIC ROCK-OLA TIME-TESTED  
TROUBLE-FREE CHANGER.  
FASTER, IMPROVED MECHANISM  
WITH FEWER OPERATING  
PARTS. PLAYS BOTH SIDES OF  
25 RECORDS—OFFERING 50  
SELECTIONS.

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## GOLDEN HARVEST

### Fla. Operator Reports Boom In Music Play

FORT LAUDERDALE, Fla., Feb. 23—H. W. Dodge, who operates a large music route here, reports that the juke box business is rolling along in high gear, aided by the twin factors of a banner tourist season and peak trade in neighborhood taverns.

The upsurge in music play at neighborhood bars, Dodge said, has caused him to pull machines from downtown spots and transfer them to the more lucrative locations in suburban areas.

Dodge explained that since neighborhood taverns are patronized largely by permanent residents, the employment factor is important. When visitors pour into the area, it means jobs for all—and some of this money ultimately winds up in the tills of neighborhood taverns.

### Northern Illinois Ops Focus Eyes on Bryson Testimony

CHICAGO, Feb. 23.—The Music Operators of Northern Illinois held their monthly meeting Wednesday (13) and the major portion of the discussion was focused on the testimony given at the recent hearings on the Bryson Bill in Washington.

Bob Lindelof, president of the group and chairman of the meeting, said the members discussed the progress made on the controversial measure and expressed great concern over the testimony given by song writers and composers in favor of the bill.

Some 21 operators attended the meeting in the Aletto Cottage Inn at Lyons, Ill., and Lindelof reported almost all said they failed completely to understand the attitude of the song writers.

The next meeting of the group was set for March 23 in the Villa Bianco Restaurant at Highland Lake, Ill.

### Hit Recordings Vender Charms

NEW YORK, Feb. 23.—Samuel Eppy & Company, reversing the old saw that "music has charms," last week introduced a new miniature disk line setting charms to music.

With the release of a new series of charms for bulk venders, Eppy highlighted "popular" appeal by using the labels, current song titles and names of top recording artists on the little black records, which are under an inch in diameter. Initial "releases" include such labels as RCA, Columbia, Decca, Mercury, Capitol and MGM, complete with proper label color, actual tune title and the name of the artist. It adds up to an exact reproduction of current disk hits.

The record-charms, of unbreakable plastic, cost the vender operator 1 1/4 cents each. The series will be kept current with new songs and artists represented as the tunes move into the hit class, Eppy said.

### Solons Intro

Continued from page 75

would make it a misdemeanor for the proprietor of any public place or an employee of such a place to permit or aid in the preparation of whisky drinks from bottles brought in by patrons.

The bills were introduced by Sen. G. Edmond Massie, Richmond, and specifically strike at the sale of "set-ups" by hotels, restaurants, and clubs regardless of whether they are licensed by the ABC board to sell beer and wine.

Massie said he introduced the bills at the request of the ABC board and that they resulted from the action of some proprietors who voluntarily surrendered beer and wine permits and continued to permit patrons to drink from bottles.

# PROVEN SUCCESS!

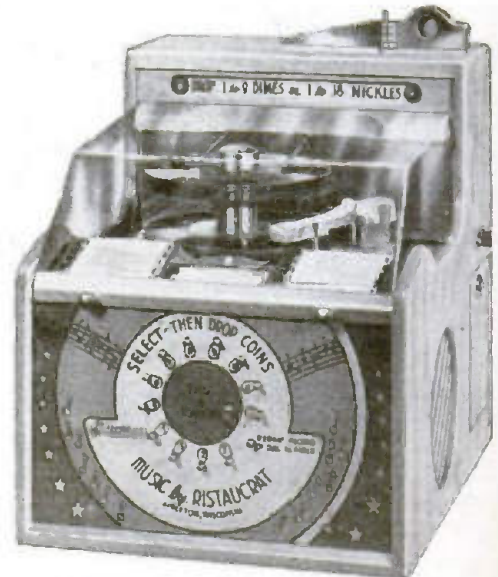
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Contact Your Distributor Today

