

The Billboard

MARCH 14, 1953



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

Webs Ring Up \$10,000,000 In New Business for Radio

SHEETS SET TO COVER QUEEN

NEW YORK, March 7. — Radio coverage of the Coronation will be sponsored over the American Broadcasting Company by Pepperell Sheets. This is deemed apt, timewise, in view of the fact that it will air very early in the morning, New York time, with an edited repeat late the same night.

Pepperell also has indicated interest in picking up half of ABC's TV coverage as well, if a compatible co-sponsor can be found. The web is reported out pitching to mattress companies.

'Lucy' Packs Sales Punch

PHILADELPHIA, March 7. — "I Love Lucy" is one of the most efficient advertising buys in the country, according to O. Parker McComas, president of Philip Morris & Company, the program's sponsor. On a strictly dollars-and-cents basis, McComas said, the show is twice as efficient as the average nighttime television show and that three times more persons see "Lucy" every Monday night than attended all the major league baseball games last year.

Joe Csida to Pub Firms; Roger Littleford Editor

NEW YORK, March 7. — Joe Csida, Editor in Chief of The Billboard, resigned this week to enter the music publishing business. Resignation becomes effective March 20, and on March 30 he takes on his new post of vice-president and general manager of the George and Edward Joy music publishing firms. These include three American Society of Composers, Authors and Publishers' enterprises: Santly-Joy, Oxford and Hawthorne, and a newly formed Broadcast Music, Inc., firm, named Trinity Music, Inc. Csida's contract with the Joys is on a long-term partnership and profit-sharing basis.

Roger S. Littleford Jr., co-publisher of The Billboard, takes over as Acting Editor in Chief of the publication, effective March 21. Littleford and Csida have, in fact, worked closely for a number

Buying Battle Breaks Out In Las Vegas

Hotels Toss Out Pact; Names Get \$20,000 Dates

LAS VEGAS, Nev., March 7. — The battle for names to play the seven hotels on the Strip here has broken open, with each room raising the ante. The unwritten agreement among the seven hotels is now a dead letter. All the ops, or their bookers, are now pitching for names with the old limit of \$15,000 no longer the obstacle.

The hotels involved in this scramble are the new Sands, the Desert Inn, the El Rancho, the Flamingo, Sahara, Last Frontier and Thunderbird, all members of the Resort Hotel Association. Thru this association an "understanding" was in effect that no attraction that played a room could work in any competitive room for at least 18 months after the end of the first date. And even then the original spot had the first refusal. Also, as part of

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LOESSER GIVES HER A PLACE FOR SWALLERIN

NEW YORK, March 7. — Tunesmith Frank Loesser, composer of the score for the smash "Hans Christian Andersen" film, recently approached June Carter, of the famed hillbilly singing family, to record a tune of his. June glimmered over the lead-sheet and shook her head. "Can't do it," said she. "No place to swallow." Intrigued by the idea, Loesser penned a tune called "No Swallerin' Place," which June has recently recorded for Columbia.

ABC-TV Sees Bright Future

NEW YORK, March 7. — Members of the Television Stations Advisory Committee of the American Broadcasting Company held their first post-merger meeting here yesterday (6) and adjourned to Toots Shor's immediately afterward to toast the bright future they foresee. The conclave delved into the programming, sales and station relations spheres, and the pictures painted in each case resulted in a sharp boost in morale.

On the station relations side, for example, it was noted that since the ABC merger with United Paramount Theaters, a dramatic improvement in the clearance situation has been evident. Stations which in the past have seldom cleared time for ABC, or which had favored other webs, immediately after the merger's approval became much more co-operative.

This is especially true in one-station and two-station markets, and in the hinterlands. Markets which were sticky about clearances, in general, have become eager to listen to the ABC story.

The sales picture, similarly, is

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Season Big in Client Debuts, Comebacks

CBS Tills \$7,084,164, NBC 2 Million, Mutual Tallies 530G, ABC Hits 369G

NEW YORK, March 7. — Network radio, faced with impressive cutbacks from many of its major advertisers this season, has come up with over \$10,000,000 in new business from clients which never before have been in the medium, and from some which had been out of radio for at least the past five years.

The actual figure for the four networks is \$10,022,719 in time and talent, at card rates. The Columbia Broadcasting System was the number one new business network, and made the cash register click to the tune of \$7,084,164. The National Broadcasting Company was second with \$2,038,868. The Mutual Broadcasting System third with \$530,487. And the American Broadcasting Company fourth. Its new business increase was \$369,200.

The list of new clients on CBS includes Willys-Overland, Pine-sol, Brylcreem, Stopette, Nestle's, Star-kist Tuna, Owens-Corning, Sno-Crop, Lanolin and Cadillac.

Ex-Lax, International Cellucotton and the American Bakers' Association took their first plunge into

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'McGees' TV Sans Jordans

NEW YORK, March 7. — Marian and Jim Jordan have notified the National Broadcasting Company that they will not be available for the projected video version of "Fibber McGee and Mollie." The questions of health, effort and taxes all entered into their decision.

The result is that NBC now is planning to transpose the veteran radio series with other talent playing the roles the Jordans have done for so many years. "Amos 'n' Andy" previously made the transition to video, with new talent taking over for Charles Correll and Freeman Gosden.

Gaines Leaves NBC For Teleradio V.-P.

NEW YORK, March 9. — James M. Gaines, under whose leadership the National Broadcasting Company owned and operated radio and TV stations and spot sales divisions were built into the largest revenue producing division of NBC (and one of the most profitable groups of operations in all broadcasting), resigned from NBC this week to take over the post of vice-president of General Teleradio, Inc., heading up GT's radio station WOR, and video outlet WOR-TV.

This announcement was made

today (Monday) by Thomas F. O'Neil, president of General Teleradio. Gaines assumes his new post sometime within the next 30 days. Gaines joined NBC in 1941 in the station relations department, and subsequently became assistant advertising and promotion director and manager of the planning and development department. In January, 1946, he was made general manager of radio station WNBC (at the time called WJAF). As head of the web's key outlet in New York, Gaines developed such outstanding personalities as Bob Smith (Howdy Doody), Tex (McCrary) & Jinx (Falkenberg), Kenneth Banghart, John K. McCaffery and Frank Luther. Under Gaines' management NBC owned and operated stations won innumerable awards, including The Billboard

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Musicians Collect as Classic Jazz Off-the-Air Disks Get Hot

NEW YORK, March 7. — The old saw, "It will sell like an air check," is beginning to take on a different and more significant meaning. In both the lowly jazz field and the upper echelon classical field, waxings made from broadcasts, as well as at concert performances, are not only becoming de rigueur, but they are also becoming best sellers.

That the trend toward air check albums is becoming mighty strong, was pointed up this week via the forthcoming releases on RCA Victor of two Beethoven symphonies conducted by Arturo Toscanini, both of which were taken from radio performances. The soon-to-be-issued Harry

James recording on Columbia, "One Night Stand," taken from the ork leader's remote show from the Aragon Ballroom in Chicago, again emphasizes the trend. The Tosky performances will be part of a Tosky package to be released late this month.

That the public cottons to air checks is attested to by the tremendous sales of the latest Benny Goodman LP set on Columbia, "Benny Goodman Concert No. 2," which has sold over 70,000 LP's to date. This set was made up of air checks from B.G.'s one-nighters back in 1937 and 1938, and it hit the top of The Billboard best-selling album charts and is still on the lists right now. In the

classical milieu, two of Toscanini's off-the-air waxings, both released in the past 18 months, "La Boheme" and "La Traviata," have been solid-sellers for RCA Victor.

The charm of all this to the record companies, that is in addition to the charm exerted on a diskery by a best-selling LP, is that it is usually less expensive to issue an off-the-air check than a standard disk cut in a studio. The air check eliminates the dough usually paid to the musicians for rehearsal time, which was all taken care of at the original broadcast, making a tidy saving for the diskery.

Musicians do get paid an extra

(Continued on page 17)

"JET-PROPELLED," IT REALLY SELLS!

Yes sir, this novelty "jet-propelled" toy boat practically sells itself. Why, Down South last year at a big fair it was a sensation at only \$1. Now you can get it, too, and cheap. Details in this week's classified section.

And speaking of selling, there's nothing like these Billboard classified sections (three big ones) for moving just about anything you can name. Find out for yourself how fast you get results for as little as \$3 per insertion. And watch these sections for the best bargain buys of the week!

What Do You Want To Buy or Sell?

See pages 50, 71, 94.

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Billboard Backstage

By JOE CSIDA

There are a few times in every writer's life when he stares at the blank paper in his typewriter, and the paper and the machine seem to stare back at him, coldly and without feeling. This occurs when a guy is trying to write something from deep down in his heart—something utterly personal, something which seems more complex than the inner mechanism of an atom bomb, yet is fundamentally as simple as a baby's natural philosophy.

This is one of those times, and the theme is as I have awkwardly tried to describe it. I am leaving The Billboard. For the second time since February 5, 1934, I am leaving the paper to take on a new task.

Nothing, certainly, could be more simple. That, as far as the facts are concerned, is really all there is to it. Yet, trying to write words about that simple fact is no less complex than I have suggested. Strong and conflicting emotions are obviously involved. I am saddened at the prospect of cutting off the day-to-day relationship with all of the people on The Billboard, in all of the offices.

At the same time, I look forward with great enthusiasm to starting on my new job. A story elsewhere in this issue relates that I am going into the music publishing business. What it does not say is that the people with whom I am going into this fascinating part of show business are old friends. I have known George Joy and his son, Eddie, for a number of years, and I know their families and their way of life. I know what kind of people they are, apart from our business acquaintanceship, and I know that it will be fun and exciting working with them.

Possibly the most trying and nerve-wracking part of all about making a change like this is the period just before it is possible to announce the change officially, or even to tell your working associates and closest friends about it. This is the time when you feel like an imposter; when, little by little, rumors begin to seep out, most of them bearing no relationship to the truth, or distorted disgracefully at the very best. But in spite of the rumors, you are unable to say anything to anyone.

That period is past. And now, while co-publisher Rog Littleford, who will take over as acting editor-in-chief, snatches himself a two-week vacation, I will try to clean up my chores here at The Billboard. Then after a one-week breather of my own, on March 30 I will start working as a music publisher.

In March of 1949, when I left this paper to go with the Radio Corporation of America, I did a "Backstage" column headed "Some Inadequate Words About a Great Paper . . . and Goodbye." I read it a while ago, trying to find some way of approaching the present piece. It was a little maudlin, I'm afraid, but that's how a guy feels at this kind of a point. I still believe, and more so than ever, that The Billboard is a great paper, and that it deserves its greatness from the people on it. I know I will miss it and them. I will miss this weekly kaffee klatch with its readers, and I'll miss the many wonderful friendships that my day-to-day work on the paper has made possible.

But come to think of it, the music business is certainly closely linked to radio and television and virtually every other branch of show business, so maybe I won't get too far away from all the people with whom I've worked (on The Billboard and outside) over these many years. If I can help it, I certainly won't. And so, as I walk off, please let me say a heartfelt thanks to everyone, for everything. I hope I'll be seeing you and hearing from you all, often.

Washington Once-Over

By BEN ATLAS

WASHINGTON, March 7.—Atomic Energy Commission came within a hairs-breadth this week of deciding in favor of commercial sponsorship of A-Bomb tests for the first time in history. In its terse announcement that telecasts will be permitted on a sustaining basis at the March 17 tests, AEC didn't publicly reveal that it would have approved authorizing commercial sponsorship but was discouraged from doing so by spokesmen from the advertising industry. In fact, AEC was expecting to announce its go-ahead until the agency staged its final closed-door confab with ad agency representatives late Thursday (5).

GOV'T PLANS BIG RADIO-TV USE . . .

The White House's plans for using TV and radio are bigger than any yet disclosed. Altho plans are still incomplete, it is already a certainty that cabinet officials as well as the President of the United States will set a precedent for the frequency of their use of the media. Chief innovation besides occasional live TV radio coverage of presidential news conferences will be telecasts of panel discussions between President Dwight D. Eisenhower and various members of his cabinet. This type of program is in the deliberation stage right now. In all likelihood any such programs will occupy good nighttime hours. Altho there may be some prepared script and the subject matter will get a thoro going-over prior to the telecasts, there will be ample room for ad libbing to enhance liveliness, according to current plans. Treatment will be dignified and an official atmosphere will prevail, pointed up by appropriate background emblems. Details are still being worked out by network representatives with President Eisenhower's highly competent press secretary, James C. Hagerty, and his able assistant, Murray Snyder. Latest confab was held this week. Sure to materialize first will be plan for live TV-radio coverage of President Eisenhower's news conferences. Format is likely to be a well-tailored style of conference, with questions submitted in advance of the telecast. President

Eisenhower would be free to delete any question endangering national security. Also, this policy would serve to head off incidents that would embarrass the nation internationally, such as, say, a question submitted for anti-U. S. propaganda purposes by the White House correspondent for Tass News Agency. As for news conferences which aren't televised or broadcast, President Eisenhower is expected to continue his present free-for-all style, answering questions as they come. In his last two news conferences, the President has proved himself an expert at this style.

SURPRISE DUE FOR LOW TV BIDDERS . . .

Federal Communications Commission isn't talking officially about this, but insiders are viewing with skepticism some farcically low estimates of costs appearing on several TV station applications lately. One applicant has estimated that he'll be able to build his station for less than \$69,000 and that his annual operating costs will run about \$18,000. FCC-ers say that even \$200,000 for both of those items would have been conservative estimates. FCC-ers say that a lot of the underestimating applicants may lack proper information and are due for a surprise if they get their construction permits. However, staffers are convinced that some bidders with little capital, have purposely underestimated their potential costs so that the commission won't question their financial qualifications. A few are suspected outrightly of being "strike applications," their object being to delay FCC action on rival bidders for the same channels in the localities.

Velarde Joins BB Hwd. Staff

HOLLYWOOD, March 7.—Ed Velarde this week joined the Hollywood staff of The Billboard as reporter on the music and night club-vaude beats. He replaces Johnny Sippel, who last week resigned to become West Coast regional sales representative for Mercury Records. Prior to joining The Billboard staff Velarde was with the American Broadcasting Company's Western division publicity department. He also served for five years with The Santa Ana (Calif.) Register as a reporter.

Legit Line-Up

By BOB FRANCIS

Actors' Equity Council this week cleared the way for Sir Cedric Hardwicke to take over the role vacated by Melville Cooper in the forthcoming "Horses in Midstream," by ruling in favor of a petition to waive the six-months-between-engagements rule for alien actors. At the same time, the council delegated Alfred Harding to confer with British Equity on agreements to standardize policies for the exchange of alien actors on both sides of the Atlantic. Conferences are slated to start in London Monday (9). Meanwhile, since Hardwicke will also handle staging of "Midstream," two weeks of road break-in time have been added to its schedule in order to give him opportunity to cover both chores. The comedy is now due on the Stem April 16. . . . Robert Preston will be the unscrupulous press agent in "Men of Distinction," the comedy with overtones of the Jelke case, which goes into rehearsal next week. Co-producer Martin Gabel, previously reported as set for the role, has decided to give his full time to the show's direction. Co-producer Chandler Cowles is still slated for the part of the lad who makes a buck out of the call-girl racket. David Burns, currently featured in the musical "Two's Company," will switch over to play a tough district attorney. The comedy is due on Broadway April 20.

Producers Kenneth Banghart and Diana Green have decided to curtail the tour of "I Found April," starring Constance Bennett, and bring the comedy in to the Stem during the week of April 6. The play is currently polishing in Boston, with a switch in directors in the making via the withdrawal of Luther Martin Kennett. Evelyn Vardon will take over the role which Helen Raymond is giving up on Monday (16). The show will play Montreal, Toronto and Pittsburgh, and lay off the week of March 30 for final pre-Broadway rehearsals. No local theater is set yet. . . . "An Evening With Will Shakespeare," which was tested for three performances in Hartford, Conn., last December, will likely get off on a national tour come April 6. The production is patterned on the "Don Juan in Hell" reading, and participants are Eva Le Gallienne, Basil Rathbone, Faye Emerson and John Lund. Margaret Webster will be director and mistress-of-ceremonies, with an assist from Mary Hunter as production co-ordinator. Lawrence Langner is the sponsor. . . . Alfred Drake will be the star of the musical version of "Kismet," that fine old vehicle of the late Otis Skinner. Producer Edwin Lester plans to try it out on the West Coast in August. The book is being scripted by Charles Lederer and Luther Davis. The score, adapted from Alexander Borodin, is clefted by Robert Wright and George Forrest. Meanwhile, Drake will replace Yul Brynner for an 11-week stint in "The King

and I," starting April 6. Richard Purdy, recently involved in the City Center production of "Misalliance," is rehearsing in "Can-Can," the new Cole Porter musical. The cast includes Lilo, Peter Cookson, Hans Conreid, Gwen Verdon, and Erik Rhodes. Break-in date is Monday (23) in Philadelphia. . . . Vivian Blaine and Sam Levene will play their original roles in the London edition of "Guys and Dolls," opening May 25 at the Coliseum. . . . Howard Smith has joined the cast of "The Pink Elephant" . . . Due in Chicago April 6, "Affairs of State" teed off a Midwestern tour from Kansas City, Mo., Wednesday (4). George Brent, Haila Stoddard, Irene Hervey and Donald Woods share playing honors. . . . Rehearsals of "Carnival in Flanders," featuring Dolores Grey, William Gaxton and John Raitt, and directed by Bretaigne Windust, are expected to get underway next week. The hold-up has been occasioned by waiting for the arrival of dance-patterner Jack Cole from Hollywood. . . . The Alvin Theater has already been bespoken for next season by producer-director Joshua Logan for "Kind Sir," Mary Martin and Charles Boyer will co-star in the Norman Krasna comedy, which is due for a late-October bow-in. . . . Donald Cook, after three years of "The Moon Is Blue," wants to go triple-threat. He is looking for a suitable vehicle which he can produce, direct and star in.

Picture Business

By LEE ZHITO

HOLLYWOOD, March 7.—With the sinews of big business, the fledgling television film industry is acquiring its wrinkled brow as well. TV film producers today are finding themselves ear deep in labor minimums, union demands and commitments. From the producer's standpoint, the various film unions and guilds have been a little too demanding of a new industry. The producer insists that many in his ranks are operating at a loss with the hope that the future will bring back the initial investment plus a profit. The unions, the producer maintains, is treating TV film production not as a new industry desperately attempting to get on its feet, but instead, in an equal light with the established theatrical motion picture industry. The producer will then take out pencil and paper and try to prove that this arrangement is unfair, inasmuch as the TV film production budgets are but a fraction of the theatrical producer's bankroll.

vision is no different than that in producing theatrical motion pictures, and since the work is the same, the unions say, so must be the pay. In some cases, the unions have gone a step beyond their original theatrical motion picture contracts. This situation was created by the peculiarities of the TV film industry as opposed to regular movie production as well as the fact that some unions in looking back can see loopholes that should have been plugged in earlier agreements with theatrical motion picture producers. Biggest factor involved in which precedents have been established in the TV film contracts concerns the demands for additional payment for re-use of films. This was unknown in movie production. A writer, director or actor in producing a regular theatrical motion picture was paid for his services and the producer was free to derive whatever revenue he could from the completed film. No matter what the number of runs a film enjoyed, the producer did not owe any of the participants in his pro-

duction any additional revenue, save in special contractual arrangements whereby the writer or actor participated in the film's gross earnings. In the case of TV film, the re-run is the major factor upon which the entire TV film industry hinges its very life. If only a single performance were needed, a show would not be filmed. The fact that film offers countless playback privileges is the basis upon which shows are filmed. It allows a number of future sponsors to share the cost of a show as opposed to a live show which must be bankrolled by its first and only sponsor. Since the re-run is the industry's life blood, it seems only natural that the various unions would hinge their demands upon the number of reissues a series enjoys rather than the cost of an initial performance. Today, TV film producers have agreed to pay actors, directors and writers additional money on the basis of re-runs. Actors further have proved their claim to producers that TV film differs from (Continued on page 54)

BROADWAY SHOWLOG

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TV Tie May Cue Hope's Status As Radio Star

NEW YORK, March 7.—Whether Bob Hope remains a radio salesman for General Foods the rest of this season may be directly tied up with whether he works for them next fall in video. Hope, currently sponsored by GF on daytime and nighttime radio, is up for renewal. He also does occasional TV spots for the Colgate "Comedy Hour," a commitment which ends in June and GF would like to land him in a TV series.

Hope, of course, wants to work in both radio and TV so that he can make the maximum amount of dough. But as a radio property he is expensive even though he is doing a daytime network show for the first time this year. Hope, however, has not clicked strongly on daytime radio. His time period on the National Broadcasting Company's radio web, 11:45-12 a.m., a shift from an earlier period this season, has militated against building a large following. But could GF be assured of his video services, they might well play along with him on radio the rest of this season and buy him in an AM-TV package next fall.

Joel Grey May Spell Gleason

NEW YORK, March 7.—Joel Grey will probably replace Jackie Gleason this summer on the Columbia Broadcasting System's video network. The pint-sized comic, who has moved into the big time in about a year, will probably do the same kind of show as Gleason, but concentrate more on variety than comedy.

CBS-TV is also producing a kind of a situation-comedy to star Larry Storch, and is said to be dickering for the services of Betty and Jane Kean.

Kreisler May Yank Account

NEW YORK, March 7.—Jacques Kreisler Manufacturing Corporation is reported about to switch ad agencies. The watch-band manufacturer has been represented by Hirshon-Garfield, but it is reported the account is about to go to Foote, Cone and Belding.

Kreisler sponsors "Tales of Tomorrow" alternate weeks via American Broadcasting Company. It is a network package, and current contract runs to June 12. It is not known whether or not Kreisler will renew sponsorship of the science fiction show or look for another vehicle.

Eisenhower Closer To Naming FCC Head

WASHINGTON, March 7.—President Dwight D. Eisenhower was closer to appointing a new Federal Communications Commission chairman after a 15-minute interview at the White House with FCC Vice-Chairman Rosel K. Hyde, one of two Republicans on the seven-member commission. Hyde has long been regarded as the leading prospect to succeed Chairman Paul A. Walker, a Democrat, whose current tenure ends June 30. Hyde, in keeping with custom, could make no disclosure after his White House visit, but it was learned from sources at the mansion that he had not received an actual appointment as chairman at the time of his visit. His elevation is regarded as only a matter of time.

Besides appointing a new FCC chairman, the President is planning to send to Congress soon the nomination of a Republican to succeed Commissioner Eugene

NETS NEGOTIATE WITH ASCAP

NEW YORK, March 7.—The television networks this week began TV blanket license agreement negotiations with the American Society of Composers, Authors and Publishers. (For full details, see story in the Music department this issue.)

Carter in TV, Radio Turmoil

NEW YORK, March 7.—Carter Products this week was in a turmoil about its sponsorship plans after dropping the Drew Pearson radio and TV shows. The sponsor also is considering dropping "City Hospital," its radio strip on the Columbia Broadcasting System. Pearson has been airing via the Du Mont web on TV and the American Broadcasting Company on radio.