**\$45**



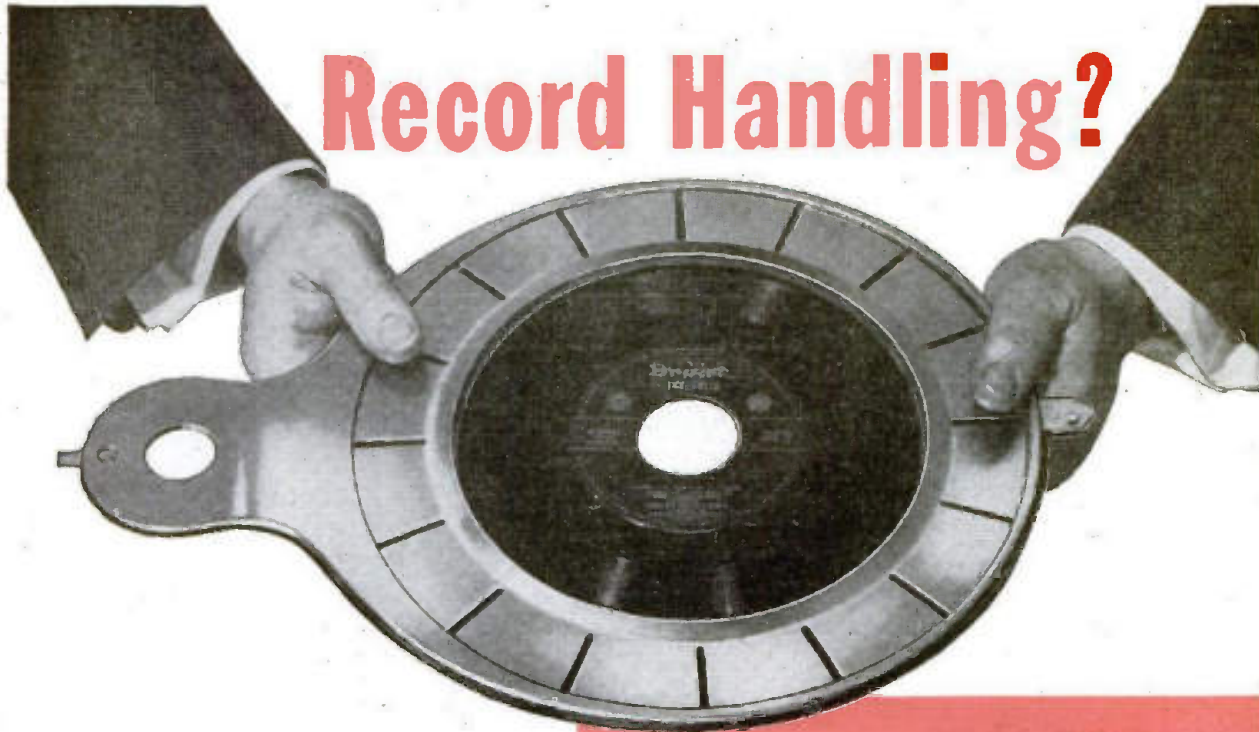
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# Record Handling?



**the Wurlitzer way  
is the SAFE WAY  
...on a tray**



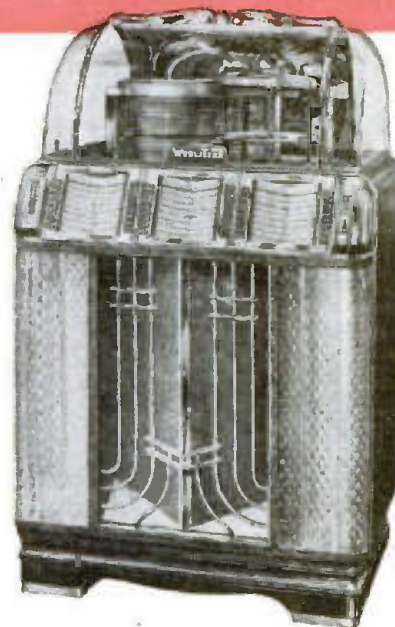
Wurlitzer introduced and has always retained record handling the safe way—on a tray—your assurance that every record will play.

The Wurlitzer way is your best protection against breakage, warpage, scratching, chipping and jamming.

Record is removed from the tray and elevated to playing position by a rubber capped turntable. Traction is applied gently, and only to the center section, assuring minimum wear on the record. It is returned the same way to be stored flat in the stack with edges completely protected.

Just one more important, money-saving reason why it pays to operate money-making Wurlitzer Models 1400 and 1450.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.



**your best investment**

**All-Speed  
WURLITZER  
Models 1400-1450**





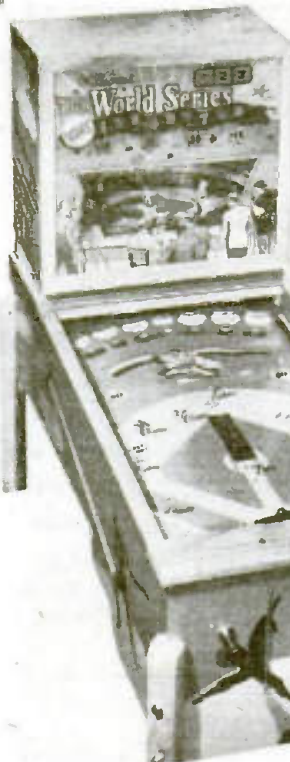






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Give the Players What They Want With

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!

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JUMBO PINS and USED PHONOS section with prices.

SHUFFLE BOWLING GAMES section with prices.

America's Finest One-Stop Service for RECORDS—PARTS PREMIUMS

GOVEN distributing company logo and address.

Authorized Distributors for BALLY PRODUCTS—WURLITZER PHONOGRAPHS SMOKE SHOP CIGARETTE VENDORS PERMO POINT NEEDLES

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PREMIUMS LARGEST LINE OF PREMIUMS section with list of items and prices.

SPECIAL section with prices for Turf King, Citation, Champion, Winner.

Coinmen You Know

Continued from page 83. Florida pharmacy board examination... Sonny Lomborg, Miami manager of Pan American Distributing Corporation's record shop... Lou Stuart, manager of Pan-American Distributing Corporation's main office in Jacksonville...

Make \$20.00 Per Day Profit With Our BRAND NEW HOT DOG BARBECUE MACHINE. That Keeps Them Hot 24 Hours a Day.

BADGER BARGAINS EXTRA SPECIAL! Reconditioned Equipment. Includes list of items like Rock-Ola Satchet 8551, Wurlitzer Model 1015, etc.

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1 DIME—2 DIMES—A BAG-O-DIMES—A BARREL-O-DIMES! Merry-Go-Round's Next Attraction Will Rake 'Em in at Every Turn. Watch for It!

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This sensational proven Mercury Athletic Scale has made a hit throughout the country. Our new model is completely redesigned and is now being offered at a new low price. Finished in a variety of colors. Write us for distributors' prices and all other information. Place orders now for early delivery. Write, wire or phone. **GREAT LAKES SYSTEM** Phone: Grand Blanc 275 C-5274 S. Dort Hwy. Flint, Michigan

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**'Ride'm Cowboy'**

Proven Winner for Dance and Department Store Locations. Overall height, 64" length, 46" width, 32" shipping weight, 308 lbs. Manufactured by **KING AMUSEMENT CO.** Mt. Clemens, Mich.

**PRICES REDUCED**

Seeburg 1465 . . . \$135.00  
Seeburg 1475 . . . 150.00

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30—UNITED 5 AND 6 PLAYER SHUFFLE ALLEYS

Excellent condition, on location now, \$300.00 each, 1/3 cash to ship, balance C.O.D. Write or phone

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Seeburg 1947 M. Ea. . . . \$150.00

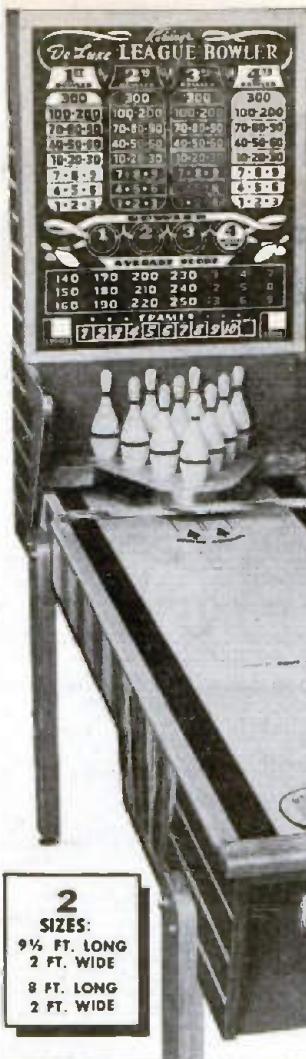
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50 Bally Editions, come and get them . . . \$49.50 Ea.

Wurlitzer 1400—Write Bally Exterritory—Write

Write for prices on all new games.

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**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!

THIS IS IT!



- ★ Plastic EVER-SLICK Silent Playfield
  - ★ Up to 4 Players Each Game
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  - ★ KEENEY LITE-UP PINS
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Install KEENEY'S DELUXE LEAGUE BOWLER TODAY!

**2 SIZES:**  
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Wurlitzer 1015's	.....	\$165.00
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We are exclusive distributors for the industry's top lines. We stock more than 400 reconditioned pins at all times, as well as a complete line of reconditioned alleys, arcade and music equipment . . . we know how to pack and deliver machines so that they arrive in first-class working condition. We understand the domestic and foreign markets from personal experience in the countries we sell. That is why we have satisfied customers all over the world.

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**"DERBY"**  
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NO BUMPERS OR FLIPPERS  
 ASSIST PLAYER. ONLY THE  
 PLAYERS SKILL IN GUIDING  
 BALL TO SCORING LANES  
 CAN WIN!