Carter was deep in negotiations this week to buy "This Is Show Business," via CBS-TV at 9 p.m., Saturday. However, this deal is understood to have gone stone cold by the week-end.

Pearson, meanwhile, has signed with WTOP-TV, Washington, to do a new local show there starting next Saturday (14), 6:45-7 p.m. Emerson Radio of Washington, Inc., will sponsor, with Pearson swapping sidelights and analyzing news with two assistants, Jack Anderson and Fred Blumenthal, and a woman secretary. He winds up at ABC on March 29, and at Du Mont on March 18.

'Chance' Still On O.K. Sked

NEW YORK, March 7.—Old Gold this week said that it is not dropping "Chance of a Lifetime" on the American Broadcasting Company's TV network at this time. The program comes up for renewal late this month, but no decision has been made.

The show airs 8:30-9 p.m., Thursdays.

Texaco May Tire But Berle Goes On

NEW YORK, March 7.—Whether Milton Berle and his "Texaco Star Playhouse" will still be sponsored by Texaco next season is still undecided at press time. Texaco will have to give the National Broadcasting Company its decision by Monday (9). No matter what Texaco does, however, Berle will definitely be back on NBC-TV next fall.

The reason for Texaco's about face on the revitalized Berle is that the company is undergoing a

Webs Ring Up \$10,000,000 In Season's New AM Business

CBS Tallies 7 Mil, NBC 2 Mil, Mutual Rakes in 530G, ABC 369G

• Continued from page 1

network radio on NBC. On MBS the new clients are Dr. Scholl's Footpads, which goes on this month; J. R. Wood & Sons; A. C. Weber for Pfaff sewing machines, and Naumkeag Steam Cotton Company. The new ABC advertisers are Wine Corporation for Mogen David Wine and Skinner Manufacturing Company.

The top magnet for new clients in network radio was Arthur Godfrey, whose daytime show alone produced four—Star-kist, Sno-Crop, Lanolin Plus and Owens-Corning. Willys-Overland was the largest spender among new advertisers with its hour and

a half Sunday afternoon Philharmonic broadcast on CBS. NBC's largest sale in this category was to Ex-Lax, a quarter hour early evening strip.

The networks, of course, have come to rely, for a great deal of their revenue, on their own packaging operations, and never could have achieved the \$10,000,000 figure were they only selling time. Godfrey's talent cost is \$8,500 a week. Wine Corporation is spending about \$3,500 a week for its late news strip on ABC. And CBS gets \$4,800 weekly for its power plan, which unearthed two new clients, Brylcreem and Nestle's.

Interestingly enough, many of these new radio clients first got into broadcasting thru television. They include Sno-Crop, Stopette (which put its successful "What's My Line?" on radio), Nestle's and Wine Corporation, which started out on the Du Mont network.

The fact is, of course, that many of the former major radio clients are spending so much money in TV that they don't have the budgets available for radio even should they wish to remain in the medium on the same scale. Procter & Gamble this season alone dumped a half-hour evening radio strip on CBS, even with large rate reductions. And Lever Brothers, Colgate, American Tobacco, General Foods and others, one by one have switched their major advertising concentration to video. Radio, however, ultimately proved healthier for this new condition, since it is no longer as dependent on the big advertisers as it was in past years.

P&G's TV Line-Up Heads for Revision

NEW YORK, March 7.—The entire Procter & Gamble television line-up is headed for a drastic revision. P&G's top advertising brass are due to meet shortly in Cincinnati to determine the fate of their TV billings. With "Those Two" almost certain to be canceled, Red Skelton is likely to be shifted back to his old 10 p.m. Sunday time, and the fate of "The Doctor" up in the air.

The probable elimination of "Those Two" stems from the client's long lack of satisfaction with the way the show has shaped up. Despite revisions of both cast and format, it never has come up to the hopes and expectations of the sponsor. Airing Mondays, Wednesdays and Fridays in the desirable 7:30-7:45 p.m. slot on the National Broadcasting Company, its reported

demise throws some valuable time up for grabs.

Already, Coca-Cola, which has been ogling video all season without being able to get a period it desires, is said to be making a strong bid for the time. It's interested in a musical show which would appeal to teen-agers, with Pfc. Eddie Fisher reported to be the top candidate, if he can get Army permission for the commercial program.

The Skelton move comes as the result of a pretty disastrous season for the comic. This is attributed both to his switching to film this year, and moving out of the potent 10 p.m. Sunday time, following the strong NBC line-up, into the 7 p.m. time, where he has been virtually the lead-off man. P&G brass think that a reversion to his old time and live airings might straighten out the show.

However, this would uproot "The Doctor," film series, which P&G has been airing at 10 p.m. Sundays. Whether this show would simply swap times with Skelton, get a new period altogether, or simply be canceled, is still to be decided.

Lane Resigns Exec Post at Atlanta WLTV

ATLANTA, March 7.—William T. Lane has resigned as president and general manager of the Crosley Broadcasting Corporation of Atlanta, newly formed company which recently acquired WLTV here. Lane, who indicated a likelihood that he would resign when the deal was made for the station some weeks ago, will remain at his post for at least another month or until satisfactory arrangements can be made.

Pending the next meeting of the new company, William P. Robinson, vice-president in charge of programming for the parent company, Crosley Broadcasting Corporation, Cincinnati, will serve as chief executive officer of WLTV. On March 17, the station's call letters will be changed to WLWA.

'Juvenile Jury' Stays on Radio

NEW YORK, March 7.—The "Juvenile Jury" radio show will continue airing on the National Broadcasting Company without interruption, while the stanza's TV edition takes a 13-week hiatus after the March 15 outing. Video show will be back in the summer, possibly as replacement for Milton Berle.

shortly. The new show must kick off on March 23.

NBC to Get Pet Milk Billing; Seg Unsettled

NEW YORK, March 7.—The battle for the Pet Milk billings was won this week by the National Broadcasting Company, which sewed up the client for the 8:30-9 p.m. Saturday time after the "All Star Revue" stanza leaves the air next month. However, the question of what show Pet will sponsor still is unsettled, with a 30-minute version of "Original Amateur Hour" currently the best bet.

The sponsor has an option on "Amateur," which it had not yet exercised by the week-end. However, an option is far from a deal where Pet is concerned. Last week, Pet had an option on a portion of the Jackie Gleason show on the Columbia Broadcasting System, but let that lapse. Pet wants to bankroll a show on a non-share basis with any other client, and desires a stanza with a track record.

RAF Plans Series Like 'Victory, Sea'

LONDON, March 7.—The Royal Air Force is planning a TV film series along the lines of "Victory at Sea," which has been successfully airing via British Broadcasting Corporation.

Head of BBC television network, George Barnes, took off for a visit to Canada and the U. S. this week. In addition to taking a look at station operations there, it is reported that he intends to bring back a few more TV film series.

CBS Inks Nelson For Caufield Seg

HOLLYWOOD, March 7.—Barry Nelson, of the Broadway "Moon Is Blue" cast, this week was signed by Columbia Broadcasting System to co-star with Joan Caufield in the "My Favorite Husband" TV series. Nelson will arrive here next week to start initial pre-production confabs.

Audition kine will be rolled as soon as possible and net will make show available for immediate sale. Plan to hold show for fall sale has been changed, with chances leaning strongly in favor of putting the show on either in the spring or summer.

Pharmaco On ABC Soaper

NEW YORK, March 7.—Pharmaco this week bought two days weekly in "When a Girl Marries," soap opera airing via American Broadcasting Company, 10:45-11 a.m. across the board, and the Don Gardiner news show, airing noon-12:30 p.m. The radio contract is for Tuesdays and Thursdays, with the sponsor getting contiguous rate discount. Durkee foods has both shows the other three days.

Meanwhile, ABC still was auditioning shows to fill the blank spot being left in its daytime Line-up when Bristol-Myers yanks "Break the Bank" out of the 11:30 a.m.-noon strip. Eight shows will have been auditioned by Thursday, with a decision due

Merrill, a Democrat, who was given an interim appointment by President Truman. Merrill's nomination has never been confirmed by the Senate. Expectations are that the President will withdraw the Merrill nomination and follow that up soon afterwards by sending a new name to the Hill, as he did in making an appointment this week to the Federal Trade Commission.

Hyde has been a member of the commission since April 16, 1946, and has been its vice-chairman since March 6, 1952. He is regarded as one of the leading authorities on communications. He became associated with the Federal Radio Commission, predecessor to the FCC, in 1928, and has moved up thru various positions in the FCC, including senior attorney, principal attorney, assistant general counsel and general counsel.

ABC's TSAC Paints Bright Picture for Future of Web

Note Station Relations Improvement; List Developments on Programs

• Continued from page 1

showing an alkaline outlook. The web already is getting queries from sponsors and agencies about program plans for the fall. Most important is the altered attitude met by the ABC salesmen and sales toppers. They now are greeted with a new respect and they, too, have little difficulty in getting the ears of potential clients to tell their story.

Program Side

On the program side, the web now has swung into action and TSAC was informed of developments to date. These include the departure to the Coast, about March 16, of network President Bob Kintner and ABC-UPT chief Leonard Goldenson. The two-week visit is expected to be concerned largely with top-level negotiations for new name talent as well as a look-see at the web's facilities and the installation on March 23 of Earl Hudson as v.-p. of ABC's Western division.

Indicative of the quick program action being taken, was ABC's pacting of George Jessel this week as producer-performer in both AM and TV. The meeting learned that his first major effort will be in his own package, an audience-participation stanza tentatively titled "The Last World." Jessel will cut a kine in Hollywood on March 16, with the show not due to hit the air until fall. He does not join the web officially until June 1. The show will air on AM as well as video.

Fall Packages

The program brass outlined the web's plan to showcase some of

its projected fall TV packages in a series to be titled "ABC Album," which is to air 7:30-8 p.m., Sundays, starting April 12. This is the video counterpart of the radio showcase series titled "ABC Caravan," which gets the 8-8:30 Friday time. Both shows will use much the same properties, which are being chosen with an eye to their adaptability for use either on AM or TV.

In connection with "Album," several prominent show business names are in negotiations with the web on the talent side. The same applies for writers, directors and producers.

One package, almost sure to get a berth, not only on "Album" but as a regular series, is titled "Jamie," and features moppet thesp Brandon de Wilde in a story about an orphan boy. Other talent in talks with the web about various shows include Paul Douglas, Preston Foster and Anthony Ross.

Other Packages

Several other packages are derived from properties which first received acceptance in other media, such as legit or magazines, with several well-known series from the Saturday Evening Post being adapted. One of the latter is authored by Booth Tarkington, while another is based on the long-run "Glencannon" series.

Another opus almost set is tentatively titled "Justice," and is based on the files of the Children's Legal Aid Society. One with the temporary tag of "Pageant" is due to get its first outing on the "Album" showcase in two parts, and is best described as a costume drama with a historical motif. It would draw from the lighter historical classics, such as "Three Musketeers" and "Monsieur Beaucaire."

ABC expects a goodly number

of its fall shows to originate from its big new Vitagraph lot in Hollywood. Several of the "Album" series will air from the Coast. Kintner and Goldenson, in the course of their Western junket, are expected to explore the potentials of those quarters for bearing a strong part of the ABC origination burden in the fall.

Smith Named

On the personnel side, meanwhile, the web this week named Stan Smith to the post of Eastern TV sales manager. Smith's appointment takes effect on Monday (9). He will report to sales chief Chick Abry.

The TSAC session also was told that the two new TV-film series being produced for the web by MCA-TV already are grinding out stanzas, and that one, "Crack-down," featuring Barry Sullivan, will be exposed to sponsors and agencies within a month. The other, "Pride of the Family," with comic Paul Hartman, also will make the rounds shortly.

Kintner chaired the meeting, and Goldenson contributed heavily to the proceedings, as did Robert M. Weitman, new v.-p. for talent and programs. Also there for the web were executive veepee, Robert H. O'Brien, TV v.-p. Alexander (Sandy) Stronach; v.-p. and assistant to the president, Ernest Lee Jahnce Jr.; sales chief, Chick Abry; station relations director, Alfred Beckman, and station relations manager, William A. Wylie.

TSAC members skedded to be present included Mort Waiters, WCPO-TV, Cincinnati; Kenneth H. Berkely, WMAL-TV, Washington; Frank Snyder, WXEL, Cleveland; Otto Brandt, KING-TV, Seattle, and two new committee members, Roger W. Clipp, WFIL-TV, Philadelphia, and Owen Saddler, KNTV, Omaha.

SNEAK UP ON 'EM

That's NBC Radio Plan for New Show

NEW YORK, March 7. — The radio equivalent of legit's out-of-town opening is to be used by the National Broadcasting Company in unveiling its big new surprise radio series (The Billboard, February 28). The stanza, being developed by the web in the aura of complete secrecy, is to have its initial edition placed on wax, and sneak-previewed sans publicity or advance warning via four carefully selected affiliates, on a local basis.

Purpose of this trial is to sample audience reaction to what NBC toppers hope and believe will prove a radio blockbuster. The affiliates to be used have not yet been selected, but will be picked on the basis of different geographic regions and audience types. It's expected that the wax will be cut within the next four weeks, with the broadcasts to take place as soon thereafter as possible.

The series, now known among the NBC cognoscenti as M.I.B., is being kept completely under wraps from the web's own lower programming echelons as well as from the press. As revealed in The Billboard, however, it is known to be a dramatic stanza, and will involve such personages as President Dwight Eisenhower, ex-president Harry S. Truman, Adlai Stevenson, Bing Crosby, Gregory Peck, Pat O'Brien and Jennifer Jones.

The idea for the road-show try-out for size came from NBC program Vice-President Charles (Bud) Barry, who used the method once before with great success. When Barry was program chief at the American Broadcasting Company, he gave "Stop the Music" its initial airing in Buffalo as a test of public reaction. The affirmative response there was followed up later by the show's outstanding track rec-

ord for several seasons. Barry, just back from the Coast, has instructed radio network program manager Jack Cleary to set the dates and stations for the four-ply test of M.I.B.

Trade speculation about the cost of the projected series has ranged all the way up to \$25,000 per week. Best information is that it will run far under that figure, possibly half or less.

One hot sponsor prospect is known to be keen for the series even before the audition platter is cut. This is a blue chip utilities corporation.

UHF FIGURE

WFPG Gets Nose Count Via Hooper

ATLANTIC CITY, March 7.— In an effort to arrive at some concrete conclusion about the UHF set situation here, WFPG, Atlantic City's new UHF TV station, hired C. E. Hooper to conduct a special survey last month. The Hooper study revealed that out of 1,500 phone-families, 68.5 per cent had a TV set; 11 per cent are now available to WFPG's channel 46 signal; 6.2 per cent had installed a UHF antenna, and 3.8 per cent had placed orders for a converter not yet installed, bringing total number of UHF set conversions (installed or in the works) to 14.8 per cent.

On the basis of this study and the total number of TV set families in the WFPG area, Hooper estimates 8,228 UHF-converted sets (including those with installation orders in) can be reached by WFPG in Atlantic and Cape May counties. These figures do not include hotels, bars, multiple antenna systems or homes without telephones.

Brewer Eyes

WCBS-TV Strip

NEW YORK, March 7.—Ruppert beer this week was on the verge of buying an hour late-night strip on WABC-TV, here, to begin in late April. The program would be reminiscent of the old "Broadway Open House," which was also sponsored by Ruppert in New York. It would be slotted 11-midnight across the board.

Instead of being a variety show, however, the new stanza would function as a revue which will use rotating acts. None of the talent has been signed, but Jimmy Blaine is being considered for the emcee and Louis Nye, an unknown comic, may handle the humor. Milton Douglas, the former producer of the "Jackie Gleason Show" when it was on Du Mont, will produce. Joe Cates will be associate producer. Biow is the agency.

Gaines Named Teleradio V.-P.

• Continued from page 1

Promotion Competition and Variety Show Management plaques.

When NBC's New York key video station, WNBT went on the air, Gaines assumed dual management of WNBC and WNBT, and pioneered full-time commercial development of the TV station. In August, 1947, Gaines was made director of all NBC's owned and operated stations, which included five radio outlets and five TV outlets in New York, Washington, Cleveland, Chicago, San Francisco and Los Angeles. He actually put the Chicago, Cleveland and Hollywood video operations on the air. In September, 1950, he was elected an NBC vice president.

There was a strong probability, according to informed trade sources, that in addition to his GT vice-presidency, Gaines would be elected a member of the GT board.

FCC Issues 7 New TV Grants

WASHINGTON, March 7.—The Federal Communications Commission this week issued seven new TV station grants, bringing to 277 the number of post-freeze construction permits and to 385 total authorizations. Four of the new consignment are VHF and three are UHF grants.

New CP's went to: Cecil W. Roberts, Bloomington, Ill., UHF Channel 15; Teleopolitan Broadcasting Co., Clovis, N. M., VHF Channel 12; Meyer Broadcasting Co., Bismarck, N. D., VHF Channel 5; Rudman Television Co., Bismarck, N. D., VHF Channel 12; Southern Oregon Broadcasting Co., Medford, VHF Channel 5; Sherman Television Co., Sherman, Tex., UHF Channel 46, and Joe L. Smith Jr., Inc., Charleston, W. Va., UHF Channel 49.

Sheen TV Tape Goes Mutual

NEW YORK, March 7.—Admiral has bought the entire Mutual Broadcasting System network of 560 stations to air the radio version of Bishop Sheen's "Life Is Worth Living" video series. The show begins March 12 in the Thursday, 9:05-9:30 slot.

Admiral will use tapings of the TV version of the program. Erwin-Wasey is the agency.

Mutual Take Goes Up, Up

NEW YORK, March 7. — The Mutual Broadcasting System improved its revenue 6.4 per cent during January, 1953, continuing an upward climb which saw the network better its 1951 record by 17 per cent during 1952.

In January, 1953, the web grossed \$1,786,132.67, as compared with \$1,678,408.60 the same month in 1952.

MBS **WIP** 5000 WATTS
610 KC

PHILADELPHIA'S PIONEER VOICE

is proud to be selected as

Philadelphia's Only Winner

in

THE BILLBOARD

15TH ANNUAL PROMOTION COMPETITION

FIRST PLACE AWARD

MERCHANDISING

5,000 to 20,000 Watt Stations

BUY

The Winner
in
THE NATION'S THIRD LARGEST MARKET

THIRD PLACE AWARD

SALES & AUDIENCE PROMOTION

5,000 to 20,000 Watt Stations

the critics write our Ding Dong School ad

We've let TIME, NEWSWEEK, THE NEW YORK TIMES, NEW YORK HERALD TRIBUNE, NATIONAL PARENT-TEACHER, and BILLBOARD tell you about DING DONG SCHOOL in their own words:

"The whole concept of DING DONG SCHOOL is one for which a good many television parents long have yearned: The use of the screen to stimulate participation by youngsters in what is being shown, not just passive watching of one more video show."

"From the moment a huge bell flashes on the screen... it holds the tricycle and lollipop set enthralled."

"A matronly, uncommonly sensible woman named Frances Horwich amuses, instructs and helps mold the characters of 3 to 5 year old whelps..."

"From a child's eye level, three feet off the floor, the camera trains on Mrs. Horwich, seated on a hassock. She uses a minimum of props, with the explanation, 'I merely help children to discover what is around them.'"

"... ideal for selling children's products."

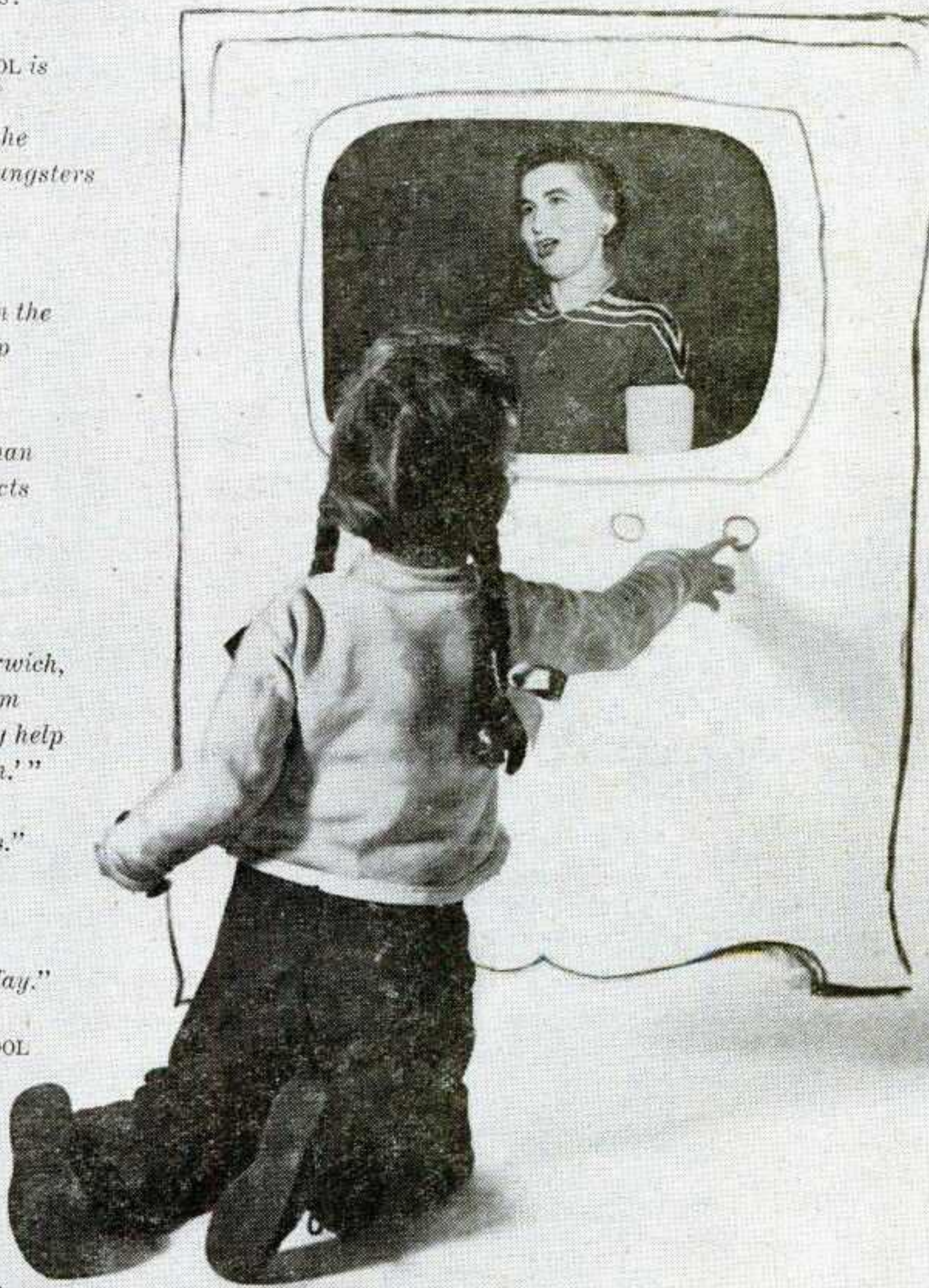
"At the end of each class, Miss Frances asks her pupils to get their mothers, then explains what will be needed next day."

We need add only this: DING DONG SCHOOL reaches mothers. Mothers buy just about everything for the family. Scott Paper Company sponsors DING DONG Thursday. General Mills starts soon on Friday. That leaves Monday, Tuesday or Wednesday for you. Incidentally, American Research Bureau gives DING DONG a hefty 9.8 rating for February.

DING DONG SCHOOL-MONDAY THROUGH FRIDAY-10:00 TO 10:30 AM, EST.

NBC TELEVISION

a service of Radio Corporation of America



This One



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Tint TV Lag Spurs Request for Probe

WASHINGTON, March 7.—Spurred by a strong request today from Sen. Edwin C. Johnson (D., Colo.), the Senate Interstate and Foreign Commerce Committee will launch an early investigation of the current status of color TV. Johnson, ranking Democrat of the committee, in a 10-page letter to Chairman Charles Tobey (R., N. H.), declared that altho it is nearly three years since the Federal Communications Commission approved color TV standards, not a single commercial set has been manufactured. Declaring that the FCC in adopting those standards had asserted that color TV should be made available to the public, Johnson asked, "Why isn't it? Is this delay in manufacturing color television receivers deliberate? Are the standards adopted by the commission unsound? If so, in what manner? Have new standards been developed? If so, why are they not submitted to the FCC?"

The Senate has already approved a resolution sponsored by Senator Tobey calling for the probe. Meanwhile the House Interstate and Foreign Commerce Committee is expected to touch on the subject when that committee resumes a hearing Thursday (12) on FCC matters. Johnson, in his letter to Tobey, praised Tobey for previous efforts in behalf of TV development, and stated: "Powerful interests may like to forget about progress in the art of television until the market for black-and-white television sets has been exhausted in these United States, but you are not afraid of powerful interests."

"The FCC and various manufacturers should be called upon

to explain why the public should not have the full benefit of this improvement in the art of communications," stated Johnson. Color television now and not the hour the manufacturers decide should be our goal. If legislation is needed, then we should proceed post haste to sponsor it. In any event, unless some reason can be shown to the contrary, color television should be made available to the public."

Johnson, former chairman of the Senate Interstate and Foreign Commerce Committee during Democratic Senate control, said the FCC "was very slow in authorizing commercial licensing of color television" and that "manufacturers have not proceeded to manufacture." Present standards are based on Columbia Broadcasting System's mechanical disk system. FCC had turned down Radio Corporation of America's electronic

(Continued on page 14)

NOVIS DEBUTS GOURMET SHOW

HOLLYWOOD, March 7.—Vocalist Donald Novis will take his TV warbling with a pinch of salt when he kicks off his "Donald Novis Cooks" show on KNBH Monday (9). Half-hour weekly cooking seg will feature Novis, guest chefs from various eateries as well as celebs who are handy at the kitchen craft.

Mutual Cuts To One Wire

NEW YORK, March 7.—The Mutual Broadcasting System this week was reported to have decided to eliminate its subscriptions to all but one domestic news service, and the Reuter foreign service. MBS had been using the three domestic services, which cost it over \$400,000 annually.

A decision is due shortly on which wire to retain.

IS HOLLYWOOD WOBBLY?

M-G-M May Follow Fox In Ed Sullivan Deal

NEW YORK, March 7.—The question being pondered here this week is how long it will be before Hollywood lets the bars down entirely to TV. Metro-Goldwyn-Mayer this week was considering setting up a pact with the Ed Sullivan show similar to that concluded by 20th Century-Fox. The Fox deal gives Sullivan a two-year exclusive to present full sequences, up to six minutes long, on his "Toast of the Town." Performers in the Fox features have also been given permission to appear on the Sullivan show whenever they receive awards as the result of their work in these films.

If the pending M-G-M deal also is finalized, two of Hollywood's four majors would be showing portions of their product to TV viewers even before they are seen in most theaters. Metro is also known to be considering an ex-

clusive deal with one of the webs to present only its talent on the web's properties.

With these precedents already made, and with the biggest Hollywood names slated to appear on TV shortly, as non-performers, trade speculation is that the next step will be permission for film luminaries to work in TV, but only in shows and in parts approved by the studios. The curtailment of production on many film lots and the emphasis on three-dimension film make a change of attitude more likely, according to these sources.

TV for 3-D

The importance to the studios of the Sullivan tie-up is that it gives them, in effect, a generous free plug for their product, a much needed plug in these days of sagging film box offices. Should three dimension really take hold, TV, of course, will no longer be competing on the same basis, and video will have to be used to sell the new medium.

Fox has recognized the value of the arrangement by co-ordinating its theater promotion with appearances of the sequences on "Toast." It will also urge its exhibitors to buy spot ads bracketing Sullivan's show, when it contains the excerpts, with play-date credits of the films presented on video.

"So. Pacific"

Sullivan, who has come a long way since he started with "Toast" on WPIX, here, has also been offered another important first—a live scene from "South Pacific," the Rodgers and Hammerstein musical which is going into its fourth year on Broadway. The newspaperman has proven a masterful producer this season, what with his biographies of Richard Rodgers, Sam Goldwyn and other production hypos. "Toast" incidentally, out-rated Bob Hope Sunday (2) on Trendex even when the comedian has a show studded with such top guests as Fred Allen and George Jessel. He had a 31.2 compared to Hope's 27.1.

The first of the new film sequences to be used on "Toast" will be a six-minute excerpt from Fox's "Destination Gobi," to be followed by sequences from such important Fox features as "Call Me Madam," "The President's Lady," "Titanic," "White Witch Doctor" and "Gentlemen Prefer Blondes."

WASH. BARKEEP KEEPS 'EM HAPPY

WASHINGTON, March 7.—Maybe this could only happen in Washington. Anyway it happened at a press cocktail party sponsored by the Natural Rubber Bureau the other night for Rhona Connery, war correspondent, who will make a tour of TV-radio stations to describe her experiences in covering the war in Malaya. A bar-keep was busily handing out hard drinks to the customers when suddenly, to a pretty young lady who approached the bar, he said, "Plain ginger ale for you." The young lady, who had never seen the bar-keep before, smiled and said, "Thank you, but how did you know I'm from the National Temperance League?"

NEWS CAPSULES—COAST TO COAST

WWJ, NABET Untangle Disputes; French Set TV Network Plans

DETROIT, March 7.—The new contract between WWJ and the local of the National Association of Broadcast Engineers and Technicians, it is understood, is designed to avoid such jurisdictional controversies between station personnel and program personnel on network originations as occurred on the Dinah Shore show originating here December 9 and 11. The new contract gives the station the right to use National Broadcasting Company personnel on NBC shows, and stipulates that any dispute that might arise from this will be negotiated between national NABET and WWJ management. It is expected that the new WWJ contract will set a national policy for NABET.

PARIS SEES 40 TV STATIONS AHEAD . . .

PARIS—Emil Hugues, Minister of Information, discloses that France will eventually have a network of 40 TV stations. As the estimated cost is \$57,142,857, it will be several years before the building will be completed. In addition to the station in Paris, three other outlets are expected to go into operation this year, in Strasbourg, Lyons and Marseilles. Funds for construction of TV stations at Amiens, Nancy and Guebwiller (Alsace) will also be available shortly, and their completion will provide about one-third of the inhabitants of France with TV. The sale of video receiving sets in France at present ranges from 4,000 to 5,000 per month.

GUSTAV MARGRAF IN NEW NBC POST . . .

NEW YORK—National Broadcasting Company has instituted a new exec position, vice president

in charge of talent and program administration, and has chosen general attorney Gustav Margraf to fill it. Thomas Ervin has been moved up to fill Margraf's former post. Margraf will be in charge of all talent and package show negotiations. He will supervise operation of the NBC talent office managed by Hal Kemp, as well as all administrative functions of the program department. In addition, Fred Shawn, formerly director of production services, has been switched to director of program administration, reporting to Margraf. The new program department set up at NBC is designed to free Charles Barry, Tom McAvity and Davidson Taylor from administrative responsibilities to concentrate on program planning and development. Another department appointment is John Rayel to the post of TV program manager, replacing Carl Stanton, who has moved to the Film Division.

GOODALL BUYS GOLF BROADCASTS

NEW YORK—The Palm Beach Golf Championship has been bought on radio and TV by Goodall. The Columbia Broadcasting System will broadcast the radio stroke-by-stroke version of the classic which takes place May 13-17. John Derr will be at the mike for CBS. The TV side of the golfing competition will be on the Du Mont network.

STATIONS SUPPORT SRA'S SPOT DRIVE . . .

NEW YORK—Stations throughout the country have given the drive

to expand the spot promotion activities of the Station Representatives Association a welcome reception. One station, WOOF, Dothan, Ala., sent in 10 times the amount asked for by the SRA to bolster its war chest. Other outlets have similarly acceded to the SRA request for money, until there are now several thousand dollars already pledged.

WCBS-TV UPS SKED, OPENS HOUR EARLIER . . .

NEW YORK — WCBS-TV this week decided to move its schedule up an hour in the morning. Beginning March 30, the station will begin programing at 7:20 a.m. instead of 8:20 a.m. The station has also put together a new

(Continued on page 54)

New Personality Seg for Pearson

WASHINGTON, March 7.—Commentator Drew Pearson, who will wind up his shows on American Broadcasting Company and Du Mont TV network, will launch a new type of personality program on WTOP-TV here starting Saturday (14) at 6:45 to 7 p.m. The program, sponsored by Emerson Radio of Washington, Inc., will have a comfortable easy-chair setting in which Pearson will swap sidelights and analyze the news in general in conversation with two assistants, Jack Anderson and Fred Blumenthal, and a woman secretary. Pearson also will read and answer some of his mail.

Pearson does his last radio program on ABC on March 29 and finishes at Du Mont TV on March 18. His show on WTOP-TV, Columbia Broadcasting company outlet, will be for Washington only. There are no plans for networking it, altho there is a chance that if it proves a hit, CBS might take it on despite its practice of confining news shows largely to its own staffers. Working on the program in co-operation with Pearson and his staff are WTOP-TV officials under direction of John S. Hayes, president of WTOP-TV, Inc.

January TV Set Output Sets Record

WASHINGTON, March 7.—Television set output in January reached 719,234 sets, to top all previous production records for that month, the Radio-Television Manufacturers' Association announced today. This compares with 404,932 TV sets manufactured in January, 1952, and 650,700 in January, 1951. January production of radios totaled 1,093,142 sets, slightly under the 1,202,503 sets turned out in January, 1951, but way ahead of the 632,455 figure of January, 1952.

At the same time, RTMA reported a traditional post-Christmas decline in TV set and radio sales, with video sales dropping from 1,049,770 in December to 640,073 in January, and radio sets from 1,514,688 to 414,726.

RTMA also disclosed that 988,316 cathode ray tubes valued at \$23,892,982 and 37,343,081 receiving tubes worth \$25,688,914 were sold to manufacturers in January. In December, 1,011,151 cathode ray tubes valued at \$23,882,246 and 43,220,393 receiving tubes worth \$28,820,231 were sold to manufacturers.

100G PITCH

WGAR Lines Up Grocers On Tie-Ins

CLEVELAND, March 7.—Advertisers participating in local Station WGAR's \$100,000 grocery store merchandising plan realized a sales increase from 17 to more than 200 per cent on their grocery products last year. WGAR's "Merchandising in Action" plan calls for minimum expenditures by advertisers of \$3,250 for 13 weeks, or \$5,200 for 26 weeks, with sponsors receiving benefits of station's merchandising tie-up with 191 A&P and Kroger supermarkets.

Participating advertisers, who report the plan sparked better sales for them in 1952, include: George Washington Coffee, Rival Dog Food, Leisy's Beer, Creamettes, Super Suds, Cornfetti, 7-Up, Fab, All, Cheer, Junket, Mazola, Coca-Cola, Peter Paul Candy, Pic Beer, Crackin' Good, Durkee Margarine.



key to Successful Selling in the nation's richest income market

WDEL-TV

Wilmington, Del.

WDEL-TV's market has more money per capita to spend than all the other 48 states. Buy WDEL-TV, your key to this richest of markets.

A Steinman Station

Represented by

ROBERT MEEKER Associates

New York Chicago Los Angeles San Francisco



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

Peter Bochan
Program Director, WNAB
Bridgeport, Conn.

SUBSCRIBE TODAY

The Billboard 935
2160 Patterson St. Cincinnati 22, Ohio
Please enter my Billboard subscription for one year at \$10. Payment is enclosed. Foreign rate, one year, \$20.

Name

Address

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

Occupation



COWPOKE SEGS

Recapture TV Eyes as Fuss Levels Off

CHICAGO, March 7.—The effect of a newspaper campaign against crime in kids' TV shows appeared here when ratings of 10 of the most popular kid cowboy programs dropped 38 per cent the month after a front-page campaign in The Chicago Daily News. However, much of the audience was recaptured in February after the fuss died down.

The over-all average of the 10 shows was 14.8 in December's American Research Bureau report. The newspaper series ran the last week in December. The average rating in January dropped to 8.4.

Another aftermath of the series, a city council investigation of the effect of TV programs on juvenile delinquency, still is pending. Chicago aldermen hope to begin public hearings within two weeks. Station executives, police officials, and advertisers will be asked to testify at the hearings. The city attorneys already have told the aldermen they have no right to censor television programs.

CBS, BK File Plea With FCC

WASHINGTON, March 7.—Columbia Broadcasting System and Balaban & Katz filed separate petitions with Federal Communications Commission this week strongly opposing Zenith Corporation's request to the FCC for reconsideration of the commission's order authorizing transfer to CBS of B & K's license for Station WBKB, Chicago. CBS argued that Zenith's application for Channel 2 in Chicago, even if it is deemed still pending, does not "and cannot" under the Communications Act conflict or compete with the CBS transfer application. The station, operating on Channel 4, moves to Channel 2 under the FCC's allocation order. CBS argued that under the allocations order, "any Channel 4 authorization becomes a Channel 2 authorization by operation of law."

"This is the result whether Balaban & Katz or CBS holds a Channel 4 authorization," stated CBS. The latter further contended that Zenith's charge that CBS "has flouted" the "cardinal principle . . . that only applicants best qualified in the public interests shall be granted broadcasting licenses" is "so unwarranted as to justify striking the petition as scandalous and frivolous."

NEW YORK, March 7.—Prudential this week was reported weakening on "Your Show of Shows." The advertiser has been alternating in the last half hour with Lehn and Fink on the National Broadcasting Company's TV network.

SARNOFF TOPS NARTB DAIS

WASHINGTON, March 7.—Brig. Gen. David Sarnoff, chairman of the board of Radio Corporation of America, will be the keynote speaker at the National Association of Radio and Television Broadcasters convention in Los Angeles April 28-May 1. Sarnoff will address the first general session of the convention at 11 a.m. Wednesday, April 29.

The occasion will make the inauguration of an association plan to select annually a leading industry figure to keynote the meeting. Sarnoff, the first so selected, will be honored by the first annual Keynote Award, presented by the association membership. The award will be in the form of an embossed plaque accompanied by a small gold key. Presentation of the award will be made following General Sarnoff's address by Harold E. Fellows, president of NARTB.

New Outlets Sell Where Papers Don't

NEW YORK, March 7.—The establishment of home-town radio stations in areas where there are no daily newspapers has brought more than 1,000,000 families within the daily merchandising pattern of local retailers and national advertisers, according to a recent study by the Broadcast Advertising Bureau, Inc. The study was made to tabulate the merchandising dividends accruing from the growth in the number of radio stations in the country.

BAB found that 409 cities which have no daily newspapers now have radio stations operating seven days weekly, and an estimated 75 additional cities without daily newspaper service will have new radio stations before the end of the year. Actually, BAB opines, the figure is probably closer to 4,000,000 families, because the 1,000,000-family figure counts only those within the corporate limits of city, and at least four times as many families (some totally dependent upon radio as a news and advertising medium) reside in surrounding rural areas of smaller communities than live in the city proper of the areas covered in the study.

Buzzell Seg Goes to CBS

HOLLYWOOD, March 7.—Eddie Buzzell's "Third Girl From the Right" will become a TV situation comedy series, according to an agreement reached between Columbia Broadcasting System's programming vicepee, Harry Ackerman, and Buzzell. Laugh-getting material will be woven around the adventures of a chorus girl in domestic life.

No cast has been set as yet. Plans are to complete an audition kine of the show within the immediate future.

N. Y. HICKS

Homey Items Go Over Via WOR Plugs

NEW YORK, March 7.—Radio's recent tendency toward diversifying its sponsors became more evident this week when WOR, here, reported that during 1952 it had 506 advertisers compared with 306 the previous year. The station's gross is down slightly from 1951, however, a fact which can be attributed to the recapture of some of its time by the Mutual Broadcasting System, which owns the outlet.

The list of the clients on the station also proves the old aphorism that New York City is the "biggest little hick town in the world." They included such advertisers as the Praelawn Cemetery, the Little Falls Laundry, Sophie Mae's Peanut Brittle; Peter Chambers, Inc., a retail furrier working out of a second floor loft, and Iron Mountain Storage for its atomic vaults. At the other end of the scale, WOR sold the Wescott-Alexander oil burners, a \$750 item. The station also has one of the oldest advertisers in radio, Dole Pineapple, which has been on WOR for 28 years.

PEACE PIPE

Duggan, NBC Make Peace Over Norris

CHICAGO, March 7.—Tom Duggan, WNBQ and WMAQ sports commentator who walked off his job rather than retract a statement he made on the air about Jim Norris, president of the International Boxing Club, has made peace with the National Broadcasting Company stations, and returns to his shows Sunday (8).

Duggan made libelous statements about Norris in a telecast on February 11. He quit his shows February 23 when NBC said an apology to Norris would have to be made on his program. Reporters got to Duggan, and his story that he was fired made Page 1 headlines most of the week. NBC received several thousand letters of protest and an almost continual flow of phone calls for several days.

The compromise which put Duggan back on the air included reading of a retraction on the stations, and issuance of a statement by Norris saying that he hadn't asked that Duggan be fired, and setting forth that he was not accompanied by hoodlums, as Duggan charged, on the night he and Duggan had a verbal scrap in a restaurant.

'Fathers' for CBS TV Series

HOLLYWOOD, March 7.—Columbia Broadcasting System's programming vicepee, Harry Ackerman, this week bought Harry Kronman's "Professional Fathers" for a TV situation comedy series.

Hub Robinson, head of CBS programming, will arrive here Monday (9) for a series of huddles with Ackerman concerning plans for newly acquired packages. Robinson and Ackerman will also discuss summer and fall show plans for the net.

Devine to Turn Movie Producer

HOLLYWOOD, March 7.—Jerry Devine, producer-director of radio's "This Is Your FBI," will turn movie producer. Devine this week acquired screen rights to "Babes in the Woods," the New Yorker story by Frank O'Connor, and signed Harold Shuster, who megged Walt Disney's "So Dear to My Heart" to direct the film. Devine and Shuster leave April 10 for a six-week location scouting tour. Prior to producing-directing "FBI," show which held the airwaves for eight years, Devine wrote and directed "Mr. District Attorney," and served as writer on the "Kate Smith Hour," "Big Town" and "This Is New York."

THE BILLBOARD Radio-TV Show Charts

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

Top 25 TV Shows

NATIONALLY February 2 thru 7

... According to American Research Bureau

The ratings below are based on countrywide county by county, urban and rural sampling covering all 63 TV markets. They are obtained from diaries placed for the week in 2,200 TV homes. Completely new samples are used for each set of ratings. The rating for a particular show is based only on the sample in those areas where that show can be seen. When viewing for five minutes or more is reported credit for the quarter hour is given. Half-hour and hour ratings are averages of the quarter hours. Also shown below are the percentages of men, women and children under 16 in the audience and the average number of viewers per set. All time given is New York time.

Table with 7 columns: Program, Rating ARB, Homes (000's), Cities, % Men, % Women, % Kids, Viewers Per Set. Lists 25 TV shows including 'I Love Lucy', 'Talent Scouts', 'Godfrey and Friends', etc.

Discount Plan At WMAL-TV

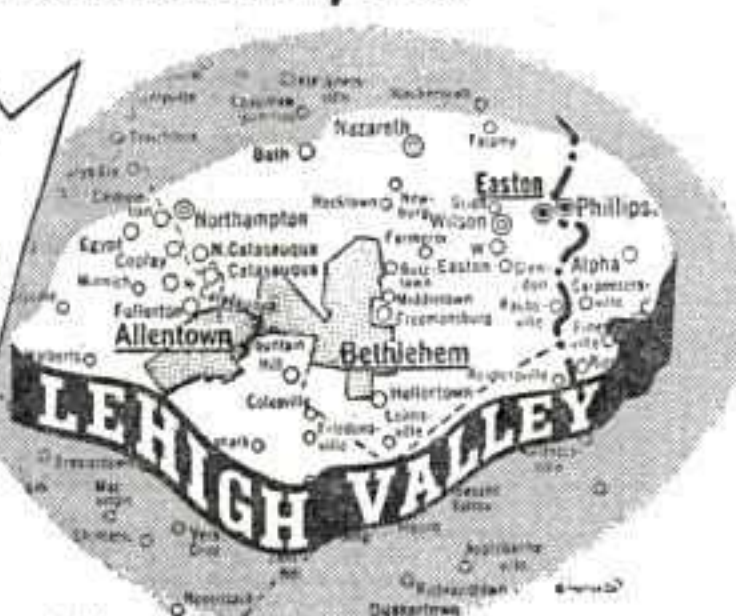
WASHINGTON, March 7.—A new package plan, called the "7-11" plan, which gives large-volume advertisers a 45 per cent discount, has been inaugurated by WMAL-TV, Washington, it was announced by Harvey Glasscock, sales manager for WMAL-TV. Under the plan, any advertiser buying 11 or more announcements per week on WMAL-TV is an auto-

matic participant in the "7-11" plan and earns a 45 per cent frequency discount in addition to the station's regular earned frequency discounts. Prior to the "7-11" plan this additional frequency discount amounted to only 30 per cent for a schedule of 11 or more announcements per week. Glasscock said that the "7-11" plan aims to encourage large-volume advertisers to allocate bigger spot budgets to WMAL-TV in order to earn the new 45 per cent weekly discount; and at the same time, the plan is devised to allow the advertiser a greater spread of his budget throughout all time classifications.

Selling Allentown, Bethlehem, Easton

WLEV-TV Bethlehem, Pa.

the only single medium reaching the entire



A Steinman Station



Represented by ROBERT MEEKER Associates New York Chicago Los Angeles San Francisco

Advertisement for WGAL-TV Lancaster, Pa. featuring a large number 8 and the text 'MR. CHANNEL 8... symbol of WGAL-TV's increased power, now gives larger coverage, bigger audience, greater sales potential to WGAL-TV advertisers.' Includes contact information for Robert Meeker Associates.

THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in TOLEDO

(222,000 TV Sets; Panel Size 200)

According to Videodex Reports

WSPD-TV... Storer Broadcasting Co. ABC, CBS, Du Mont, NBC Videodex reports monthly on each of 25 major markets, besides publishing a monthly national network report based on all 63 markets...

JANUARY, 1953

SUNDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 10 TV shows for Sunday.

MONDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 10 TV shows for Monday.

TUESDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 10 TV shows for Tuesday.

WEDNESDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 10 TV shows for Wednesday.

THURSDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 10 TV shows for Thursday.

FRIDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 10 TV shows for Friday.

SATURDAY

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 10 TV shows for Saturday.

*NBC estimate for December, 1952.

Share of Total Audience Radio vs. TV in SAN FRANCISCO

According to Pulse Reports November-December, 1952

Table showing share of total audience for radio and TV in San Francisco across different time slots: 7 P.M. to Midnight, 6 A.M. to 6 P.M., and 6 A.M. to Midnight.

Next Week Top 10 TV Shows Each Day in MILWAUKEE

According to Videodex

Top 5 Radio Shows Each Day in SEATTLE

According to Pulse

Share of Total Audience Radio Vs. TV in SEATTLE

According to Pulse

FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors which determine the success or failure of a program...

WWJ NBC AFFILIATE in DETROIT OWNED AND OPERATED BY THE DETROIT NEWS NATIONAL REPRESENTATIVE THE GEORGE P. HOLLINGBERRY CO.

Top 5 Radio Shows Each Day of the Week in SAN FRANCISCO

(747,160 Radio Families*)

According to Pulse Reports

Table listing top 5 radio shows in San Francisco with their respective networks and wattages.

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except to New York, which is monthly...

NOVEMBER-DECEMBER, 1952

Table showing top 5 radio shows for November-December 1952 with highest quarter ratings.

MONDAY, 7 TO 12 P.M.

Table showing top 5 radio shows for Monday 7-12 P.M.

TUESDAY, 7 TO 12 P.M.

Table showing top 5 radio shows for Tuesday 7-12 P.M.

WEDNESDAY, 7 TO 12 P.M.

Table showing top 5 radio shows for Wednesday 7-12 P.M.

THURSDAY, 7 TO 12 P.M.

Table showing top 5 radio shows for Thursday 7-12 P.M.

FRIDAY, 7 TO 12 P.M.

Table showing top 5 radio shows for Friday 7-12 P.M.

SATURDAY, 7 TO 12 P.M.

Table showing top 5 radio shows for Saturday 7-12 P.M.

MONDAY-FRIDAY, 6 A.M. TO 7 P.M.

Table showing top 5 radio shows for Monday-Friday 6 A.M. to 7 P.M.

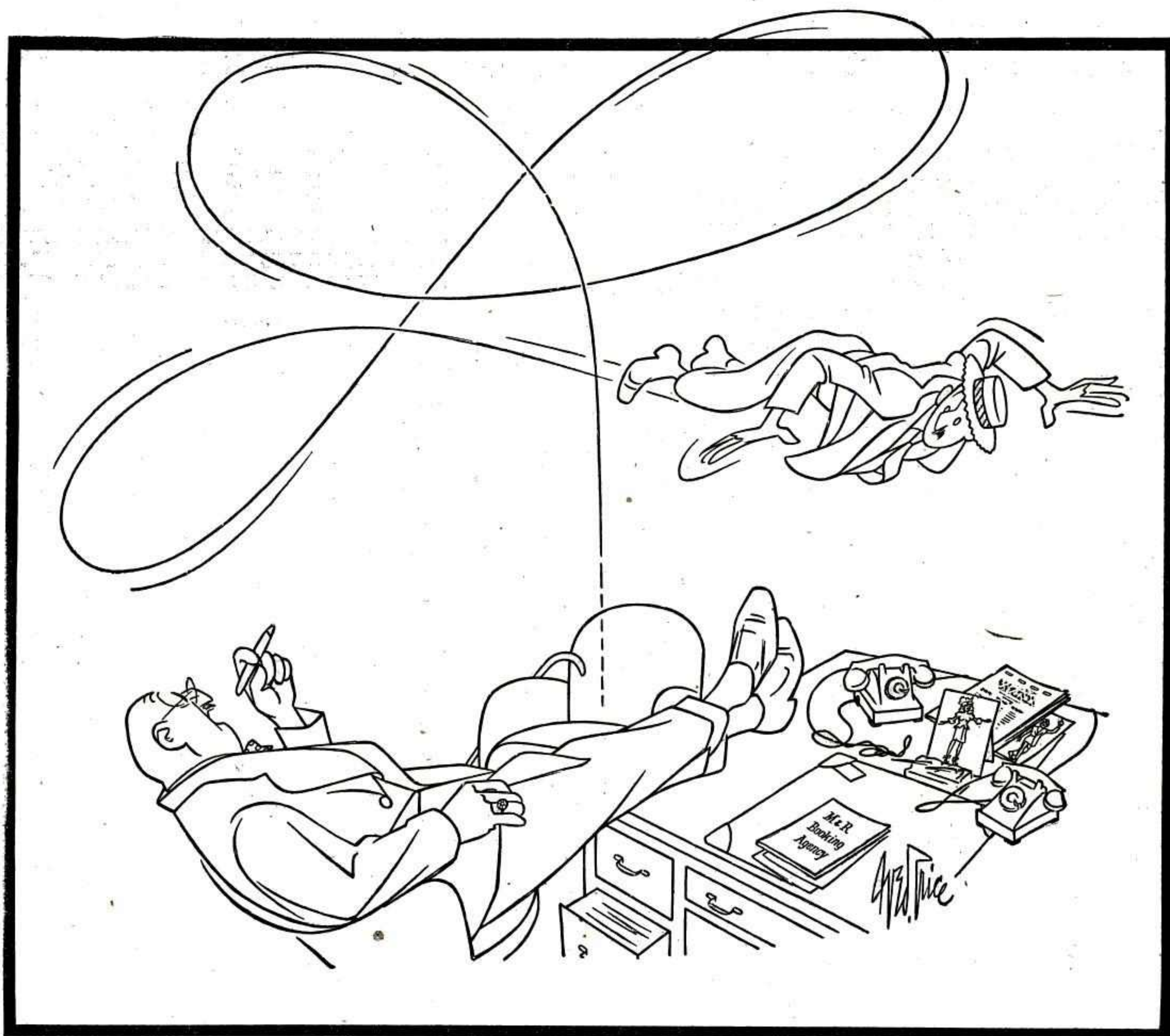
SATURDAY, 6 A.M. TO 7 P.M.

Table showing top 5 radio shows for Saturday 6 A.M. to 7 P.M.

SUNDAY, 6 A.M. TO 7 P.M.

Table showing top 5 radio shows for Sunday 6 A.M. to 7 P.M.

* Based on U. S. Census of radio ownership and Sales Management 1952 estimate of families in the San Francisco metropolitan area.



“Bird imitations...that’s all you can do?”

Oddly enough, some people take extraordinary things for granted.

Like radio, for instance.

Today radio entertains, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising.

Today there are 105,300,000 radio sets in the U. S. A.
 Virtually every home is a radio home—and over half of them have two or more sets.
 The average American now spends more time with radio than with magazines, TV and newspapers combined.
 No wonder advertisers invested even more money in radio last year than ever before!

B
A
B

Broadcast Advertising Bureau, Inc.
 BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVENUE, NEW YORK CITY

650G Library Sales Mark End of Spot Booking for Unity

NEW YORK, March 7. — The day of spot booking in the TV feature film field is gone, according to Arche Mayers, president of Unity Television Corporation here. The trend today, said the exec, is toward complete library sales to stations. As proof, he cited the fact that his own firm has chalked up more than \$650,000 in library sales to 24 new TV stations since January 1 of this year.

Instead of struggling with inflexible 18 or 26-week feature film contracts, said Mayers, the new stations are taking a long-range view of their film needs, based on the programming experience of broadcasters who have been in the field. Long-term pacts, which give them access to an entire library of film, allow stations sufficient time and variety of product to tailor a film schedule to meet the individual sponsor and audience requirements in one particular market.

Advantages

Under the Unity plan, a station buys film by the hour, give or take a little for feature film lengths. The library is sold for a minimum of 500 hours on a year's contract. However, Mayers said the majority of their library sales are 1,000-hour deals. Financial advantage to the station, of course, is that it gets products

for considerably less on a quantity buy. Financial returns to Unity can be estimated in terms of man-hours saved by putting all their sales in one contract.

Programming-wise, Mayers thinks the Unity library is a particularly good buy for stations, because the catalog not only includes features, but also lists cartoons, serials, Westerns, short subjects of varying lengths and specially edited half-hour featurettes. With more than 1,000 titles to play with, an imaginative station program man can dream up endless combinations of film shows, with personalized appeal for local viewers and sponsors.

Family Theater

For instance, said Mayers, a station with a Unity library contract, might schedule a family theater policy on Saturday afternoons, utilizing a Laurel and Hardy two-reeler; a one reel Tom

and Jerry Cartoon; a 15-minute chapter of the Kit Carson serial or a half-hour Western and a feature with family appeal like "Captain Caution," with Alan Ladd and Victor Mature, topped off with a 10-minute "Stars on Parade" short—perhaps B-3, with Tallulah Bankhead singing "It Had to Be That Way."

If a station insists Unity will still sell films in smaller blocks. Mayers prefers to work on the library plan tho, and eventually hopes to handle all of his business on that basis only. Unity's biggest library sale to date was made late last year, when the American Broadcasting Company shelled out \$250,000 to make Unity's catalog available to its Western division TV stations. Unity's library excludes the 18 new Sol. M. Wurtzel films which Mayers is selling as a special package for the present.

Thursday Segs May Cancel on CBS-TV

NEW YORK, March 7. — The Columbia Broadcasting System's TV network this week faced cancellation problems in its Thursday, 8:30-9 p.m., time period. Of the alternating film programs in the period, "Amos 'n' Andy" has already been canceled by Blatz, and Singer Sewing Machine was seriously considering dumping its "Four Star Playhouse."

Blatz has found the Negro situation-comedy too rich for its bankroll, what with its limited distribution. The show has also failed to measure up to its rating promise because of the competition of "Treasury Men in Action," which out-rates it. Blatz, however, is in the market for a new show.

Singer has also had rating problems with the star-studded "Four Star Playhouse." The advertiser feels the show would do better were it on every week, but is unable to afford such a schedule.

Young & Rubicam, the sponsor's agency, may try to find a way out of the dilemma by coming up with another client for the film series so that it may go on a

regular weekly basis, otherwise, spring cancellation may be in the cards.

Flying A Tele Shoots 'Annie'

HOLLYWOOD, March 7.—Production of the "Annie Oakley" series got under way at Flying A Television here this week. The Columbia Broadcasting System has been holding a pilot print of the show for some time, seeking national sponsorship. But meanwhile, shooting on the second in the series, "Annie Gets Her Man," has begun here on a script by Norman Hall.

Gail Davis has the title role and is supported by Jim Hawkins and Brad Johnson. "Annie" is produced by Lou Gray and megged by George Archainbaud. A total of 52 segments are planned. This is the third half-hour film series to be turned out by Flying A, the other two being Gene Autry and "Range Rider."

'RAMAR' IS TOP LA ADVENTURE

NEW YORK, March 7. — "Ramar of the Jungle" was erroneously omitted from the chart in the February 21 issue of The Billboard giving "13-City ARB Ratings of Syndicated Shows." That chart gave the American Research Bureau's December ratings, and "Ramar" appeared in three of cities covered individually by ARB during its December rating week. In Los Angeles, "Ramar," which is produced and distributed by Arrow Productions, had a rating of 16.8 in December, which put it on top of any other syndicated film series there in the adventure category. In Philadelphia, "Ramar" had a 16.5 ARB, and in Chicago it drew 8.4 in December.

Savage to Join NBC as Film Division Head

NEW YORK, March 7.—David Savage, manager of WCBS-TV's film department here and film buyer for the Columbia Broadcasting System's TV network, this week resigned that post to join the National Broadcasting Company as manager of film procurement for the web's newly created film division, under Bob Sarnoff. Effective March 17, Savage will handle all buying of film for the network, acting as buying consultant for NBC's five owned and operated stations and the web's affiliates thru station spot sales reps. He will also supervise negotiations to obtain outside TV film packages for syndication by the web.

The appointment of Savage gives NBC's film division a top exec for each of its three main departments: Savage as head buyer; Stanton Osgood, production manager, and John Cron, manager of syndicated sales to stations and agencies and advertisers.

During his two years at CBS, Savage pulled off several buying coups in the feature film field, including the purchase of two top new-to-TV movie packages—the Robert Lippert flickers and the Republic pictures. In line with this, the trade anticipates that Savage's appointment may cue an increased emphasis on feature film programming by NBC outlets. Certainly it will make the TV feature film field more of a competitive seller's market than ever before.

May Name Fowler

Savage will remain in his CBS post until Friday (13). As yet, no replacement has been set. However, it was rumored that Freelon Fowler, head film man for the American Broadcasting Company, had been offered the spot.

The NBC Film Division, which was established in June, 1952, became a third principal operating unit of NBC last week, taking its place as a separate operation with the networks division and the stations division. The rapid growth of the department, both sales and production-wise, prompted the new divisional set-up, which also includes NBC's film and kinescope operations unit.

Working directly under Sarnoff, now NBC's film division veepee, is Carl M. Stanton, in the newly created post of director of the film division. Savage, Osgood, Cron, and Frank Lepore, manager of the film and kinescope operations unit, report to Stanton.

Chertok Produces Dale Carnegie Pic

NEW YORK, March 7. — Jack Chertok has produced a pilot film of a new video series which features material taken from the files of Dale Carnegie. The half hour show makes a point about human relations and then dramatizes it.

Chertok is shopping for a distributor.

Falstaff Buys MCA-TV 'City' For the South

NEW YORK, March 7.—"City Detective," a new mystery film series starring Rod Cameron, has been sold by MCA-TV to Falstaff Beer for sponsorship in 10 markets thruout the South. Produced by Revue Productions, the new whodunit is based on the characters in one of the "Chevron Theater" series. Only two segments of the series of 26 are in the can so far. Dancer-Fitzgerald-Sample was the agency on the Falstaff buy.

MCA-TV this week also ordered another 26 segments of the Abbott and Costello show, produced by Cosman Productions. It is understood that the format of the second group of 26 will be slightly altered, with greater emphasis on the situations.

'Voice' Films Get Approval

WASHINGTON, March 7.—Highlighting congressional probing of the "Voice of America" this week was a Senate Foreign Relations Subcommittee's hearing which got under way yesterday with an examination of U. S. films abroad. Eric Johnston, president of Motion Picture Association of America, the day's chief witness, defended American film as effectively carrying the message of democracy to the World. Chairman Bourke B. Hickenlooper (R., Ia.), of the subcommittee, read into the record some complaints he has received about "excesses" of violence and sex in U. S. movies shown overseas. Johnston told the chairman that, on the contrary, U.S. films shown abroad have received high praise from armed forces leaders and diplomatic chiefs. Johnston hailed as an important arm of psychological warfare.

Unity a Producer Now; Live TV, Film

NEW YORK, March 7. — Unity Television Corporation, heretofore exclusively TV distributors for theatrical films, is entering the TV film production field. Unity prexy Arche Mayers is readying two dramatic series, and a combination live-film package, for syndication to stations this summer.

The half-hour dramatic shows, which will be produced in Europe, include an adventure-mystery (based on famous cases of the French secret police) and a romance-comedy opus, featuring a globe-trotting fem lead. Latter film will be shot in various European locales called for by each episode.

Unity's third package, tagged "Calendar Girl," is a 15-minute airer, which Mayers will package-produce for local stations. Format calls for a live fem emcee to salute famous dates and birthdays

in history, via film clips and commentary. Gals at each station will also note birth dates of local viewers and interview them during live portions of the show. Unity will supply scripts and film clips, and supervise production at each station.

The distribution outfit took on additional office space at its New York headquarters this week. New sales staffers include Bill Young, formerly with Vitapix and Lang-Worth Features, Unity regional manager in Chicago, Detroit, Cleveland; Vic Bikel, formerly with United Artists, Southwest division manager; and Phil Besser, ex-Roshon Films staffer, Southeast division manager. At the same time, New York film attorney Sydney Mayers moved into the newly created post of administrative vee-pee in charge of Unity's legal and contract departments.

WCBS-TV in Republic Deal

NEW YORK, March 7. — WCBS-TV, here, reportedly was dickering for a new group of approximately 50 feature pictures produced by Republic Pictures. The films would be released thru Hollywood Television Pictures, Inc., the firm's TV subsidiary. WCBS-TV only two months ago bought 100 Republic features for about \$200,000.

Meanwhile, WBKB, Chicago, the new Columbia Broadcasting System TV o.&o., bought the first package of Republic features. This group has also been sold to WTOP-TV, Washington and KNXT, Hollywood.

March
TV FILM
PROGRAM GUIDE
& MARKET REPORT
coming
Next Week

MORE THAN 15 SPECIAL TV FILM FEATURES, including

- How Feature Films Rate Versus All Types of Opposition
- Survey of Film Programming Versus Live
- Pros and Cons on Station Film Butchering Charges
- More TV Station Film Problems
- Best Distributors of Theatrical Film Features
- Theatrical Distributor Case Histories
- Sources for Public Service, Religious, Educational and Industrial Films
- Directory of Distributors of Features, Shorts and Cartoons

Subscribe Today...

and get the industry's most intensive weekly news coverage and rating data plus every special monthly TV film program guide and market report number!

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio.

Send me The Billboard for the next 52 weeks. \$10 payment enclosed (a saving of \$3 at single copy rates). Foreign rates, one year, \$20.00.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____



• TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributor and original release date of the film has been added where available.

THEATRICAL

ADVENTURES OF MARTIN EDEN	Drama	16mm.	Columbia	1942
Motion Pictures for Television, 655 Madison Ave., New York				
AMERICAN EMPIRE	Drama	16mm.	United Artists	1942
Motion Pictures for Television, 655 Madison Ave., New York				
ANNIE ROONEY	Comedy	16mm.		
Peerless Television Productions, 729 Seventh Ave., New York				
BUCKSKIN FRONTIER	Western	16mm.	United Artists	1943
Motion Pictures for Television, 655 Madison Ave., New York				
CASE OF MISSING HEIRESS	Mystery	16mm.		
Motion Pictures for Television, 655 Madison Ave., New York				
CASHON ICE	Western	16mm.		
Motion Pictures for Television, 655 Madison Ave., New York				
CORSICAN BROTHERS	Drama	16mm.	United Artists	1941
Peerless Television Productions, 729 Seventh Ave., New York				
COUNT OF MONTE CRISTO	Drama	16mm.	United Artists	1934
Peerless Television Productions, 729 Seventh Ave., New York				
CROW HOLLOW	Mystery	16mm.		
TV Movies, 122 E. 42d St., New York				
COUNTERBLAST	Drama	16mm.		
M & A Alexander, 6040 Sunset Blvd., Hollywood				
DARK WATERS	Drama	16mm.	United Artists	1944
Atlantic Television Corp., 130 W. 46th St., New York				
DEVIL ON WHEELS	Drama	16mm.	PRC Pictures, Inc.	1947
Motion Pictures for Television, 655 Madison Ave., New York				
DIARY OF A CHAMBERMAID	Comedy	16mm.	United Artists	1946
Standard Television, 1203 W. 7th St., Hollywood				
THE DUKE OF WEST POINT	Drama	16mm.	United Artists	1938
Peerless Television Productions, 729 Seventh Ave., New York				
ETERNALLY YOURS	Drama	16mm.	United Artists	1939
Motion Pictures for Television, 655 Madison Ave., New York				
FORGOTTEN WOMEN	Drama	16mm.	Monogram
Motion Pictures for Television, 655 Madison Ave., New York				
FOUR DAYS LEAVE	Comedy	16mm.	Film Classics	1950
Television Exploitation, 1450 Broadway, New York				
GUILTY BYSTANDER	Drama	35mm.	Film Classics	1950
Television Exploitation, 1450 Broadway, New York				
HARPOON	Drama	16mm.	Screen Guild	1948
Hygo Television, 60 W. 46th St., New York				
INTRIGUE	Mystery	16mm.	United Artists	1947
Peerless Television Productions, 729 Seventh Ave., New York				
THE KANSAN	Drama	16mm.	United Artists	1943
Motion Pictures for Television, 655 Madison Ave., New York				
KING OF THE TURF	Drama	16mm.	United Artists	1939
Peerless Television Productions, 729 Seventh Ave., New York				
LONG VOYAGE HOME	Drama	16mm.	United Artists	1940
Motion Pictures for Television, 655 Madison Ave., New York				
MR. ACE	Drama	16mm.	United Artists	1946
Atlantic, 130 W. 46th St., New York				
NIAGARA FALLS	Comedy	16mm.	United Artists	1941
Unity Television, 1501 Broadway, New York				
ONE MILLION B.C.	Drama	16mm.	United Artists	1940
Unity Television, 1501 Broadway, New York				
PRESIDENT'S MYSTERY	Drama	16mm.	Republic	1936
Hollywood Television Service, Republic Studios, North Hollywood				
SCANDAL IN PARIS	Drama	16mm.	United Artists	1946
Quality Films, 1040 N. Las Palmas, Hollywood				
SENSATIONS OF 1945	Drama	16mm.	United Artists	1944
Atlantic TV Productions, 130 W. 46th St., New York				
SEVEN DAYS TO NOON	Drama	16mm.	Mayer-Kingsley	1950
Snader Telescriptions, 328 S. Beverly Drive, Beverly Hills, Calif.				
SHANGHAI CHEST	Mystery	16mm.	Monogram	1948
Motion Pictures for Television, 655 Madison Ave., New York				
SHE MARRIED A COP	Comedy	16mm.	Republic	1939
Hollywood Television Service, Republic Studios, North Hollywood				
SILVER QUEEN	Drama	16mm.	United Artists	1942
Motion Pictures for Television, 655 Madison Ave., New York				
THE SOUTHERNER	Drama	16mm.	United Artists	1945
Standard Television, 1203 W. 7th St., Hollywood				
THE STORY OF G.I. JOE	Drama	16mm.	United Artists	1945
Motion Pictures for Television, 655 Madison Ave., New York				
STRANGE IMPERSONATION	Drama	16mm.	Republic	1946
Motion Pictures for Television, 655 Madison Ave., New York				
13th GUEST	Mystery	16mm.	Monogram	1932
Motion Pictures for Television, 655 Madison Ave., New York				
13 LEAD SOLDIERS	Mystery	16mm.	20th Century-Fox	1948
Peerless Television Productions, 729 Seventh Ave., New York				
TOMORROW THE WORLD	Drama	16mm.	United Artists	1944
Quality Films, 1040 N. Las Palmas, Hollywood				
TRADE WINDS	Mystery	16mm.	United Artists	1938
Motion Pictures for Television, 655 Madison Ave., New York				
UNEASY TERMS	Drama	16mm.		
M & A Alexander, 6040 Sunset Blvd., Hollywood				
VAMPIRE'S GHOST	Drama	16mm.	Republic	1945
Hollywood Television Service, Republic Studios, North Hollywood				
WILDCAT	Drama	16mm.	Paramount	1942
Specialty Television, 1501 Broadway, New York				
WOMAN OF DOLWYN	Drama	16mm.	I. E. Lopert	1949
Snader Telescriptions, 328 S. Beverly Dr., Beverly Hills, Calif.				