**THRILLING**  
**COMPETITION**

**YOUR SKILL AGAINST**  
**OPPONENTS**  
**IN SAME GAME**

**4 TIMES THE**  
**EARNING POWER**

**4 PERSONS CAN PLAY**  
**AT ONE TIME**

**NOT 1 GAME--BUT--4 GAMES IN 1**

*Chicago Coin's*

**4 PLAYER**

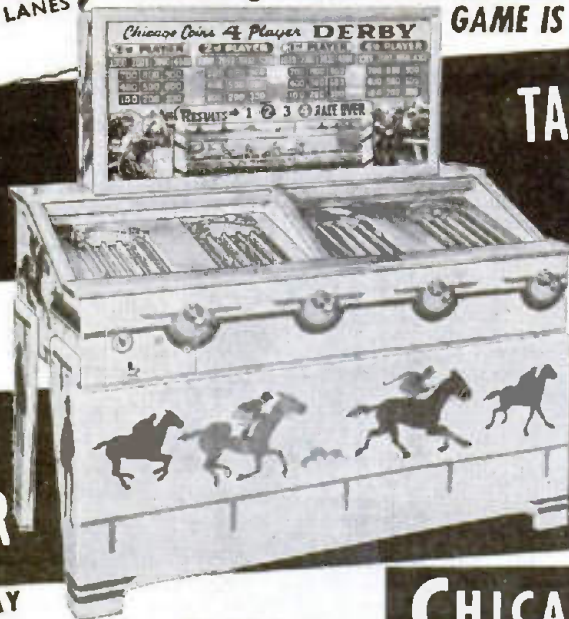
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**TAKES LESS TIME**  
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**AVERAGE PLAYING TIME**  
**1.1 MINUTES**

**ANIMATED**  
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**OPERATORS**  
**WAIT FOR**  
 Something New—Something Different  
 in Coin-Operated Mechanical Horses

**"THE**  
**WINNER"**



"THE WINNER" is the only coin-operated horse with a real horse-back riding action.

"THE WINNER" has a step-up platform for ease of mounting. Can be mounted by children from 3 years old and up unassisted by parents, which has proven additional revenue for the operator.

"THE WINNER" has a cast aluminum horse. Its not made of wood, aluminum or other warlike materials and is guaranteed not to break or wear out. . . . It will carry over 100 pounds.

"THE WINNER" mechanism is a tried and proven product. . . . The ultimate result of 17 years of constant, rigorous service, insuring the operator many years of unflinching performance.

"THE WINNER" is the only mechanical horse activated by a thoroughly engineered 1/3 H.P. motor. (No belts or pulleys.)

EVERYBODY . . . wants to be a winner and with this thought in mind, "BOB'S ENTERPRISES" have engineered and developed an outstanding mechanical coin-operated horse that is the answer to an operator's prayer.

Coin mechanism is equipped with the latest National slug rejector.

SPECIFICATIONS: Width of Base 24", Height 40", Length 50" 1/3 H.P. Motor, Weight Approx. 300 lbs.

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Shuffle Express  
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\$49.50  
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**NEW GAME SPECIALS**

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WRITE  
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**Take Your Choice**

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 Spin Ball  
 Crazy Ball  
 Caroline  
 Stormy  
 Don't-Do-It

**FIVE-BALLS**

Montana  
 Summertime  
 Virginia  
 Tennessee  
 Dallas  
 Maryland  
 Lucky Innings  
 Bonanza  
 Major League Base  
 OOH  
 Moon Glow  
 Avalanche  
 El Paso

**NEW LOW PRICES!**

Cornet Caravan  
 Three Peashooters  
 Fighting Power  
 Champion  
 Samba  
 Harcourt  
 Sunnee  
 Alice in Wonderland  
 Lady Robin Hood  
 Military Dandy  
 Tele-Aid  
 Hit Parade

TERMS: 1/3 Down, balance C.O.D.

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

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3130 WEST LISBON AVENUE MILWAUKEE 8, WISC DIVISION 4-3220

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 Twin Rebound  
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 KEENEY Big League Bowler  
 Double Bowler  
 BALLY Moon Bowler  
 UNIVERSAL Super Twin  
 CHICAGO COIN Bowling Classic  
 Trophy Bowl  
 WILLIAMS Double Header

**MUSIC**

Wurlitzer 1100  
 Wurlitzer 1012  
 Seeburg 107M  
 A.M.I. Model "C"  
 Rock-Ola 1432

**ARCADE EQUIPMENT**

Exhibit Six Shooter  
 Exhibit Dale Gun  
 Exhibit Silver Bullet

**NATIONAL COIN MACHINE EXCHANGE**

1411-13 DIVERSEY BLVD (Phone: Buckingham T-6466) CHICAGO 14

**GIVE TO DAMON RUNYON CANCER FUND**



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**GOTTLIEB'S**  
**Quartette**  
 with a Foursome of  
 Fascinating Features in  
 High-Stepping, Fast Action!