OTHER

ANYWHERE U. S. A.	Educational	Series	Free
Health Information Foundation, 420 Lexington Ave., New York			
ATOMIC ENERGY CAN BE A BLESSING	Educational	Feature	Free
Christophers, Inc., 18 E. 48th St., New York			
COMMAND OF THE SEA	Educational	Series	Free
U. S. Navy, nearest naval base			
DRAG	Industrial	Series	Free
Shell Oil Company, 624 S. Michigan, Chicago			
1ST IN THE HEARTS OF FARMERS	Educational	Feature	Free
Audio Productions, Inc., 630 9th Ave., New York			
INSTITUTE OF PACIFIC RELATIONS	Educational	Feature	Free
American Legion, P. O. Box 1011, Reno, Nevada			
MEATS WITH APPROVAL	Educational	Feature	Free
U. S. Dept. of Agriculture, Washington			
PEG OF THE PRAIRIES	Educational	Feature	Charge
Sterling Television Company, 316 W. 57th St., New York			
POPULAR SCIENCE	Educational	Series	Charge
Toby Anguish, 8470 Melrose Ave., Los Angeles			
SHADES OF GRAY	Educational	Feature	Free
U. S. Army, nearest Army base			
THIS IS THE LIFE	Religious	Series	Free
Concordia Publishing Company, 3558 S. Jefferson St., St. Louis			
TRIUMPHANT HOUR	Religious	Feature	Free
Family Theater, 7201 Sunset Blvd., Hollywood			
YOUR FRANKFURTER FAVORITES	Industrial	Feature	Free
Association Films, 79 E. Adams St., Chicago			

Don Cornell Sues Nuttery For \$500,000

NEW YORK, March 7. — Don Cornell this week filed suit for \$500,000 against William Black and the Federal Nut Company, Inc., in the United States Federal Court for the Southern District. He charges breach of contract and damage to his reputation.

The suit arises from a film series that Cornell was to star in for Black, owner of the Federal Nut Company, which in turn controls the Chock Full O' Nuts eatery chain here. Black decided against making the series when he and Cornell allegedly had a difference over the manner of its sale. Spring and Eastman represented Cornell, while Jesse Goldberg is the lawyer for Black.

MPT Opens Detroit Office

NEW YORK, March 7.—Motion Pictures for Television, Inc., opened a branch office in Detroit last week, with Art Kalman heading sales there. This is MPT's sixth office in the U. S., and represents a further step in the firm's decentralization policy. Each office carries a thoro stock of prints for the most expeditious servicing of the local station.

MPT has also made several additions to its sales staff in other parts of the U. S. in the past month.

QUICK TAKES

Robert J. Kingsley has been appointed supervisor of film production for Prockter Television Enterprises, Inc., and will henceforth supervise production of "China Smith," "Short, Short Drama," "Orient Express" and the new **Walter Brennan** situation comedy. . . . Motion Pictures for Television, Inc., has added four new sales reps to its staff in the past few weeks. Covering the Northwest out of MPTV's Los Angeles office is **Dick Feiner**. Covering New England out of the Boston office is **Gordon Wiggin**. **Marty Robinson** has joined MPTV's Dallas office, and **Marvin Lowe** is now with the Chicago office. . . . **James Thomas Victory** has joined the New York sales staff of CBS Television Film Sales. . . . Screen Gems has taken over "Tales of the Texas Rangers," which it will produce in conjunction with **Stacy Keach**. The series is based on the files of the Texas Department of Safety. . . . Sterling Television is releasing a 15-minute documentary, "Heroes of the Bullring," produced by **Peter Buckley**. . . . **Scott Brown** has acquired 50 silent features for distribution to TV. The pictures were produced by **Jess Goldburg** and originally released via the FBO exchanges.

Tele Film Writers Win Minimum Scale

HOLLYWOOD, March 7.—Minimum pay scale for writers in TV films was finalized this week in supplementary provisions to the Screen Writers' Guild's contract with the Alliance of Television Film Producers. Producer members of the Alliance agreed to pay writers for story material a minimum of \$120 for a quarter-hour show, \$200 for a half-hour show and \$380 for an hour show. For the teleplay, TV film producers agreed to pay \$330 for a 15-minute show, \$550 for a half-hour show and \$1,045 for an hour show. Writers who provide both the story and the teleplay will receive a minimum of \$420 for a quarter hour, \$700 for a half hour and \$1,330 for a full-hour's filmed show. These minimums apply to anthologies and series type shows, including one-time shows.

For Westerns and serials, writers will get \$360 for a quarter hour, \$600 for a half hour and \$1,140 for an hour.

In addition, writers will receive 25 per cent of original payment for each pair of reruns starting with third and fourth runs up to the 13th and 14th runs, this providing the writer with 150 per cent of his original payment on anthologies and series shows. For Westerns and serials, penmen will get one-third of the original payment on the third, fifth and seventh runs, and then receive 10 per cent for 9th, 10th, 11th, 12th and 13th runs, which again would provide them with 150 per cent of original payment.

Producers agree, according to

the SWG pact, not to put any script before cameras that costs less than the above minimums. Producer must pay the writer, if at all possible, within 48 hours of delivery of script material by the writer, but in no event later than a week after delivery. Producer cannot order revisions in script material after 14 days of delivery of the material, with revisions to be generally limited to one only. Producers will pay \$100 for outlines of originals needed for sponsor approval. If approved by the bankroller the \$100 becomes an advance against the scripting fee.

Should any of the films be used for theatrical purpose, the writer must be paid 100 per cent of the minimum or a total of \$2,680 for anthologies and series shows and \$2,280 for Westerns and serials. Writer is further protected so as not to be paid less than the theatrical minimum on films budgeted over \$100,000 in case of subsequent theatrical release of a filmed series.

In case TV film show serves as basis for a radio show, a script around which an entire radio series can be built will pay writers \$200 per episode for network and \$150 per episode for regional use; a single script used for radio will bring writer \$150 for net and \$100 for regional airing.

A portion of the union-shop contract went into effect last November 24 with the balance as of February 20, 1953, for three years.

TV FILM PURCHASES

Ohio Oil Buys 'Crown' Show

HOLLYWOOD, March 7.—Ohio Oil Company is set to sponsor **Bing Crosby Enterprises' "Crown Theater,"** starring **Gloria Swanson**. Firm will bankroll the anthology dramatic half-hour filmed series in Midwest markets. Contract negotiations will be completed Wednesday (11) when **Dick Dunn**, radio-TV director of **Stockton-West-Burkhart** agency of Cincinnati, handling the Ohio Oil account, arrives here for meetings with **BCE Veepee Basil Grillo**.

SCHOOL'S OUT TO OPEN HOUSE

WASHINGTON, March 7.—During a snowstorm here early this week, **Ed Burch**, **WMAL** news editor, received nearly 200 phone calls from folks who wanted to know if schools were closed. One of the callers was a little girl who, after being told that her school would be closed for the day, said to Burch: "When you announce on the air that the school is closed down, would you please tell the kids I'm going to have open house today?"

"The Lilli Palmer show" was sold to **WWLP-TV Springfield, Mass.**, for sponsorship by the **Forbes & Wallace Department Store** there. The show is syndicated by **NBC-TV Film Division**.

Vitapix's Johnny Mack Brown Westerns were sold this week to **Sioux City, Ia.**, and **Pueblo, Colo.**

Harry Goodman Productions sold its syndicated bank spots to the **Savings Association of Cleveland**.

"City Detective" was sold by **MCA-TV** to **Falstaff Beer** for showing in 10 Southern markets.

KNBH, Hollywood, this week signed a 52-week renewal of "Dangerous Assignment," syndicated by the **National Broadcasting Company**.

KXLY, Spokane, has bought **United World Films' complete** roster of syndicated shows, except for "Headlines on Parade."

United World Films' "Stranger Than Fiction" has been sold for showing in **Tacoma, Wash.**, and **Portland, Ore.** **KGNC, Amarillo, Tex.**, has bought **UWF's "Stranger Than Fiction"** and "Going Places."

Official Films' musical library, "Music Hall Varieties," has been sold to **KTSM, El Paso, Tex.**, and **KFDA, Amarillo, Tex.**

Guild Films this week sold "The Liberace Show" to **Pepsi-Cola** for showing via **WTTG, Washington**.

1-Man, 1-Camera Format Pays Off in Ratings for WNBT

NEW YORK, March 7. — An economical one man-one camera formula, supplemented by film clips, is paying off in ratings and mail pull for **WNBT** here. According to program manager **Dick Pack**, local stations can no longer rely on feature film and network shows to fill their programing needs. In line with this, he visualizes the live emcee-film clip format as TV's local programing counterpart of a radio deejay.

The station's current one man-one camera shows, with film clips, include **Ray Forrest's children's program** on Saturday morning (9:30-10:30 a.m.), which chalked up a 11.5 February Pulse rating, and "Ask the Camera"

(6:30-6:45 p.m.), which pulled a Pulse rating of 6.8 for the same month. The latter show features **Sandy Becker** as emcee and utilizes film clips from **NBC** film library as quiz material. The program averages about 20,000 letters a week from viewers. "Ask the Camera" also came up with the third highest American Research Bureau cumulative rating for local strip shows last month, with a 12.3; while another one man-one camera show on **WNBT**, "The Herb Sheldor Program" (noon-1 p.m.), took seventh place with 7.0. The latter show sparked a record mail pull last month—82,000 replies—via a send-in-a-valentine gimmick for kids.

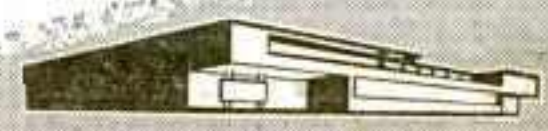
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THE BILLBOARD TV Film Buying Guide

ARB Ratings of Non-Network TV Films and markets in which they are currently appearing

Listed below are TV film series currently showing on television stations in cities that the American Research Bureau surveys individually. Only films in the program categories indicated are covered in this issue. Film series in other categories will be covered in the next three issues. For each ARB city in which a film is appearing in the show's ARB rating is given as well as the ARB rating of the preceding show on the same station and the shows on opposition stations at the same time as the listed film. For further information on each show's audience, the reader should consult the American Research Bureau, National Press Building, Washington 4, D. C., or its branch offices at 516 Fifth Avenue, New York, and P. O. Box 6934, Los Angeles 22. This chart does not include film program that may reach the stations thru the facilities of one of the networks. For complete distribution of all TV film series currently being shown, see Syndicated Series and Where Showing chart which appears in our regular monthly TV Film Program Buying Guide section.

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
ADVENTURE			
China Smith .26 .26 . . .			
Dist.: PSI-TV, Inc.			
CHICAGO (4 stations)			
WNBO, 9:30-10, Thurs.			
Jan. ARB Rating 8.7			(Previous Month's Rating . . . 8.0)
Prec. Show: Martin Kane 14.7			Opposition Shows, 9:30-10:
WBKB—Boston Blackie 24.0			WENR—Music in Velvet 3.3
WGN—I've Got a Secret 17.9			DETROIT (3 stations)
WXYZ, 8-8:30, Thurs.			
Jan. ARB Rating 10.2			(Previous Month's Rating . . . 8.9)
Prec. Show: Lone Ranger 33.2			Opposition Shows, 8-8:30:
WJBC—Burns and Allen 19.6			WWJ—You Bet Your Life 38.0
LOS ANGELES (7 stations)			
KECA, 8:30-9, Fri.			
Jan. ARB Rating 12.6			(Previous Month's Rating . . . 10.8)
Prec. Show: Ozzie and Harriet 16.8			Opposition Shows, 8:30-9:
KNXT—The Early Bird 3.1			KNBH—Herman Hickman;
Short Short Drama 5			KHJ—Basketball 7.4
KTTV—Friday Night Movies 1.7			KLAC—Wrestling 8.1
KTLA—Lawrence Welk 32.6			WASHINGTON (4 stations)
WTTG, 9:30-10, Fri.			
Jan. ARB Rating 14.4			(Previous Month's Rating . . . 7.2)
Prec. Show: Life Begins at 80 7.2			Opposition Shows, 9:30-10:
WNBW—Aldrich Family 9.1			WMAL—Conquerors Isle 1.3
WTOP—Our Miss Brooks 31.2			

Dangerous			
Assignment .30 .29 . . .			
Dist.: NBC TV Film Division			
BALTIMORE (3 stations)			
WBAL, 10:30-11, Thurs.			
Jan. ARB Rating 17.2			(Previous Month's Rating . . . 12.5)
Prec. Show: Martin Kane 27.5			Opposition Shows, 10:30-11:
WMAR—Hollywood Off Beat 12.5			WAAM—I've Got a Secret 12.0
CHICAGO (4 stations)			
WENR, 10-10:30, Tues.			
Jan. ARB Rating 14.9			(Previous Month's Rating . . . 13.8)
Prec. Show: Name's the Same 22.5			Opposition Shows, 10-10:30:
WBKB—Vic Perry; Sports;			Weather 1.9
WNBQ—Weather; Dorsey Connors;			News, Clifton Utley 19.9
WGN—Theater of Romance 11.2			CLEVELAND (3 stations)
WNBK, 10:30-11, Thurs.			
Jan. ARB Rating 16.2			(Previous Month's Rating . . . 12.2)
Prec. Show: Martin Kane 22.7			Opposition Shows, 10:30-11:
WEWS—Thursday Night Theater 19.0			WXEL—I've Got a Secret 10.4
COLUMBUS (3 stations)			
WBNS, 9:30-10, Sun.			
Jan. ARB Rating 16.9			(Previous Month's Rating . . . 15.0)
Prec. Show: Fred Waring 18.1			Opposition Shows, 9:30-10:
WLWC—TV Playhouse 19.8			WTVN—Plainclothesman 14.6
DAYTON (2 stations)			
WLW-D, 10:30-11, Sun.			
Jan. ARB Rating 10.2			(Previous Month's Rating . . . 8.1)
Prec. Show: The Doctor 17.5			Opposition Show: 10:30-11:
WHIO—What's My Line 35.1			LOS ANGELES (7 stations)
KNBH, 10:30-11, Fri.			
Jan. ARB Rating 18.9			(Previous Month's Rating . . . 13.4)
Prec. Show: Dennis Day 21.0			Opposition Shows, 10:30-11:
KNXT—Chronoscope;			Table at Ciro's 2.4
KTLA—Swing Shift Theater 5.9			KECA—Jack Rourke; P. Weaver;
Moonlight Movietime 1.3			KHJ—Star Time 3.0
KTTV—Ladies Always Win 1.8			KLAC—Locker Room; Mail B. 6.9
NEW YORK (7 stations)			
WNBT, 10:30-11, Mon.			
Jan. ARB Rating 17.2			(Previous Month's Rating . . . 14.0)
Prec. Show: Robert Montgomery 32.4			Opposition Shows, 10:30-11:
WCBS—Studio One 18.5			WABD—Boxing; Interviews 4.0
WJZ—Mystery 9			

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
WOR—Wrestling 3.0			
WPIX—Telepix; Weatherman;			Tomorrow's News; Sports 8
WATV—Western Feature 3			PHILADELPHIA (3 stations)
WPTZ, 10:30-11, Tues.			
Jan. ARB Rating 13.9			(Previous Month's Rating . . . 17.7)
Prec. Show: Two for the Money 20.0			Opposition Shows, 10:30-11:
WFIL—Stage "S" 25.1			WCAU—Death Valley Days 8.2
SAN FRANCISCO (3 stations)			
KRON, 8-8:30, Sat.			
Jan. ARB Rating 22.6			(Previous Month's Rating . . . 29.6)
Prec. Show: Hit Parade 47.1			Opposition Shows, 8-8:30:
KPIX—Jackie Gleason Show 32.2			KGO—Basketball 7.4
WASHINGTON (4 stations)			
WMAL, 7:30-8, Wed.			
Jan. ARB Rating 14.9			(Previous Month's Rating . . . 5.9)
Prec. Show: Jim Gibbons Show 4.4			Opposition Shows, 7:30-8:
WNBW—Those Two;			Camel News Caravan 10.5
WTTG—Drew Pearson; Carl			Berger, Govt. Reporter 2.7
WTOP—Doug Edwards, News;			Perry Como Show 19.6

WARNING • WARNING • WARNING
Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
Foreign			
Intrigue 30 . . . 39 . . .			
Dist.: J. Walter Thompson Co.			
BOSTON (2 stations)			
WNAC, 10:30-11, Sat.			
Jan. ARB Rating 17.0			(Previous Month's Rating . . . 12.4)
Prec. Show: Balance Your Budget 18.3			Opposition Shows, 10:30-11:
WBZ—Hit Parade 39.3			CHICAGO (4 stations)
WENR, 10-10:30, Wed.			
Jan. ARB Rating 10.3			(Previous Month's Rating . . . 8.8)
Prec. Show: Wrestling 13.1			Opposition Shows, 10-10:30:
WBKB—Vic Perry; Sports;			Weather 5
WNBQ—Weatherman; D. Connors;			C. Utley, News 21.6
WGN—Request Playhouse 12.4			CINCINNATI (3 stations)
WKRC, 9:30-10, Mon.			
Jan. ARB Rating 15.2			(Previous Month's Rating . . . 18.8)
Prec. Show: I Love Lucy 58.7			Opposition Shows, 9:30-10:
WLW-T—Robert Montgomery 30.8			WCPO—Red Buttons Show 18.0
CLEVELAND (3 stations)			
WEWS, 10-10:30, Sun.			
Jan. ARB Rating 18.2			(Previous Month's Rating . . . 18.3)
Prec. Show: Break the Bank 12.5			Opposition Shows, 10-10:30:
WNBK—The Doctor 21.5			WXEL—Death Valley Days 14.3
DETROIT (3 stations)			
WJBC, 10:30-11, Fri.			
Jan. ARB Rating 18.4			(Previous Month's Rating . . . 16.9)
Prec. Show: Mr. and Mrs. North 26.4			Opposition Shows, 10:30-11:
WWJ—Cavalcade of Sports 26.2			WXYZ—Down You Go 4.4
LOS ANGELES (7 stations)			
KNBH, 10:30-11, Thurs.			
Jan. ARB Rating 15.4			(Previous Month's Rating . . . 6.0)
Prec. Show: Martin Kane 19.8			Opposition Shows, 10:30-11:
KNXT—Table at Ciro's; Film 2			KTLA—Wrestling 13.3
KECA—Hankweaver;			Moonlight Movietime 1.5
KHJ—Newspaper; Star Time 4			KTTV—Scoop the Writers 2.1
KLAC—Freedom Forum 6			NEW YORK (7 stations)
WNBT, 10:30-11, Thurs.			
Jan. ARB Rating 20.6			(Previous Month's Rating . . . 20.0)
Prec. Show: Martin Kane 18.0			Opposition Shows, 10:30-11:
WCBS—I've Got a Secret 16.4			WABD—Documentary Theater 9
WJZ—Feature Playhouse 3			WOR—Boxing 3.1

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
WPIX—Basketball 3.5			
WATV—Western Feature 3			PHILADELPHIA (3 stations)
WCAU, 10-10:30, Sat.			
Jan. ARB Rating 21.0			(Previous Month's Rating . . . 17.4)
Prec. Show: Racket Squad 20.8			Opposition Shows, 10-10:30:
WPTZ—Show of Shows 30.0			WFIL—Home Theater;
What One Person Can Do 7.9			SAN FRANCISCO (3 stations)
KGO, 8-8:30, Wed.			
Jan. ARB Rating 12.1			(Previous Month's Rating . . . 22.2)
Prec. Show: The Hot Seat 7.4			Opposition Shows, 8-8:30:
KRON—I Married Joan 45.9			KPIX—All American Sports
Review; Western Festival 1.3			WASHINGTON (4 stations)
WNBW, 10:30-11, Thurs.			
Jan. ARB Rating 20.6			(Previous Month's Rating . . . 14.5)
Prec. Show: Martin Kane 25.6			Opposition Shows, 10:30-11:
WTTG—Big Picture 6			WMAL—Wrestling 6.2
WTOP—I've Got a Secret 14.6			

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
The Unexpected .30 .29 . . .			
Dist.: Ziv Television Productions			
BALTIMORE (3 stations)			
WBAL, 10:30-11, Tues.			
Jan. ARB Rating 13.2			(Previous Month's Rating . . . 14.7)
Prec. Show: Two for the Money 17.2			Opposition Shows, 10:30-11:
WMAR—Wrestling 21.7			WAAM—Name's the Same 16.0
COLUMBUS (3 stations)			
WBNS, 9:30-10, Tues.			
Jan. ARB Rating 19.8			(Previous Month's Rating . . . 22.5)
Prec. Show: Crime Syndicated 12.3			Opposition Shows, 9:30-10:
WLWC—Circle Theater 18.8			WTVN—Musical Penny 2.3
DAYTON (2 stations)			
WHIO, 10-10:30, Sat.			
Jan. ARB Rating 19.9			(Previous Month's Rating . . . 16.4)
Prec. Show: Crime Syndicated 20.0			Opposition Show, 10-10:30:
WLWD—Show of Shows 33.1			LOS ANGELES (7 stations)
KECA, 8-8:30, Wed.			
Jan. ARB Rating 4.9			

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
SPORTS			
Roller Derby 30 . . . 52 . . .			
Dist.: TV Exploitations			
DETROIT (3 stations)			
WXYZ, 9-9:30, Wed.			
Jan. ARB Rating 1.2			(Previous Month's Rating . . . 3.6)
Prec. Show: White Camellia 7.6			Opposition Shows, 9-9:30:
WJBC—Strike It Rich 31.4			WWJ—Kraft TV Theater 29.0
NEW YORK (7 stations)			
WPIX, 9-10:15, Fri.			
Jan. ARB Rating 2.5			(Previous Month's Rating . . . 2.5)
Prec. Show: First Show 2.1			Opposition Shows, 9-10:15:
WCBS—Playhouse of Stars;			Our Miss Brooks; Mr. and Mrs.
North 28.7			WNBT—Big Story; Aldrich Family;
Cavalcade of Sports 16.8			WABD—Life Begins at 80; Boston
Blackie; Twenty Questions 7.2			WJZ—Appointment With Love;
Conqueror's Isle; Papa Cellini 2.5			

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Series Name	Length in Minutes	No. Releases Available	ARB Ratings
WOR—Dining Tips; News; Sports;			Invitation Theater 5
WATV—Life Begins at 80;			Wrestling 1.3
SAN FRANCISCO (3 stations)			
KGO, 9:30-10, Mon.			
Jan. ARB Rating 2.9			(Previous Month's Rating . . . 2.2)
Prec. Show: Wrestling 5.2			Opposition Shows, 9:30-10:
KRON—Robert Montgomery			Presents 31.2
KPIX—Big Town 25.7			

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
Sportsman's Club 15 . . . 52 . . .			
Dist.: Syndicated TV Films			
CLEVELAND (3 stations)			
WEWS, 1:30-1:45, Sun.			
Jan. ARB Rating 6.6			(Previous Month's Rating . . . 1.7)
Prec. Show: Polka Parade 17.6			Opposition Shows, 1:30-1:45:
WNBK—Catholic Hour 7.2			WXEL—Lights, Camera, Questions 5.7
PHILADELPHIA (3 stations)			
WFIL, 11:15-11:30, Fri.			
Jan. ARB Rating 2.8			(Previous Month's Rating . . . 2.2)
Prec. Show: Newsreel; Weather 3.9			Opposition Shows, 11:15-11:30:
WPTZ—Wrestling 12.1			WCAU—Sports Final; Theater 12.6

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
Sports Parade 15 . . . 104 . . .			
Dist.: United Artists			
CLEVELAND (3 stations)			
WXEL, 10:30-10:45, Sat.			
Jan. ARB Rating 5.1			(Previous Month's Rating . . . 8.9)
Prec. Show: Premiere Theater 27.1			Opposition Shows, 10:30-10:45:
WNBK—Hit Parade 37.6			WEWS—It's News to Me 8.1
DETROIT (3 stations)			
WJBC, 10:30-10:45, Wed.			
Jan. ARB Rating 19.2			(Previous Month's Rating . . . 10.7)
Prec. Show: Blue Ribbon Bouts 31.6			Opposition Shows, 10:30-10:45:
WWJ—Adventures in Living 6.0			WXYZ—Wrestling 5.6
LOS ANGELES (7 stations)			
KNXT, 7:45-8, Wed.			
Jan. ARB Rating 5.9			(Previous Month's Rating . . . 5.1)
Prec. Show: Sports Spot 6.9			Opposition Shows, 7:45-8:
KNBH—Camel News Caravan 4.5			KTLA—It's Magic 13.1
KECA—All American Jubilee 6.4			KHJ—The Big Picture 4.9
KTTV—Premiere Theater 3.0			KLAC—Liberace 21.0

Night Club-Vaude Reviews

Curran Theater, San Francisco
(Reviewed Sunday, March 1)
Capacity, 1,500. Price range, \$1.50-4.50. Two shows daily.

Victor Borge, the virtuoso comedian, drew a sell-out audience at the Curran Theater. Borge is here for two weeks of solo performances. The audience roared with gusto as he threw lines in the middle of playing a long passage of a somewhat difficult piano concerto. Often he drew on his reserve of gags and gimmicks which made him a radio and video favorite in guest spots on shows seen and heard here. But on the stage his madhouse elegance devastated the audience by a mere cocking of the eyebrow, and with the house in an uproar he demonstrated how he milks laughs by playing the classics backwards, reading from a book or just simply allowing humor to intrude into what should have been the solemn moments of a Chopin or Beethoven classic.

Grand Entrance
He makes the accustomed grand manner entrance but immediately explodes his audience into guffaws by exhaling a whiff of smoke while graciously accepting the applause from the packed house, dismissing any notion that his routine is directed toward only a sophisticated audience.

The routine boils down to a solid two hours of star-spangled musicianship and the omfoolery of deflating the pompous. And the audience loved it. His sock finish at the intermission packed a real wallop. He brings on a pair of stage hands to share the bows. The second phase was well up to the pace of the first. Borge kept them laughing and sent them away ditto.

Edward Murphy.

Radio City Music Hall, New York
(Thursday, March 5)

Capacity, 6,200. Price range, 80 cents-\$2.40. Four shows daily. House producer - booker, Leon Leonidoff. Show played by Raymond Paige house ork.

Margaret Sande's splendid dance patterns for the Music Hall's corps de ballet is the current show's finale and piece de resistance. The terp group puts on a superlatively colorful waltz sequence to Fran Lehar melodies, introduced by befitting Viennese chorals.

Over-all, the stagershow, produced this time by Leon Leonidoff, has a general Continental flavor, gaited to the accompanying pic, "The Story of Three Loves." The opener is a "Swiss Miss" routine featuring the Rockettes in another of their precision stepping segs, which gets the show off to a solid start. It is followed by the choral group in an Irish interlude, with tenor James McCracken scoring pleasantly with "Danny Boy" and "Thine Alone." An acro stepper, Eileen O'Dare, contributes some nimble twists and turns to the proceedings, even if they are off the strictly Celtic beam.

Shyrettos

A Parisian spot features the Shyrettos, a top flight cycling act (two men and a gal). The routines project nothing particularly new, but are handsomely presented, with a unicycle trio wind-up to draw a sock hand.

Over-all, in regard to staging, backgrounding and lighting of the current stagershow, are superior.

The pic is "The Story of Three Loves."
Bob Francis.

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Persian Room, Hotel Plaza, New York
(Thursday, March 5)

Capacity, 285. Price policy, \$2-\$2.50 cover. Shows at 9:30 and 12:30. Owners, Hilton Chain. Exclusive booker, Merriel Abbott. Publicity, Ed Seay. Estimated talent cost current show, \$2,500.

Jean Sablon, playing the room for the umpteenth time, sold his Gallic charm via a series of heavily English-accented intros to multilingual songs. For a comedy twistero on an old gimmick, Sablon did an American pop, translating it into French... "so my pianist, who does not speak the American... will understand." It was good for plus laughs. In the straight vocal department, Sablon leaned heavily on the song-talk style running the gamut between mood ballads and comedy items. In the latter category, his Frenchified version of a Western, "Atop of Old Smoky," with hoked up bits, proved a solid laugh getter. A runner up was his finale, a lazy Martinique native which got him off to good hands. In the ballad department, a Portugese number based on Gounod's "Ave Maria" was a standout.

Opening Slot

Harbers and Dale were competent as the dance team in the opening slot. The team features eye-catching lifts plus some talking comedy bits. Opening night ambitions; however, got the best of them. They stayed on and on, milking so blatantly that they overstayed their welcome.

Sablon's pianist, Leon Leonardi was unobtrusively effective in the back-up role. Dick LaSalle's ork did a standout show cutting job. Mark Monte's small group played the lulls with its customary melodic and dance beat smartness.
Bill Smith.

Olympia, Miami
(Wednesday, February 25)

Capacity, 3,170. Four shows daily. Price policy, 68 cents - \$1.03. House booker, Harry Levine. Show played by Les Rohde's orchestra.

This house is becoming a break-in theater for new vaude acts. Some weeks ago, Stu Erwin and June Collyer used the premises for their in-person premiere; and this week Anthony Dexter checked in from Hollywood to launch a terp act with partner Lillian Moliere.

Dexter, who played the title role in "The Valentino Story," bases his big number on a scene from the movie. His voice, amplified over a darkened stage, announces the number as a tango—"a dance of sex, passion and desire... to a woman, the tango gives her a feeling of being desired." And then Dexter and his partner emerge from the wings in costume and go into their dance—which doesn't live up to its billing.

Earlier, Dexter, in a full-dress suit, opens the act with a song for a little audience response. Then he and Miss Moliere give out with an excellent example of ballroomology. Their second number is basically one long clinch, in which they weave around the stage and then finish with a virtual lesson in love-making. It's apparent he's being groomed as a new Valentino, but the lukewarm audience wasn't impressed.

Biggest mitt went to the three DeCastro Sisters who, with their mugging and song parodies, engineered considerable excitement. In addition the gals display a hefty amount of cleavage which scored well in the balcony section.

George DeWitt emceed and filled the comedy spot. It was a tough struggle in the beginning and he got only chuckles; but he came thru for a successful finish to pick up his quota of applause. Bill opened with The Cycling Villanaves with tricks on a bicycle and unicycle; and the No. 2 spot was held down by guitarist Joe Sodja. He's topnotch on this instrument and scored well.

Pic, "Babes in Bagdad."
Herb Rau.

Chicago, Chicago
(Friday, March 6)

Capacity, 4,200. Price policy, 46 to 98 cents. Four shows daily. House Booker, Harry Levine. Show played by Louis Basil's house band.

Anne Jeffrey and Robert Sterling come across with an all-isrosy husband and wife act to head up a bill here which, while lacking sock high points, is good entertainment.

Miss Jeffrey opens alone with "Something Wonderful Will Happen," and Sterling joins in, first from off-stage. He does light imitations before they move on to reminiscent duos that show off to good advantage. These include "Harvest Moon," "Somebody Loves Me," "Sweet Rosy O'Grady" and "They Didn't Believe Me." Their "Take Me Out to the Ball Game" is strong.

She wins with "So in Love With You Am I," from her role in "Kiss Me Kate." They wrap it up with neat close harmony on "No Two People."

Henny Youngman's comedy is a domino row of quips and gags, punctuated sometimes with a few bars on the violin. Laughs don't strain the meter, but they are steady and the act goes over.

LeRoy Brothers' marionettes are well presented. There's a hula for the opener. One of the brothers joins a puppet for a skit in which the dummy blows up a balloon and is pulled into the air for a strobe-lighted explosion finish. A Jimmy Durante marionette sings and dances, and a Gene Krupa beats the drums until they smoke and explode. The act is hyped with clever mechanical gimmicks.

Los Gatos, acro trio, is set apart by its dance business, which keeps the turn moving between human pile-ups. They open the show with a series of acrobatics and a touch of Risely, which includes some new combinations.
Pic, "The Jazz Singer."
Tom Parkinson.

Caught Again

WALDORF - ASTORIA, EMPIRE ROOM: Patachou back only four weeks after she closed (a record here for a quick return) proved her box office value with the opening show. Working in a skirt and blouse and backed by the wonderful piano of Nat Brandwynne, plus an accordion player, the French gal held them spellbound with her bilingual vocalistics. Unlike Edith Piaf, to whom Miss Patachou is frequently compared, latter sells with an obvious fire that is irresistible. Her gestures are a masterpiece. Her phrasing is potent. She takes the American pop, "Why Don't You Believe Me," and gives it a meaning that few U. S. singers have given it so far. Even "I'm in Love With a Wonderful Guy" takes on a new definition as Patachou gives out with her heavily accented American version.

When singing in French, Patachou is equally impressive. In fact, many local pop singers could learn a lot if they studied the unrepressed gestures and stylings of the Gallic canary.
Bill Smith.

BLUE SAILS ROOM, SANS SOUCI HOTEL, MIAMI BEACH: Dick Shawn, a newcomer to the Miami area, scored well in his opening here, bringing in a fresh pack of laugh-getting jokes and keeping up the box office while other spots are taking a dive.

Shawn's running gag about "Massa Richard comin' to save the plantation" is a howler, and may end up eventually as well-known as Lenny Kent's Texas trademark. The lad also has a singing voice considerably better than most comics.
Herb Rau.

CIRO'S, MIAMI BEACH, FLA.: Nat (King) Cole, making his first Miami Beach cafe appearance, is packing them in nightly. He and his trio opened Thursday (19) and, on the show caught a week later, filled every table. He's a solid performer, exuding plenty of charm in addition to his talent of practically bewitching a room-full of bistro-ites with his soft
(Continued on page 51)

Copacabana, New York
(Thursday, March 5)

Capacity, 610. Price policy, \$3.50-\$5 minimum. Shows at 8:30 and 12:30. Operator, Jules Podell. Booking non-exclusive. Publicity, Dreyfus-DeLynn. Estimated talent cost current show, \$11,000.

Danny Thomas came on — stayed for more than an hour — and only his pleas to let him off because he hadn't eaten all day appeased the crowd. If Thomas was ever better, this reviewer has never seen it. And he's caught him in all mediums in all parts of the country.

Thomas's high IQ comedy, the essence of personal audience identification, has few equals if any at all.

Sheer Genius

His pacing and timing in setting up a situation yarn are sheer genius. His material, including his famous Jack story, "that started me off in this business..." is that highly effective combo of pathos and humility, seguing into what is the essence of great comedy. His added picture reputation has naturally given him more stature. But even that, he handled with consummate skill. "I live in Beverly Hills. Any actor who can afford to live there in these days of high taxes is putting up a front. It's all phony. And you're now looking at a phony..."

When Thomas finally wound it up it was on a masterpiece — a mass mesmerism gimmick that was breathtakingly effective. Using lines from Gus Cahn's "I'll See You in My Dreams," Thomas asked that everybody in the audience light matches when he came to the lines starting with "will light our way..." On cue, the house lights went down and as if it were rehearsed, the entire room lit up as the customers held lighted matches aloft as the only illumination present. If there's anybody around who has a better exit gimmick and can get the customers to participate so willingly, we don't know of him.

Rest of Show

The rest of the show was equally fine. Dolores Hawkins, nursed by Don Seat, in her first Stem job, made an impressive showing. A lovely looking canary who's beaten her way all over the country, the gal was visibly nervous working in such fast company. But she hadn't finished her first number, "Hallelujah," when she commanded attention. Some of her subsequent stylings smacked of a Lena Horne, but Miss Hawkins showed she can sing on her own. Her "You Made Me Love You" in blues tempo was delightfully melodic as it was nostalgic. Her finisher with a Jolsonesque bow, "Rock-A-By," almost stopped the show. The chorus line was on the

London Palladium
(Monday, March 2)

Capacity, 2,200. Price range, 99 cents-\$1.82. Two shows daily. Booker and manager, Val Parnell. Producer, Charles Henry. Press representative, John A. Carlsen. Show played by Woolf Phillips' Skyrockets ork.

The Palladium began its 1953 vaudeville season with an almost all-British team of acts headed by keyhole comedian Max Miller, who has patched up his differences with Val Parnell over a disagreement in another show some time ago. Breaking the usual pattern formula, Miller climaxed the first half of the show, held the stage for 25 minutes of solo patter broken by two songs—one a straight Coronation chorus which sat oddly among the blue gags around it. Miller's reputation for blue material makes a script writer unnecessary for his act. He only has to say it is raining outside for the majority of his audience to spot some double meaning—even if none is there. Consequently, he has them in the aisles for the minimum effort of any comedian now playing. Altho his act fell into the now familiar routine, Miller showed his true value as a comic in a surprise appearance in the second half amid a team of knockabout muscle men, whose stunts he joined with apparent ease.

Only American on the bill was thrush Mary Small, accompanied at the piano by her husband, composer Vic Mizzy. Together they played over a number of his better known tunes. She got a big hand and showed plenty of attack with her wide vocal range.

There were some familiar faces to fill the rest of the bill—Tessie (Two Ton) O'Shea, the Five Smith Brothers, impressionists Tony Payne and David Evans, and the spruced up Palladium girls. But the most welcome was radio comedian Alfred Marks, whose character comedy and resonant baritone made Miller's humor look 20 years out of date.
Leigh Vance.

steps waiting to follow, but the house wouldn't let her off.

The Cernys, who've played this room before, worked like they had a shot of benzedrine. They were fast; their lifts were swift and breathtaking, and all in all did a great job. The fact that the blond girl partner lost her shoulder strap midway gave the act increased attention for obvious reasons. The expectation, incidentally, didn't develop.

The rest of the show, a fast moving series of three line numbers with production, singing and dancing, was a holdover. Michael Durso's band cut the show in masterful fashion.
Bill Smith.

ANNOUNCEMENT

At the meeting of the National Board of AGVA held February 2-6, 1953, the Board resolved that any person, firm or corporation guilty of discrimination on the basis of race, color, creed or union activity in connection with the employment of AGVA members, be declared Unfair and remain Unfair subject to further action of the Board.

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SHORT ON 'YANQUI DOLLAH'

Havana Clubs Pull in Belts, Forget U. S. Acts, as Crowds Pass 'Em By

By BILL SMITH
NEW YORK, March 7. — If Miami Beach laid a flock of eggs up to now, it doesn't mean that the available business has gone elsewhere — to Havana, for example. The business has been there—at least the crowds were in the streets — but they didn't come into the clubs.

Havana, which figured to take a big slice of tourist cafe business, apparently reckoned too optimistically.

The big Havana spots are the Montmartre, Tropicana and Sans Souci. All three have counted heavily on getting the "Yanqui dollah." Up to now the returns have been far from expectations. With the exception of the Montmartre, the Havana clubs are relying on strictly local talent this season. The Tropicana had an American line augmenting the native cast at the start of the season, but that dwindled down to three American showgirls.

No U. S. Jobs

Work for American acts is practically non-existent, a sharp change from previous years when all the Havana big name clubs went in for at least American semi-names. The Montmartre, with a new American management that took over in mid-De-

ember, put in an innovation for the island by booking Phil Spitalny. Spitalny's opening night Wednesday (18) was a fiasco. Light cues were off, and most of the maestro's baton waving and explanations were lost on the Cubanoes. Some attempt was made to translate the activities via a Cuban gal seated at a podium stage-side who interpreted Spitalny. But even that didn't help much. The following two nights Dave Lawrence, who heads the group running the room, had Jimmy Durante as an extra plus and business picked up.

Tropicana

The Tropicana, a lush, king-sized, magnificent club, about seven miles out in the country, has an act with a wide word-of-mouth rep, Chiquita and Johnson,

which is supposed to be the last word in acro-terps. On the show caught, however, the team showed little. The gal came on in a full length costume and stripped down to net tights. She then did some ballet terps with four line boys, each wearing a mask. Her partner came on, and both did some simple terps which broke up both of them. What the joke was, wasn't apparent out front. After some more ballet steps, they bowed off. The rest of the Tropicana show was all Latin. The Sans Souci, a latter-day fave, now on the downgrade, also had a native show.

All of the three major clubs operate gambling casinos. The Montmartre has the best rep for a square shake. The others are also rans.

Talent Buying War Breaks Out in Full At Las Vegas Spots

Pact Between Seven Hotels Tossed Out; Big Names Get 20-25G Dates

• Continued from page 1

this understanding, no attraction could get more than \$15,000.

Early Moves

The first crack in this agreement occurred when Ray Bolger played the town for \$20,000. It wasn't a precedent making move, however, because this was Bolger's first date. The real split came when Johnnie Ray, originally committed to the Sands, was bought by the Desert Inn. Shortly before that deal was made, the Sahara, with a big room to fill, made a deal with Bill Miller of the Riviera in Fort Lee, N. J., and Miami Beach, to book the Sahara on an exclusive basis. There was always friction between Miller and Jack Entratter of the Sands, when the latter was a part owner of the New York Copa. With Miller coming into the Vegas picture, the old rivalry sprang up.

Entratter let it be known he was out of any agreement with the association and was in the market for anything. He made a bid for Milton Berle, offering \$25,000. He has Tallulah Bankhead for a May date for \$20,000.

The other rooms promptly jumped into the same bidding game for the big talent, with the talent offices gleefully raising their prices as each spot began bidding against the other for the same attractions.

Christine Jorgenson

Off-beat attractions also came in for a bidding spree. Christine Jorgenson, the ex-G.I. who became a "Miss," got offers of \$12,500 from Vegas rooms. As a matter of fact, Lenny Litman, owner of the Pittsburgh Copa, offered her \$200,000 for a year on a guaranteed basis, intending to sell her around the country.

Packages consisting of picture people, plus some new acts surrounding them, are now the big pitch for Vegas spots. The trouble is that few picture names have an act. But the big dough offered is too alluring to resist.

While the big talent offices are happy to get the increased commissions because of the bigger salaries, they're worried that this competitive bidding will harm

Billie Holiday Sued

SAN FRANCISCO, March 7.—S. W. (Shirley) Corlett, night club operator, has filed suit here in superior court for \$30,000 damages against Billie Holiday, night club singer, for breach of contract. The complaint alleges she failed to complete the last 10 days of a contract in 1950.

ASCAP, NBOA Work Out New Licensing Plan

NEW YORK, March 7. — The American Society of Composers, Authors and Publishers and the National Ballroom Operators' Association this week announced the working out of a new licensing arrangement for the performance of the Society's music in ballrooms. Ballrooms will pay license fees on the basis of receipts. The rate will be .7 per cent. This new formula eliminates the former policy under which ASCAP licensed ballrooms according to location, size and type. The new agreement will be made available to all regular full-time ballroom operations.

Jules Collins, ASCAP manager, said, "The negotiations between the NBOA and our Society have been on a most friendly and cooperative basis. This agreement is in the nature of an experiment, and will be in effect for a period of two years, beginning January 1, 1953. We feel that the new formula will result in a much simpler method of licensing, which should prove mutually satisfactory."

Page Blasts AGVA Charge

CHICAGO, March 7.—Action by the Cincinnati office of the American Guild of Variety Artists in levying \$1,000 fines against seven acts for playing an Indianapolis Shrine date for Sid Page, Chicago booker, drew a sharp answer this week from Page.

Page claims that several of the acts on the bill had been okayed by Ernie Fast, Chicago AGVA topper, on the premise that the contract for the show had been signed prior to Page being listed as unfair by the act union. He also pointed out that two of the acts are members of the American Federation of Musicians.

Page also answered charges filed with AGVA by Roy Meyers, who claims that the Chicago booker canceled out his gal line, the Sparkettes, without notice. Page said cancellation of the line was okayed by Meyers in a telephone conversation three weeks before the play date, February 20-21. He further claims he has two wit-

(Continued on page 51)

HE'D GO BROKE STAYING IN BED

NEW YORK, March 7. — Solly Violinsky was asked why he checked out of the Edison Hotel. "I was paying \$3.50 a day and they raised it to \$4 a day. I don't want to go broke sleeping," he explained.

JATP IN SWEDEN

Charters Bus After Flight Is Canceled

MALMO, Sweden, March 7. — Due to bad weather at the local airport, Norman Granz and his "Jazz at the Philharmonic" unit almost blew their skedded shows here at the MFF Stadium on Wednesday (25) night.

The JATP unit received last-minute notice, in Copenhagen, that the air flight had to be canceled. Thru hectic efforts of the Copenhagen booker, I. Blicher-Hansen, a bus was hired and a special permit secured so that the unit could cross to Sweden by ferry to Helsingborg, which brought them to the hall about 45 minutes late. The management had been informed by phone and arrangements were made for pinch-hit entertainment to fill in the delay.

MFF Stadium, largest hall in the city, was jammed to capacity, and the JATP scored the same solid hit here as in all other cities it has played in during its 10-day tour of Scandinavia. All members of the unit were given kudos by audience and press, but critics gave special mention to Ella Fitzgerald and pianist Oscar Peterson.

Malmo was the last stand of this year's tour of Scandinavia, which included concerts in Copenhagen, Denmark; Oslo, Norway; and Stockholm, Upsala and Malmö, Sweden. Granz and the JATP left for Hamburg, Germany, to continue their tour of Europe.

TROA-AGVA WAR TAKES NEW TACK

TROA Exec Board Charges Fund Subjects Members to Prosecution

NEW YORK, March 7. — The war between the Theater Restaurant Owners of America and the American Guild of Variety Artists over the welfare fund contributions took another tack when

TROA's executive board notified AGVA that its members would not pay any more to the fund because it "subjects our members to criminal prosecution under federal law."

An AGVA spokesman flatly denied any violation of "federal or State law existed. It (the welfare payment) not only doesn't violate any existing law, but the cafe operators are stretching out of context something that doesn't exist. Night clubs are not in interstate commerce."

Jack Irving, due back from Miami for a meeting with TROA officials, Tuesday (10) received a copy of the TROA wire which warned that the association will "resent any pressure brought against any individual member and will collectively resist should you endeavor any reprisals or coercion in any manner until such time as these matters have been amicably settled."

Reprisal Threat

In effect TROA went on notice that if AGVA pulled a show of any of its members, all the members would immediately throw out their shows as a reprisal.