**MULTI-VALUE ROLL OVER**  
 at bottom center of playfield—  
 scores Replays when numbers  
 1 to 8 are hit or when all 4  
 "Pop" Bumpers are lit.

**SUPER REPLAY AWARDS**  
 When numbers 1 to 8 are  
 made and BALL TRAP is  
 filled, Multi-Value Roll Over  
 lights for Extra Special Replay  
 Awards.

**BALL TRAP** provides HIGH SCORE — lights corresponding  
 "Pop" Bumpers and Roll Over to score Points  
 —awards Replay when filled.

**4 "POP" BUMPERS**  
**4 FLIPPERS**

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 Dazzling Color and Design!

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 YOUR  
 DISTRIBUTOR  
 TODAY!**

*D. Gottlieb & Co.*  
 1140-50 N. KOSTNER AVE.  
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"There is No Substitute for Quality!"

**Exceptional USED MUSIC Values**

- 49 3020 WURLITZER WALLBOXES ..... \$ 35 EA.  
 Exceptionally clean
- 4 1017 WURLITZER HIDEAWAYS ..... \$195 EA.  
 Lightweight tone arms
- 7 AMI MODEL C'S ..... \$545 EA.  
 Like new

WRITE FOR COMPLETE LIST  
 EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

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Remember  
 IN NEW ENGLAND  
 IT'S TRIMOUNT!  
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We cordially invite you to attend our  
**OPEN HOUSE PARTY** on Sunday, March 2, 1952.  
 10 A.M. to 6 P.M.

See the new and exciting Chicago Coin 4 Player Derby. Everyone is  
 invited. Refreshments served and door prizes.

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 COIN-OPERATED POOL TABLES**

THEY WON'T TAKE THE PLACE OF SLOTS OR CONSOLES BUT ARE  
 GOOD FOR THE LONG PULL AND VERY SLIGHT DEPRECIATION.



SIZE 3 1/2 x 7—10c Coin Chute

Price \$425.00

WE ARE MAKING A SPLENDID TABLE AND WILL BE GLAD TO HEAR FROM  
 YOU. A ROUTE OF THEM WILL MAKE MONEY.

**SPARKS SPECIALTY COMPANY**

SOPERTON, GEORGIA



IT'S A WHOLE CARNIVAL BY  
 ITSELF—WITH MUSIC, TOO!

Watch for Merry-Go-Round's  
 Next Winner!

**● SAVE MORE MONEY  
 MAKE MORE MONEY**

Subscribe to The Billboard TODAY!  
 see page 3 for rates

**COIN MACHINE MECHANICS**

Must know One Ball, Five Balls, all  
 Games and Phonographs. Top Man. Top  
 wages. Good job year round. Vacation  
 with pay after first year. Ship and route  
 work. Located close to Denver, Colo.  
 Write to

**BOX D-149**

The Billboard Cincinnati 22, Ohio

Everything's comin' around  
and we'll be  
straightened  
out by  
next week!



**FREE 5 YEAR SERVICE POLICY**  
You receive a free 5 year service policy with each Thunderbolt you buy. It entitles you to ship Thunderbolt back to us (freight prepaid) once a year for five years. We'll repair it, replace the saddle, replace the CHAIRS! This condition is described in our contract. The only expense you'll have, will be the freight.



**LUN-A-RIDE**  
"Rocket Patrol"  
Trade Mark

All distributors and operators are invited to our beautiful new showrooms to see LUN-A-RIDE. You've never seen such a ride—such an attraction—such a profit. It's absolutely breathtaking! Come in or write for details.

**Thunderbolt**  
Trade Mark

**THE ORIGINAL DIRECT DRIVE MONEY-MAKING MECHANICAL PONY**

You hear about Thunderbolt's terrific motion on location. You know about its exclusive mechanical features. Here's something else you should know. It's unparalelled! Thunderbolt has been inspected by leading national companies and it's recognized as the best in the world. You can own your own Thunderbolt. Furthermore, we'll back you up with a \$500,000 manufacturer's product liability policy.



Manufactured by  
The Philadelphia Coin  
Machine Co., Philadelphia, Pa.

We've stepped up our production on Thunderbolt and will be in high gear in a few days—able to ship—in quantity—the mountain of orders we took at the CMI Show. In the meantime, if you haven't seen Thunderbolt, stop in at the nearest distributor listed in this ad or write for descriptive literature.