At present, TROA numbers among its members the largest clubs in the country, using top talent in more than 400 cities. To increase its membership still further, Dave Fox, initially appointed as executive secretary, has been upped to the job of executive director. Fox said he was authorized to hire regional field representatives for the East, Midwest, Far West, Northwest, South

(Continued on page 51)

GALE SCORES

Celebrity Club Is Sellout Every Night

MIAMI BEACH, Fla., March 7. — Alan Gale is chalking up one of the most successful night club operations of the current Miami Beach season. His Celebrity Club is a sellout every night, and he'll display his reservation book to prove it. At a \$6 food or beverage minimum, he's packed his 300-seat spot every night since he opened on January 20.

Gale will operate until the tail-end of the season, shuttering in a few more weeks for a vacation before re-opening his New York Celebrity Club.

Altho he offers three acts on the bill, the crowd comes to see and to hear Gale. The trio of supporting acts are the dancing Haydocks, vocal impressionist Larry Foster and vocalist Chris Columbo. All three are substantial performers and could carry their own weight.

Gale Is Show

But the show is Gale's, and he's on stage—either by himself or with the three acts—for over two hours. Within seconds after he opens the proceedings, he has the people roaring—and he keeps 'em in a state of laughter right to the very end.

Even when he's on alone, he doesn't hog the show. Instead, he puts his customers right into the act, and the cracks that emanate from the tourists would make punchlines for any comedian. While his major appeal is to Yiddish-speaking clientele, Gale employs a very minimum of Yiddishisms; and he translates those words he feels aren't understood by everybody in the room.

His is the only club in town operating on a one-show a night policy. Altho most of the hotels operate their spots on a similar policy, opinion among cafe ops is that a one-show nightly gimmick may soon be the rule here instead of the exception. Herb Rau.

Cruise Jobs Are Available

NEW YORK, March 7.—Cruise jobs for acts that can meet easy requirements are still being booked by the Nat Abramson office for tours that will carry them to the West Indies and South American ports.

In most cases the jobs are strictly vacations, even if the dough is nothing to retire on. Chief calls are for novelty acts, singers of both sexes, and comics with clean material.

Ships offered are Holland-America line, Cunard and others. In most cases, acts do two shows, one show going South and one going North. Frequently, however, a show is repeated the same night for different audiences, because the room isn't large enough to hold all the passengers.

On the Holland-America "SS Maasdam," for example, the acts got rooms equal to that paid by the top passengers. They eat with passengers, but may have to eat at an earlier sitting.

Acts that make the grade usually get club date jobs thru Abramson, and can pick up extra loot from passengers who subsequently use them ashore on club dates.

HOPE DEAL HURTS AGVA

FORT WAYNE, Ind., March 7.—Top officials of the American Guild of Variety Artists had red faces recently when they found that their president, Bob Hope, had been signed to play a club date here that was booked by Arthur Goldsmith, Chicago booker who is on AGVA's unfair list. Reportedly, in an effort to save face, the contract was remade between the client and Charlie Yates as agent for Hope.

NBOA Poo Bahs Pretty Band Pic

Discusses Program to Stop Biz Slide; Mulls Shortage of Territorial Combos

DES MOINES, March 7. — The National Ballroom Operators' Association's executive board took a dim view of recent published reports on the lucrative nature of the band business in general and the ballroom business in particular at their meeting here Tuesday (24). In fact the group devoted a good portion of its time to discussing ways to arrest the slide which has hit the business. "More ballrooms have closed or been put up for sale in the past six months than at any time in the past 10 years," Otto Weber, association secretary stated. Also contrary to a recent national daily article stating that there were between 2,500 and 3,000 bands in the business today, compared with 2,000 in 1949, the ballroom operators pointed out that in their opinion the number of organized dance bands is actually less now than in 1949. In fact, the shortage of territorial bands is one of their prime concerns.

To stimulate interest in dancing as well as to find out just what is being done today to insure tomorrow's market at the school level, Ken Moore, of Chicago's Aragon and Trianon ballrooms, was appointed to head a research committee to survey what the schools are doing to promote dancing. Questionnaires are now being prepared which will be distributed to NBOA members, each of whom

will conduct the survey in his own area. Discussions also evolved from reports of various members' experiments to make dancing in ballrooms more "fun" by promoting "mixer dances" and other type audience-participation stunts. Joe Malec, of Peony Park, Omaha, cited the results of the promotion he and other Nebraska operators have experienced from the TV dance instruction program they've been sponsoring over Omaha's WOW-TV.

ASCAP Agreement

Group also okayed final draft of proposed ASCAP agreement which now goes back to the copyright group for final signing. Current status of negotiations with BMI was reviewed, too. Once the ASCAP agreement is buttoned up, NBOA hopes for a quick meeting of the minds with BMI.

Plans for seeking relief of the federal tax were completed with a committee of Jerry Jones, of Rainbow, Salt Lake City; Vince Schulting, Melody Mill, Dubuque, Ia., and Joe Malec in charge.

The annual convention for the group was voted to be held again in Chicago the latter part of September. Committee named in charge includes Rudy Verderbahr, Willow Springs, Ill.; Herb Shutter, Paradise, Chicago; Ben Lejar, Melody Mill, Chicago; Jack Stoll, West View Park, Pittsburgh, and Ken Moore.

Doc Chinn, of Fargo, N. D., president of NBOA, presided at the meeting and reported on his recent Eastern jaunt on which he met with State groups in Boston, Pittsburgh and Philadelphia as well as with individual members along the route. He also reported on the formation of a Wisconsin association. Tuesday (17), in Appleton, Wis. New org embraces ops in all parts of the Badger State. Coonie Esler, Appleton, was named president.

Board members in attendance at the meeting here were: Milt Magel, Castle Farm, Cincinnati; Vic Sloan, Plamor, Lincoln, Neb.; Ed Enegren, Wrenthen, Mass.; Tom Archer, Chicago, and Ken Moore, Joe Malec, Jerry Jones, Vince Schulting and Doc Chinn.

ASCAP, TV Nets Open Talks On Licensing Pact

NEW YORK, March 7.—Representatives of television networks met with reps of the American Society of Composers, Authors and Publishers Thursday (5) to begin negotiations for a blanket television license. The current pact, held by the networks, their owned-and-operated stations, and some indie outlets, expires at the end of 1953.

The meeting between the network and ASCAP reps—the nearness of which was noted in The Billboard last week—was largely exploratory, it was stated. The meeting is expected to be the first of many, for the ASCAP-TV problem is highly complicated. While the network talks are being scheduled, the Society and some 55 indie outlets are expecting to argue the per-program license situation in court in future weeks.

Present at the Thursday session were the following: Joe McDonald, of National Broadcasting Company; Louis Stone and Spencer Harrison, of Columbia Broadcasting System; Omar Elder, of American Broadcasting Company, and Donald McGannon, of Du Mont. Herman Finkelstein attended for ASCAP.

No date was set or the next meeting.

Williams Estate Settlement

SHREVEPORT, La., March 7.—Mrs. Billie Jones Williams, widow of the late Hank Williams, this week announced that she is making an effort to settle the battle for the hillbilly singer's estate out of court. According to Mrs. Williams, no will was left spelling out the division of the estate, estimated by her to be about \$1,000,000.

Mrs. Williams, en route to Hollywood in search of a movie contract, stated that her attorney was attempting to make a settlement out of court.

Marriage Question

The legality of her marriage to Williams has been questioned on (Continued on page 49)

RCA TO RELEASE PAIR

Cite Air Check Album Trend; Columbia BG Set Hot Seller

Continued from page 1

fee when a broadcast is used for wax purposes, but the diskery still comes out ahead. For the Toscanini Beethoven Fourth Symphony, which was broadcast on February 3, 1951, RCA Victor paid \$57.86 per man for 84 men, and for the Toscanini Beethoven Fifth, performed March 22, 1952, the firm paid \$57.76 per man to 95 men. Total loot to the sidemen from Victor was about \$13,000.

The Harry James ork platter, which will be released by Columbia the first week in April, was inspired by the very successful B.G. album. The set consists of pre-arranged air checks of the ork from the Aragon dance hall. Columbia's jazz chief, George Avakian, found that the James ork would broadcast over WBBM, Chicago, last fall, and received per-

mission from the American Federation of Musicians local there to take the show off the wire. James told his sidemen that there would be an air-check on the broadcast, but merely to check the ork sound. However, after the broadcast was over, Columbia's engineers kept the line open and taped enough of the James band to put together the album. The AFM okayed the payment of the orkmen as tho they had cut the tunes at a regular session.

Newer Trend

The practice of cutting ork via air checks is a newer trend than the jazz concert waxings started by the Norman Granz' Jazz at the Philharmonic label, which issued the first JATP concert slicing during the war years. Audience sounds and audience applause have become so standard now on

jazz disks, with the B.G., the Woody Herman, the Louis Armstrong, the Glenn Miller sides, et. al., that some diskeries automatically dub-in clapping and applause between every jazz tune on their LP sets in order to get the same audience participation mood.

The concert-styled cutting has spread to the classical field as well. Columbia's best-selling album of "Anna Russell Sings," was cut at a Town Hall concert and is full of the audience noises evoked by the comedienne's portrayals of operatic singers. Lotte Lehman's farewell performance was recorded at the concert here about a year ago, and released on LP.

Actually, the American recording companies insofar as air check waxings are concerned, have taken a leaf from many European diskeries and American firms who obtain their tapes from Europe. Air check tapes have been used for release by European firms for many years, and have consisted of, to a large extent, many of the hot tapes picked up cheaply in Europe by the myriad LP diskeries since the late 40's.

That American firms will continue to release air checks when suitable, or when specifically arranged by a.a.r. men for future release, seem evident by the growth of the practice up to now.

N. J. Court Ruling Dims Hope for Fair Trade

NEW YORK, March 7.—Prospects for fair trading of phonograph records were lessened when the Supreme Court of New Jersey ruled Monday (2) that retail stores in the State could not be bound by fair trade minimum price agreements unless the agreements were made voluntarily. Non-signers, according to the court, are exempt from fair trade agreements. Legal representatives of one of the major diskeries said the New Jersey Court decision crippled future fair trade hopes for the industry.

The decision dealt with pharmaceutical manufacturers who had sued drugstores in Newark over selling products under minimum prices. The court rules that fair trade agreements were effective only when they are willingly entered into by a retailer.

In addition, the court threw out injunctions against a chain of

drugstores which prohibited them from selling or advertising certain products below those set in fair trade agreements with other drugstores. On this, the court ruled that the chain could not be bound by arrangements to which they had not agreed. A suit against another Newark drug store, for selling nationally known products below fair trade price, was also dismissed. These rulings of the Supreme Court of New Jersey upheld previous rulings by lower courts.

McGuire Act

Under the McGuire Act, which was passed by Congress last sum-

(Continued on page 49)

Simon Gone, Leaves Disk Biz in Order

BUFFALO, March 7.—D. Bernard Simon, a leader in the local musical community, who was founder and head of the Music House chain and one of the country's largest disk dealers, disappeared Monday (2) and is believed dead. Simcn, who had just completed the re-organization and incorporation of his six-outlet chain, had been ill for more than a month. During this period, however, he insisted on going ahead with the production of a musical review, "All in Favor," for which he wrote words, music and book. It was presented February 28 and March 1.

Simon's financial affairs were in excellent order. He opened his first retail disk shop in Buffalo in 1941 and expanded in 12 years to become Western New York's largest record, music, TV and appliance dealer. He also operated a one-stop disk service, recording studio and a music school in connection with his band instrument department. Simon was also in-

(Continued on page 49)

Coral Signs Johnny Long For 2 Years

NEW YORK, March 7.—Orkster Johnny Long has been signed to a two-year pact by Coral Records. The diskery owns about 40 Long sides pressed originally by Signature, and the good sale on some of these items motivated the diskery to close a deal with Long.

Long will cut his first sides for Coral on Tuesday (10). Following this, the orkster—who has just completed five healthy weeks at the Paramount Theater here—will go on a two-month tour of one-nighters and college dates.

REALLY IN CLOVER NOW

Trio's 'Crawlin'' Walks Off With One More Smash

NEW YORK, March 14.—The Clovers, the sizzling hot rhythm and blues vocal group who turn out wax for Atlantic Records, continued their unbroken string this week when their latest slicing, "Crawlin'," hit The Billboard Best Selling r.&b. charts. This marks the sixth time in a row that the group has made the charts with their disks. This record, a rare one in a field where artists much too often find it tough to follow up one hit, is even more imposing when it is noted that three of the Clovers' waxings to date have been hits on both sides rather than only one.

The strength of the Clovers in the r.&b. marts is pointed up by the fact that every cutting by the group to date has sold more than 175,000 apiece, and a number of their hits have sold well over 200,000 platters, a record that would be a solid one even in the pop field. Their present disk, "Crawlin'," has hit close to 100,000 since being released three weeks ago. In addition, nearly half a dozen of the tunes waxed

by the Clovers have been recorded by pop artists or bands after the vocal combo made the tunes hits in the r.&b. market.

Here is a list of the tunes waxed by the Clovers that have made the best-selling charts of The Billboard: "Don't You Know I Love You?," "Fool, Fool, Fool" (which was also cut by Kay Starr), "One Mint Julep" (waxed by Buddy Morrow) and "In the Middle of the Night," "Ting-a-Ling" and "Wonder Where My Baby's Gone," "Hey Miss Fannie" and "I Played the Fool" (the latter was cut by Bill Darnell) and their latest effort, "Crawlin'."

The Clovers, who hail from Washington, D. C., made it from their first release on the label, "Don't You Know I Love You?" The waxing was released in early 1951 and was so strong that no Clovers' record was released by Atlantic until nine months later when "Fool, Fool, Fool," was issued.

McCarran Holds Hope for Bill

WASHINGTON, March 7.—Sen. Pat McCarran (D., Nev.), who week before last introduced a bill to extend the copyright act to cover juke box playing (The Billboard, March 7) expressed hope today that early hearings on the measure will be held.

The royalty-for-records bill is (Continued on page 49)

E. G. Perle Joins Spring & Eastman

NEW YORK, March 7.—E. Gabriel Perle, former editor of the Yale Law Journal and member of the legal firm of Cravath, Swaine & Moore, joined Spring & Eastman this week as an associate, it was announced by Lee Eastman, of the latter firm.

The Spring & Eastman firm handles a large number of show business accounts, notably artists, songwriters and music publishers.

Lombardo Gets Heavy Grosses

NEW YORK, March 7.—Guy Lombardo wound up the first week of his concert tour with generally heavy grosses. The orkster, who started the tour after a two-week location date at the Roosevelt Hotel, New Orleans, played Vicksburg, Miss., February 26. He grossed \$8,776.40.

His successive dates were: Monroe, La. (27), \$8,545.10; Magnolia, Ark. (28), \$8,320.55; Beaumont, Tex. (1), \$5,982; Galveston, Tex. (2), \$3,717.60; Corpus Christie, Tex. (3), \$9,843.60; Houston (4), \$7,282.20, and Tyler, Tex. (5), \$5,442.80.

While in Houston, Lombardo cut two sides for Decca, including "Seven Lonely Days" and "Down-hearted."

Lombardo will continue concerts to March 25; then he stops at El Rancho, Las Vegas, Nev., for two weeks, following which he will resume concerts in Northern territory. He returns to the Hotel Roosevelt, New York, in May.

Lombardo's concerts have been scaled for the first week from \$1.80 to \$3.60. Some of his later dates are scaled to \$4.80.

Ridgeway Closes U-I Synchronization, 'You Belong' Deal

NEW YORK, March 7.—Charles Adams, general manager of Ridgeway Music and other Pee Wee King enterprises, has set a synchronization deal with Universal-International films covering use of the tune "You Belong to Me." The song is being used in the film of the same name. The synch deal, which Adams concluded via attorney Robert L. Myers, covers use of the song's title as the title of the flick, and use of the tune as there and in a night club sequence.

The film, which features Barbara Stanwyck, Robert Stack and others, will be released in July.

The tune, "You Belong to Me," was written by Pee Wee King, Redd Stewart and Chilton Price.

'MOONLIGHT, ROSES'

Snarl Over Rights Is Thorn for Three Pubs

NEW YORK, March 7.—The fine legal point concerning who has the lawful right to assign the renewal period of a song's copyright to a publisher has brought about an intriguing hassle over "Moonlight and Roses" among the publishing fraternity of the American Society of Composers, Authors and Publishers. The disagreement which may eventually erupt into legal proceedings involves such key publishers as Robbins; Hill & Range acting for its ASCAP subsidiary, Charles N. Daniels Music, and Mills Music.

"Moonlight and Roses" was penned by Neil Daniels and Ben Black in 1925. It was adapted from Edwin Lemare's "Andantino," which was then in public domain. The copyright was assigned to the Villa Moret firm which subsequently licensed Miller Music as selling agent for the catalog. When Daniels died a few years ago, Chappell acquired the renewal assignment of Daniels' part of "Moonlight and Roses" from his two children, Charles N. Daniels and Mrs. Tholen Garret, and set up Charles N. Daniels Music. Max Dreyfus owned half, and each of Daniels' children owned 25 per cent of this firm. Soon after that, Dreyfus sold half of his 50 per cent control on Daniels Music to Jean and Julian Aberbach who were then working for Chappell. Three months ago the Aberbachs bought up Mrs. Garret's 25 per cent, and Dreyfus coincidentally bought out Charles Daniels. More recently the Aberbachs acquired Dreyfus' half and now have 100 per cent control of Daniels Music. There is no question about Daniels Music owning one-half of the song. The hassle involves Black's half.

Next of Kin

While these transactions were in progress, Robbins acquired a renewal assignment from Black for his half of "Moonlight and Roses." When Black died last year, Robbins gained assignments from all of Black's next of kin (Black had no wife or children), since Black's death made his assignment null and void. Hill & Range, however, making a bid for complete control of "Moonlight and Roses," moved in and acquired an assignment of the Black half from the next of kin who was appointed executor of the estate. This is the core of the problem. Hill & Range's assignment was signed by the next of kin as executor of the estate, while the Robbins assignment from the same individual was signed as a next of kin. Under the legal lines of succession recognized under the Copyright Act, the executor takes precedence over next of kin.

Robbins' case, according to some tradesters, would appear to hinge on whether the assignment given by the next of kin who later became executor can be made to stand up.

Mills Interest

While the main jousting is between Hill & Range and Robbins, Mills has come into the picture via a reported request to ASCAP to hold up payment of royalties pending a determination of ownership. This was not confirmed completely, it was established that Mills has notified ASCAP that they consider Edward Lemare (who wrote "Andantino") as a statutory writer of "Moonlight and Roses." Mills has

(continued on page 50)

Decca to Join Swing to 45 EP's in Early April

NEW YORK, March 7.—Decca Records will soon join the swing to 45 Extended Play, with its first shipments to the field scheduled for early April. The Decca move follows the introduction of the new longer-playing EP last fall by RCA Victor, and since followed by Columbia and Mercury in the pop field and by a number of classical labels. Decca's entry into the field will be marked by

an initial release of 18 single record packages, retailing for \$1.40 each, plus tax.

Sales V.-P. Sidney Goldberg emphasized that the initial EP sets do not duplicate any regular 45 r.p.m. albums currently in the Decca catalog. The plan is to maintain this non-duplicating policy for the foreseeable future so that existing regular 45 r.p.m. sets will not be underpriced.

The first release consists of a number of recent Decca hits, together with catalog merchandise which, tho available as 45 singles, is not in any 45 r.p.m. album.

Artists represented in the initial release include Bing Crosby, the Four Aces, Peggy Lee, Guy Lombardo, Gordon Jenkins, the Andrews Sisters, Fred Waring, Russ Morgan, the Mills Brothers, Carmen Cavallaro, Louis Armstrong, Victor Young, the Weavers, Tommy Dorsey, Jesse Crawford, Jerry Gray and Dick Haynes.

Goldberg and a.&r. topper Jimmy Hilliard are completing district meetings with Decca branch offices and distributors explaining the new EP program. A strong dealer promotion push is planned to kick off the introduction.

3,000 Kiddies See 'Hit' Fete

By STEVE SCHICKEL

CLEVELAND, March 7.—Thousands of dollars worth of talent converged on Cleveland Thursday (5) to appear at the Hit Tune Party, co-sponsored by the Cleveland Phonograph Merchants Association.

Three thousand screaming youngsters piled into the Public Music Hall to hear and cheer their favorite artists in a two and one-half hour show. Schools in Cleveland were closed early so that the kids could attend this musichthon.

The highlight of the affair was the selection of the Hit Tune of the Month. Bill Randle, radio station WERE deejay, conducted the activities and played eight unreleased records. An audio meter was used to judge the applause. All tunes were played on a Seeburg 100 Select-o-Matic juke box.

Winning record was "No One" (Continued on page 79)

Marian Anderson Returns to Wash.

WASHINGTON, March 7.—Marian Anderson will appear in Constitution Hall next Saturday (14) for the second time in 10 years and 14 years since the controversy over a ban by Daughters of the American Revolution on appearances of Negro performers in Constitution Hall. Miss Anderson sang before 75,000 persons on the steps of the Lincoln Memorial in 1939 after the DAR had refused to sanction the Constitutional Hall appearance where she had originally been scheduled. Four years later the DAR openly repudiated its previous Jim Crow policy by inviting Miss Anderson to sing in Constitution Hall for United China Relief Appeal and Miss Anderson accepted. Since that time several outstanding Negro performers, including Dorothy Maynor, Howard University Choir and others have made appearances.

BEIDERBECKE

Station Sets Memorial to Ia. Musician

NEW YORK, March 7.—Bix Beiderbecke's 50th birthday will be commemorated on March 10 via an hour-long radio program over WOC, in Davenport, Ia., his hometown. The program is being put together by the Bix Beiderbecke Memorial Committee, chaired by George Cooke and composed of musicians, cleffers, writers, a.&r. men and just plain admirers of the great trumpet man.

The program will be emceed by Frank Trumbauer, who will meet and interview members of his family, as well as many of his former associates from Davenport, and will also contain taped interviews with such names as Jimmy McPartland, Paul Whiteman, Hoagy Carmichael, Miff Mole, George Brunis, Squirrel Ascraft, Eddie Condon and others who played and worked with Beiderbecke. George Hofer, George Avakian and others will also be taped for the show.

The Bix Beiderbecke Memorial Committee is composed of Hoagy Carmichael, George Hofer, Col. Robert Benford, John Steiner, Charles Powell, Dr. David Palmer, Esten Spurrier, Fix Goodrich and Squirrel Ascraft. It is possible that the show may be broadcast over other stations after the Davenport seg.

FTC Weighs Bootleg Probe in Record Biz

NEW YORK, March 7.—It was learned late this week that the Federal Trade Commission is weighing the advisability of launching an investigation of piracy and bootlegging activities in the record industry. No decision has been made, but the FTC, it is known, has already compiled a partial list of pirated and bootlegged disks. When queried, the commission was loathe to comment, but indicated its interest in the matter.

It was indicated that should the FTC go ahead with an investigation, the probe would be keyed to the fact that piracy is regarded as a violation of Section 5(a) of the Federal Trade Commission Act. This section reads: "Unfair methods of competition in commerce, and unfair or deceptive acts or practices in commerce, are hereby declared unlawful."