- THUNDERBOLT AND LUN-A-RIDE DISTRIBUTORS**
- |  |   |  |
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| Eastern Vending Sales Agency<br>940 Linden Ave.<br>Baltimore 1, Md.<br>Wm. D. C. W. V.<br>22 Rye St.<br>Troy, N.Y.<br>Jim W. W. Dist. Co.<br>121 S. Grand Ave.<br>St. Louis, Mo.<br>P. B. Marks Sales<br>33 Rye St.<br>Troy, N.Y.<br>Winnipeg, Man., Can.<br>Mandoaba<br>F. B. Mellette, Inc.<br>727 Main Street<br>Columbus 1, G. C.<br>M. C. & S. C. | Columbus Automatic Music Co.<br>106 N. Grant Ave.<br>Columbus 15, Ohio<br>Stone & Larkin<br>22 S. Pauline Ave.<br>Memphis, Tenn.<br>Tenn. Ark. L.S.<br>Oltsham<br>Dursall Specialty Co.<br>176 Arch Street<br>New Britain, Conn.<br>Cann.<br>Roc-A-Ride Sales<br>1507 N. 13rd St.<br>Philadelphia 11, Pa.<br>Perrin, N. J., N. Y. | Stanley Amuse. Co.<br>5725 S. Tacoma Way<br>Tacoma, Wash.<br>Wash. Ore., Mont., Idaho<br>Automatic, Inc.<br>Ingus Grant<br>1100 Hennepin St.<br>Minneapolis, Minn.<br>N. D., S. D., Minn., Wis.<br>All Coin Amusement Co.<br>337 E. Madison St.<br>Chicago 4, Ill.<br>Joe Mammano<br>1372 St. Bayshore Dr.<br>Miami, Fla.<br>Beaver 10 Southern Hemisphere |
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**Roc-A-Ride Sales**  
EXCLUSIVE FACTORY DISTRIBUTORS  
1307 N. 33rd Street, Philadelphia 21, Pa. Phone: STEvenson 4-8380 or STEvenson 4-8640

ARCADE EQUIPMENT	"PIN GAMES"	SPECIAL
Ace Bomber .....	Aztec .....	United Four .....
Balling Praxies .....	Arizona .....	United Five .....
Beamrunners .....	Bowling Champs .....	Way .....
Bally Big .....	Black Gold .....	
Bally Defender .....	Champion .....	
Bally Heavy Hitter .....	Champion Basket- .....	
Bally Medal .....	Goal .....	
Ch. C. Hockey .....	Dallas .....	
Ch. C. Pistol .....	Camel Caravan .....	
Ch. C. Soccer .....	Grand Award .....	
Ch. C. Soccer .....	Harvest Time .....	
Ch. C. Soccer .....	Holiday .....	
Ch. C. Soccer .....	Hot Rod .....	
Ch. C. Soccer .....	Lucky Fishing .....	
Ch. C. Soccer .....	Oklahoma .....	
Ch. C. Soccer .....	Play Ball .....	
Ch. C. Soccer .....	Swings .....	
Ch. C. Soccer .....	Watch-a-Land .....	
Ch. C. Soccer .....	Watch-a-Land .....	
Ch. C. Soccer .....	Watch-a-Land .....	
Ch. C. Soccer .....	Watch-a-Land .....	
Ch. C. Soccer .....	Watch-a-Land .....	
Ch. C. Soccer .....	Watch-a-Land .....	
Ch. C. Soccer .....	Watch-a-Land .....	
Ch. C. Soccer .....	Watch-a-Land .....	
Ch. C. Soccer .....	Watch-a-Land .....	

ATTENTION  
**ALL FOREIGN BUYERS**



WE SHIP TO ALL PARTS OF THE WORLD AND ARE THOROUGHLY FAMILIAR WITH EXPORT PROCEDURES. WE OFFER ONLY TOP QUALITY EQUIPMENT, PROPERLY CREATED, AND GUARANTEE PROMPT AND EFFICIENT SERVICE. SEND US YOUR REQUIREMENTS. THEY'LL BE MET SATISFACTORILY FROM OUR COMPLETE STOCK.

**Joe Ash**

**BEST BUYS OF THE WEEK!**

**CIGARETTE MACHINES**  
25c Slot  
**DuGRENIER**  
MODEL W \$74.50  
CHALLENGER

**SHUFFLEBOARD SUPPLIES**  
Shuffleboard Cases  
Case 117 ..... \$ 3.50  
Fast Wax, Case (12) 4.50  
Pucks (Set of 8) 14.00  
Score Sheets, 18 Pairs ..... 7.50  
Fluorescent Lights, Pair ..... 17.50  
New Wall Type Scoreboards ..... 70.00  
Adaptors ..... 15.50

**Wms. Davis**  
Header ..... \$ 99.50  
Dance Older ..... 79.50  
Gance Short, Target 199.50  
Unic. Twin Bowler 49.50  
Universal Super ..... 99.50  
Twin Bowler ..... 99.50

**UNIFED**  
Twin Bowler ..... \$219.50  
Twin Express ..... 169.50  
Shut. Alley Express 49.50  
Shuttle Alley, P.P. 39.50  
Four Player ..... 279.00  
Shuttle Alley ..... 39.50

**BINGO TYPE GAMES**  
Lite-Line ..... \$196.00  
Five-Star ..... 230.00  
New 6-Star ..... 295.00

**PURVEYOR Shuffleboard Co.**  
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**AMI**  
NOW DELIVERING MODEL D



**Cleveland Coin Machine Exchange, Inc.**  
2021-2025 P  
1-6715  
Cleveland 15, Ohio

**ACTIVE AMUSEMENT MACHINES CO.**  
660 N. Broad Street, Philadelphia 30, Pa.  
Phone: FRemont 7-4495  
"You can always depend on Active—ALL WAYS"

**Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio**  
"The House that Confidence Built"

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**  
ESTABLISHED 1923  
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240 Jefferson St., Lexington 1, Ky. 3031 E. Monroe Ave., Ft. Wayne 4, Ind.  
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AUTOMATIC  
IT TROTS!  
PULL THE REINS  
IT GALLOPS!

Every operator dreams of the perfect piece of equipment on location. Exhibit Supply Company, producers and pioneers in the field of amusement devices for over 50 years, introduced BIG BRONCO: the first sensational mechanical horse ride that has swept the country from coast to coast. Today BIG BRONCO represents the only "SURE THING" in mechanical horses for operators all over the country.

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**ALL OVER THE WORLD!**  
**SAFACTION GUARANTEED!**  
First National Bank of Boston

**WURLITZERS**  
1400's—1450's—1250's  
Write or Call  
1015's—1080's—\$185 each

**WRITE or CALL for**  
FUTURITY  
TURF KINGS  
WINNERS  
UNITED "ACROSS THE BOARD"

**LARGE STOCK of WURLITZER PARTS—WRITE**

**WE'LL PAY CASH FOR** Add. Models A-B-C, Bally Bright Spot, Carve Island, Bright Light, Williams Maybourn, Spark Plug, Stepp, Starlit Six Shooter, Metal Tyres.

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298 LINCOLN STREET  
ALLSTON 34, MASS. AT 4-4040  
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**FOR SALE**  
Coin Machine Route in Western Michigan, established 20 years. Consists of approximately 400 pieces, about 150 phones, 150 pins, balance shuffleboards and bowlers. This is a profitable operation. Owner wishes to retire. Requires at least \$50,000.00 cash down. All particulars furnished to party showing he is able to handle. No curiosity seekers need apply. This is a one in a hundred opportunity. Owner will stay 90 days to teach business. Only experienced coin machine men can handle this.  
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**GUARANTEED USED ONE BALLS**  
Ready for location at Lowest Prices

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CHAMPION	99.50
PHOTO FINISH	99.50
CITATION	74.50
GOLD CUP	64.50
HOCKEY SPECIAL	54.50

1/2 deposit with all orders

**SICKING, INC.**  
America's Oldest Distributor  
Established 1893  
1401 Central Pkwy.  
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BRIGHT LIGHTS  
8-BALL  
ALL STARS, ETC.  
ALSO ARCADE MACHINES  
**Lehigh Specialty Co.**  
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**CALL "ECONOMY & RELIABILITY" TO YOUR DOOR WITH CENTRAL OHIO QUALITY BUYS**

<b>ONE BALLS NEW</b> ACROSS THE BOARD WINNER FUTURITY	<b>SHUFFLE ALLEYS</b> NEW * PLAYER KEENEY * MYSTERY SCORER * BOWLING LEAGUE * PLAYER BOWLING LEAGUE DELUXE * UNITED * PLAYER DELUXE * PLAYER BOWLER ALL ABOVE * FORMICA TOP	<b>BINGO GAMES</b> NEW BALLY SPOT LITE UNITED BOLD BALLY BROADWAY
<b>USED ONE BALLS</b> TURF KING \$299.50 CHAMPION 99.50 WINNERS 199.50 CITATION 74.50 Ready for Location	<b>FIVE BALLS NEW</b> OOTY QUARTY CHI. COIN KING PIN UNITED STEEPLE-CHASE GENCO DOUBLE ACTION	<b>BINGO GAMES</b> USED BALLY BRIGHT LITES BALLY BRIGHT SPOTS BALLY BROADWAY'S UNITED RINGS KEENEY HOLIDAYS UNITED ABC UNIVERSAL 5 STARS BALLY CONEY ISLAND UNITED LEADER UNITED 3-5
<b>FIVE BALLS USED</b> Dallas 649.50 Barretto Bill 49.50 Watch My Line 125.00 Bally 25.00 Triple Action 75.50 Meadley 32.50 Flooding 35.50 Kins Arthur 109.50 Thing 99.50 Bowling 99.50 Chase 99.50 Maryland 109.50 Speedway 109.50 Kick & Hit 175.50 Carnival 89.50 MANY OTHERS	<b>USED</b> * WAY KASNEY (new) * ABC BOWLER (new) * BOWLING LEAGUE * BOWLET * PIN BOY * HORSESHOES (new) * UNITED KEES ALLEY * KING PIN * MANY OTHERS	<b>BINGO GAMES</b> USED ELECTRIC CIGARETTE VINDOES WITH CHANGERS  WANTED BALLY CONEY ISLAND ANY TYPE CARD GAME WILL PAY CASH OR TRADE

**NEW LOW PRICES!**  
**WRITE—WIRE—PHONE**  
**CENTRAL OHIO COIN MACHINE EXCHANGE**  
525 S. HIGH ST., COLUMBUS, OHIO  
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**THE JUMBO PINBALL GAME THAT IS SMASHING ALL PROFIT RECORDS**



Here's a game that's got everything!

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**NEW 1-CARD 5-BALL REPLAY SENSATION!**

**"IN-LINE" SKILL SCORES**  
3-IN-LINE, 4-IN-LINE, 5-IN-LINE

**THRILLING "SPOTTEM" FEATURE**

**POPULAR ADVANCING SCORES**  
FAMOUS FOR PLAY-APPEAL AND EARNING-POWER

**EXTRA BALLS FEATURE**  
WITH NEW PROGRESSIVE SUSPENSE IDEA

**NEW "4-CORNERS" SCORE**

**SELECTIVE-BUTTON PLAY**



**SHUFFLE-LINE**  
SHUFFLE-BOWLING ACTION PLUS "IN-LINE" SCORING

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY

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# 7 Great Machines

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<b>UNITED</b>	}	<b>De Luxe Six Player Bolero</b> <b>Steeple Chase</b>
<b>EXHIBIT</b>	}	<b>Big Bronco</b> <b>Jet Gun</b>
<b>AMI</b>	}	<b>Music</b>
<b>BANNER</b>	}	<b>Match-A-Score</b>

PROVEN CONSISTENT TOP MONEY MAKER  
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**PROFIT STIMULATING COUNTER GAMES**



SIZE: 12"x24"x22"

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

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Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate!  
Write for descriptive literature.

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SEE EVANS' CENTURY AND JUBILEE AD ON PAGE 74

Brand New!

## Buckley JACKPO

5c-10c-25c

Also made for many 10c

BUCKLEY WALL AND BAR Record Selections  
MUSIC BOXES ..... 5c or 10c Play

Buckley Manufacturing Co.  
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**COIN MACHINE MECHANIC AND ROUTE MAN AVAILABLE**  
Honest, sober, References.  
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see page 3 for rates



Round and Round They'll Go for Profits in a Steady Flow!

Watch for Merry-Go-Round's Next Money-Maker!

UNITED'S

# STEEPLE CHASE

## NEW

### FAST, REPLAY GAME



6 Galloping Horses

Animated Action

RIGHT UP TO FINISH LINE, EVERY GAME

EXCITING! THRILLING!  
TERRIFIC SUSPENSE!

IDEAL FOR COMPETITIVE PLAY

MULTIPLE COIN PLAY  
1 TO 6 COINS PER GAME

AVAILABLE IN  
5¢ OR 10¢ PLAY

SEE  
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UNITED PARTS  
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APPROX. SIZE 2 FT. BY 4 FT.



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THE **Select-o-matic**  
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THE STANDARD BY WHICH ALL OTHER  
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 WILL BE JUDGED IN THE FUTURE

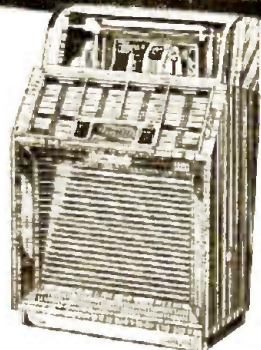
ONLY SEEBURG HAS THE

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 DEPENDABLE MUSIC SYSTEMS SINCE 1902  
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