Federal Statute

It was stated that following an FTC investigation, disk manufacturers could petition for a federal statute making it a crime to ship pirated disks in interstate com-

merce. In addition to manufacturers, other facets of the record and music business are interested in stamping out piracy. These include music publishers, artists and the Music Performance Trust Fund—all of whom are deprived of royalties by illegitimate disk operations.

Last month, an anti-piracy bill was introduced in both the Assembly and the Senate of the New York State Legislature. This bill has the backing of the Record Industry Association of America. In fact the RIAA, in its annual report at the end of 1952, pointed out that RIAA chief John Griffin, together with various diskery attorneys, had visited Albany, N. Y. to help push thru an anti-piracy bill.

Can. Radio Wins Music Fee Tiff

TORONTO, March 7.—There will be no change in fees charged private radio stations by the Composers, Authors and Publishers Association of Canada, Ltd., according to a decision handed down this week at Ottawa by the Copyright Appeal Board.

The fees will be calculated on the same basis as in 1952. Privately owned stations will pay CAPAC one and three-quarters per cent of commercial revenues. The Canadian Broadcasting Corporation will pay one cent and three-quarters per cent of commercial revenues plus one cent per capita of population.

The fees would amount to approximately \$350,000 for private stations as a group, and to \$170,000 for the publicly owned CBC.

Pending settlement of litigation over the matter, in which CAPAC won the first round, most private stations will continue to pay at 1951 rates.

Conforming to the rates now charged in the U. S., a slight reduction was made in fees charged ballrooms, dance halls, roller or ice skating rinks. The fees will amount to seven-tenths of one per cent of receipts from admissions. Previously, a graduated amount was charged on the admission receipts.

Col. Woos Jukes With Two Disks

NEW YORK, March 7.—Columbia Records is going on its strongest promotional push to date with juke box operators on two forthcoming releases which will be shipped next week to about 1,000 key operators from coast to coast. These two releases are Johnnie Ray's "Somebody Stole My Gal," and Louis Prima's new slicing of "Oh Marie." This is the first time that the diskery has sent the amount of free platters to ops, usually limiting itself to a much smaller sample.

The reason for the firm's big juke drive on the two disks is its belief that the Ray and Prima cuttings are figured as juke box (Continued on page 49)

Nickelodeon to Cut Ayers Wax

NEW YORK, March 7.—Nickelodeon Records, the new diskery formed by a group of top juke box union heads, contracted this week for four waxings for the label, to be made by warbler Cliff Ayers, head of Emerald Records, indie pop firm. Talent for the recording session has not yet been selected for the dates, tho it is known that Ayers will be the vocalist on one of the sides as well as supervising the recording dates. The session is expected to take place late this month, and it is presumed the masters will be released to boxes on the Nickelodeon label in April or May. (Continued on page 79)

Remington to Launch Dealer Dividend Club

NEW YORK, March 7.—In a bid for an added part of the classical record business, low-priced Remington Records is kicking off a Dealer Dividend Club whereby Remington dealers who participate can compete for free trips to the West Indies, and other prizes. Dealers will be divided into five groups, based on last year's volume, and thus will compete only against dealers of their own size. The complete details have not yet been announced, it is understood that any dealer who attains his quota will receive a prize.

The plan will be kicked off with a cocktail party in a New York hotel for metropolitan dealers, newspapers and radio representatives late in March. Succeeding parties of a similar nature are scheduled for 47 other cities throuth the country, according to Don Gabor, Remington president.

At these parties, a blindfold test is planned to point up the recording and sound qualities of Remington Records compared with LP's in the \$5.45 to \$5.95 range. Remington 12-inch disks retail for \$2.99.

Services

Remington will also provide a number of services to dealers becoming members of the Dividend Club, according to Gabor. These include free copies of a new 96-page catalog now being printed by the diskery. Dealers mailing these to customers will be reimbursed for 50 per cent of their mailing costs, Gabor said.

Dealers will also receive a new monthly classical journal which Remington will publish. They will also be able to use a new service being set up to get hotel reservations, theater tickets, etc., in New York.

Remington has also scheduled four regional dealer sales meetings, beginning in May. Dealers attending will be reimbursed for part of their rail transportation, Gabor said.

Remarried Widows Still Hold Copyright, Says 'Coach' Case

NEW YORK, March 7.—In an infringement suit brought by Edward B. Marks Music Corporation against Borst Music Publishing Company, Inc., on behalf of the Marks' tune, "In the Baggage Coach Ahead," the court held—for the first time in a copyright case—that a widow of the author, even tho she remarries, is nevertheless the widow of the deceased and is entitled to renew the copyright.

The case, which ended in a complete victory for Marks Music last week, was brought in the New Jersey District Court. Defendants, in addition to Borst Music, were Arthur and Crus Borst, who had published a song called "Baggage Coach Ahead" in 1947.

In a nine-page decision, Judge Alfred E. Modarelli granted an injunction against each of the three defendants and ordered all infringing copies and plates to be delivered for destruction. He also awarded to Marks costs and damages against each defendant on six individual infringements. Samuel Hollander, of Newark, N. J., and Arthur E. Garmaize, of New York City, represented Marks.

"In the Baggage Coach Ahead" was written by Gussie L. Davis.

The court, as stated, held that the widow, altho remarried, remains the widow and is entitled to renew the copyright. The defense had contended that the writer's brother, who had applied for a renewal, was entitled to it. Modarelli held this was not so.

Marks became aware of the infringement thru a record made in Newark, N. J., in 1949 by Coleman Records, Inc. The lyric was presumably penned by Arthur Borst. Marks took legal action when Borst insisted he had written the lyrics of the infringing song himself, under the title "Baggage Coach Ahead."

In his opinion, Judge Modarelli described plagiarism as "naughtiest of literary vices, which has had a long and dishonorable career." Modarelli held that not only were the lyrics of Borst's version practically identical to the Davis lyrics but that Arthur Borst must have had access to these lyrics which had been written 30 years before Borst was born.

"In the Baggage Coach Ahead" was one of the great hits of the late 1890's and continued a strong ballad and hillbilly song thru the years.



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DIMERIES NOTE NICKEL TRICKLE

NEW YORK, March 7.—A recent survey by Chain Store Age, trade paper for variety store field, disclosed that the sales of records and sheet music in these stores accounted for \$11,691,590 last year. This represented only one-half of 1 per cent of variety chains' total dollar volume. These outlets are mostly 5-and-10 cent stores.

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"EGGBERT, THE EASTER EGG"
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(And a Hully-Hully Skirt)

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Music Publishers' Record Scoreboard

Sides in Current Release

... for Week Ending March 7

Because of the lack of consistency with which each of the six record companies under consideration issue new releases individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available reliable sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

PUBLISHERS	TUNE	ARTIST AND LABEL
Acuff-Rose Group		
—Acuff-Rose	I've Waited Too Long.....	The Amber Sisters, Cap (f)
	One More Time.....	The Amber Sisters, Cap (f)
	Your Cheatin' Heart.....	Louis Armstrong, Dec (p)
	No One Will Ever Know.....	Tony Bennett, Col (p)
	Fool That I Be.....	Otis Blackwell, RCA (f)
	Number 000.....	Otis Blackwell, RCA (f)
Bourne Group		
—A.B.C.	Main Street on Saturday Night.....	Connee Boswell, Dec (p)
—Bourne	A Fool in Love.....	Frances Faye, Cap (p)
	Yes Sir, That's My Baby.....	Harry Karl, Cap (p)
Brandom Group		
—Frederick	Every Pound.....	Melvin Smith, RCA (f)
Central Songs	Undesired.....	Terry Preston, Cap (f)
Chappell Group		
—T. B. Harms	They Didn't Believe Me.....	Ray Anthony Ork, Cap (p)
Daniels	Moonlight and Roses.....	Eddy Arnold, RCA (f)
Dwyer Group		
—Raleigh	Evil Eyed Woman.....	Terry Timmons, RCA (f)
Empire	The Dance of the Blue Danube.....	Jesse Crawford, Dec (p)
Redd Evans Group		
—Jefferson	The Ecstasy Tango.....	Geraldo, Col (p)
Fairway	Your Foolish Heart.....	Terry Preston, Cap (f)
Famous	True Blue Lou.....	Ray Anthony Ork, Cap (p)
Forster	The Missouri Waltz.....	Eddy Arnold, RCA (f)
Gale & Gayles Group		
—United	Congratulations to Someone.....	Louis Armstrong, Dec (p)
General Group		
—Park Avenue	I Wanna Know.....	The Du Droppers, RCA (f)
Goldsen Group		
—Hanover	Dutch Treat.....	Paul Weston, Col (p)
Harvard	Can't I.....	Nat (King) Cole, Cap (p)
Hill & Range Group		
—Alamo	With One Red Rose.....	Connee Boswell, Dec (p)
—St. Louis	I'm Gonna Tell Everybody.....	Piano Red, RCA (f)
	She's Dynamite.....	Piano Red, RCA (f)
Holls Group		
—Dartmouth	I'm the King of Broken Hearts.....	Tony Bennett, Col (p)
—Holls	Anna.....	Paul Weston, Col (p)
Laurel	One to Remember.....	Fred Waring, Dec (p)
Leeds Group		
—Duchess	There's a Bell That Rings in My Heart.....	Frances Faye, Cap (p)
—Leeds	You Always Hurt the One You Love.....	Eddy Arnold, RCA (f)
Marshall	I'm High.....	Mr. Sad Head, RCA (f)
	Hard Luck and Traveling.....	Mr. Sad Head, RCA (f)
	He's the Best in the Business.....	Terry Timmons, RCA (f)
	Breakfast Ball.....	Boots Brown, RCA (f)
	Blue Fairy Boogie.....	Boots Brown, RCA (f)
Marvin		
Michele		
Music Publishers Holding Group		
—Advanced	Glad Rag Doll.....	Johnnie Ray, Col (p)
—Harms	Blue Gardenia.....	Nat (King) Cole, Cap (p)
	Valencia.....	Jesse Crawford, Dec (p)
Patricia	Laughing Blues.....	The Du Droppers, RCA (f)
Peer Int.	Roses for Your Wedding.....	Tommy Warren, Col (f)
Red River Songs	Anybody's Baby.....	Johnny Bond, Col (f)
	The Hills of Kentucky.....	Johnny Bond, Col (f)
	I Don't Have to Hunt No More.....	Melvin Smith, RCA (f)
Regent		
Robbins Group		
—Feist	I'm Sitting on Top of the World.....	Les Paul-Mary Ford, Cap (p)
	When You Wore a Tulip.....	Paul Weston, Col (p)
	Sleep.....	Les Paul, Cap (p)
	Somebody Stole My Gal.....	Johnnie Ray, Col (p)
	Walkin' and Wond'rin'.....	Guy Mitchell, Col (p)
	Wise Man or Fool.....	Guy Mitchell, Col (p)
	I'm Gonna Lock My Heart.....	Eddy Arnold, RCA (f)
Shapiro-Bernstein		
Shawnee Group		
—Paul Pioneer	Just a Dream of You, Dear.....	Fréd Waring, Dec (p)
Tacit	Yokohama Mama.....	Harry Karl, Cap (p)
Tanna	That's for Sure.....	Tommy Warren, Col (f)

Total Sides for Week Released by Each Label

* These totals do not include P. D. Tunes ... for Week Ending March 7

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL.....	10	4	—
COLUMBIA.....	10	4	—
DECCA.....	8	—	—
MERCURY.....	—	—	—
M-G-M.....	—	—	—
RCA.....	—	4	14

Total Number of Sides Released by Each Label

* These totals do not include P. D. Tunes ... January 1, 1953, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL.....	90	48	—
COLUMBIA.....	70	36	—
DECCA.....	91	34	6
MERCURY.....	48	8	—
M-G-M.....	84	28	12
RCA.....	75	58	43

U S MAILS DON'T DELIVER THERE

NEW YORK, March 7.—This week Sol Handwerker, promotion manager for M-G-M Records, received a letter from Washington addressed to Hank Williams in care of Handwerker. Alongside the address was the parenthetical note, "Please Forward." The letter requested an audition.

Symph to Play Gill Score for 'Hamlet'

DETROIT, March 7.—The world premiere of a new incidental musical score for "Hamlet" by Frank P. Gill will be given by the Wayne University Theater and the University Symphony on March 20 here. Gill was formerly a dramatic critic on The Billboard in the New York office, and is now on the journalism department staff at Wayne.

Granz 'Jazz,' Icer Click In Denmark

COPENHAGEN, Denmark, March 7.—Norman Granz and his "Jazz at the Philharmonic" repeated their success of last year in two concerts at the big K. B. Hall on Tuesday (24) night. Both performances drew near-capacity houses despite the fact that the smash-hit ice show, "Holiday on Ice," also was playing to a sell-out in the 6,000-seat Forum. Prices at both the JATP and the icer were high, for this town, so it is noteworthy that two imported American shows were able to draw approximately 15,000 cash customers on a single night. Ella Fitzgerald remains the jazz-singing idol of local fans and press, but pianist Oscar Peterson has now been accorded a niche alongside her. Not only his musical ability but his hefty avoirdupois impressed audience and press. All members of the unit scored solidly; and the finale, with all participating, drew an ovation.

I. Blicher-Hansen, local booker of JATP, reports that Granz received word from London that he has been granted a permit to bring his JATP unit to London for a concert, probably at Albert Hall. This will mark the first time in many years that England's rigid ban on the entry of American musical units has been lifted.

Gov't Reaps Big Disk Tax

WASHINGTON, March 7.—The January yield from the federal tax on phonograph records climbed sharply upward over the previous January's total, Internal Revenue Bureau reported this week. An increase was shown also in collections from the tax on phonographs, TV sets, radio sets and components. Declines were shown in the yields from all other amusement excises in January. Collections from the tax on phonograph records in January totaled \$608,083 compared with \$142,596 the previous January. The yield from the federal tax on radio sets, phonographs, TV sets and components in January was \$16,637,164, a gain of \$1,858,699 over the previous January. The yield from the tax on musical instruments was \$970,930 in January, which was \$24,102 below the figure for the previous January. The tax on admissions to concerts and theaters produced \$22,291,431 in revenue, a decline of \$710,324 below the previous January. The federal tax on admissions to cabarets and roof gardens in January yielded \$3,491,168, a decline of \$141,766 below the previous January. The yield from the tax on alcohol in January was \$187,958,152, a decline of nearly \$10 million from the previous January. The yield from excises on coin-operated amusement and gaming devices in January was \$248,115, compared with \$329,702 the previous January.

Cugat Schedules Rhumbas for Japan

TOKYO, March 7.—Xavier Cugat, king of Latin-American music, is scheduled to arrive here Wednesday (11) to present his rhumba rhythms at the Imperial Theater, starting March 13, at the invitation of the Toho Entertainment Company. He will be accompanied by 18 orchestra members and 13 other show people including the Four Step Brothers, Los Barrancos, Tulara Lee, Aura San Juan and the McQuaig Twins. Cugat has just finished a two-week tour of the Philippines, where he played at the International Pavallion. Marian Anderson is due in Japan late in April for a series of 18 concerts.

Rodgers-Hammerstein Celebrate Partnership

WASHINGTON, March 7.—The 10th anniversary March 31 of the Richard E. Rodgers-Oscar Hammerstein partnership is expected to be observed here by the personal appearance of the song-writing team at a performance of "Oklahoma!" which will run for three weeks beginning March 23 at the National Theater. It last played here in 1949.

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(And Let Me In)

and
"TWO SHILLELAGH O'SULLIVAN"

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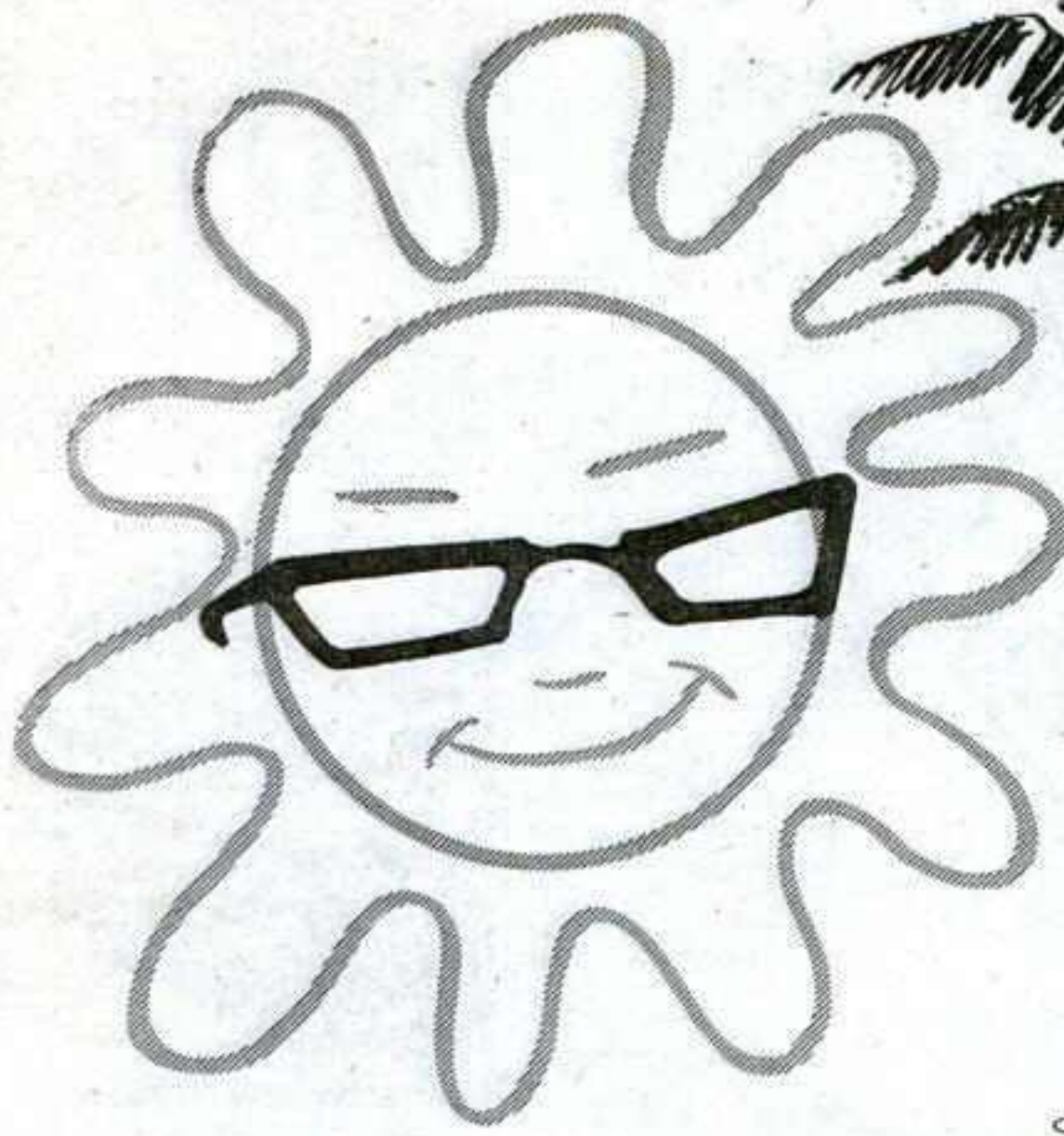
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HOLD ME, THRILL ME, KISS ME

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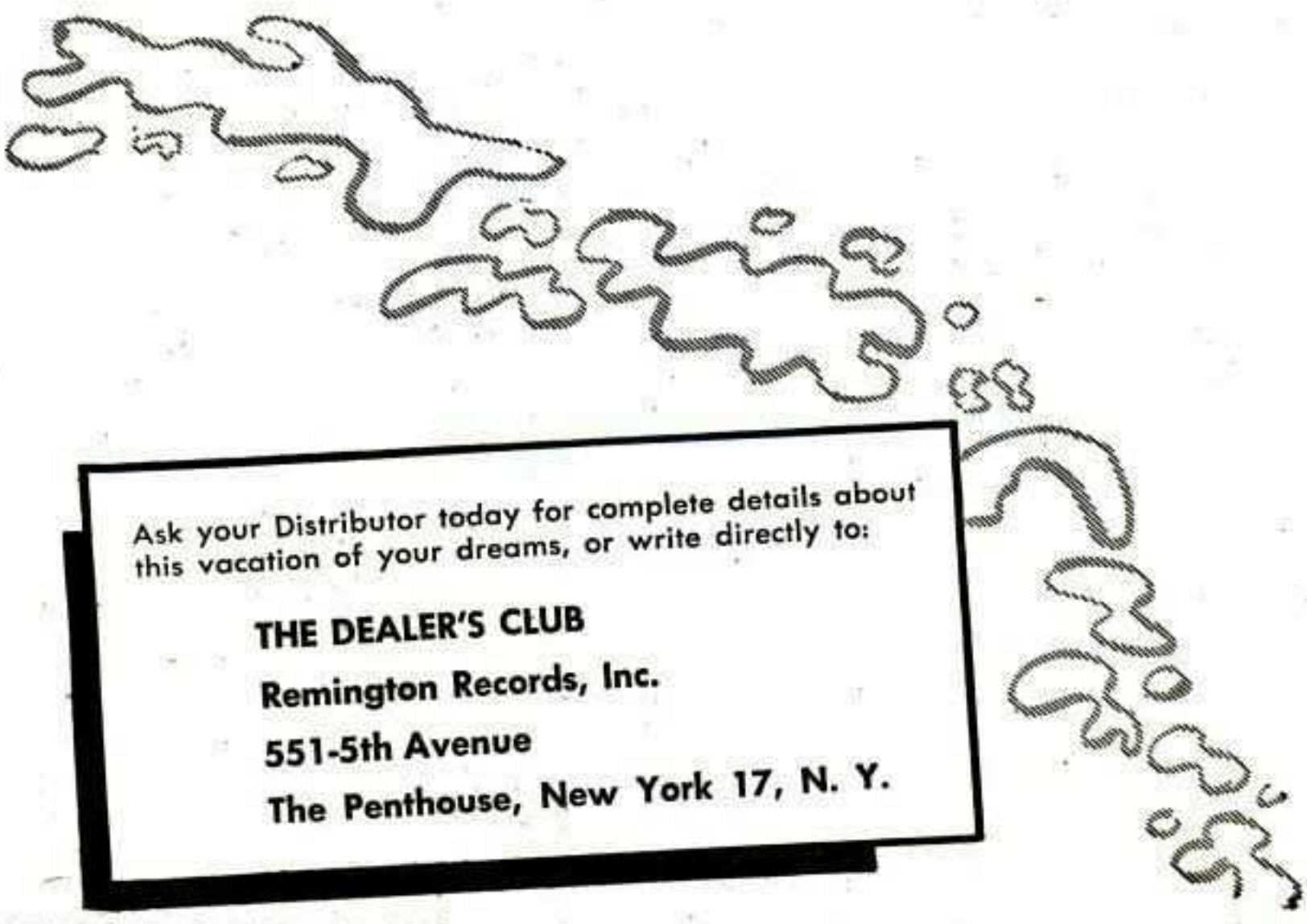
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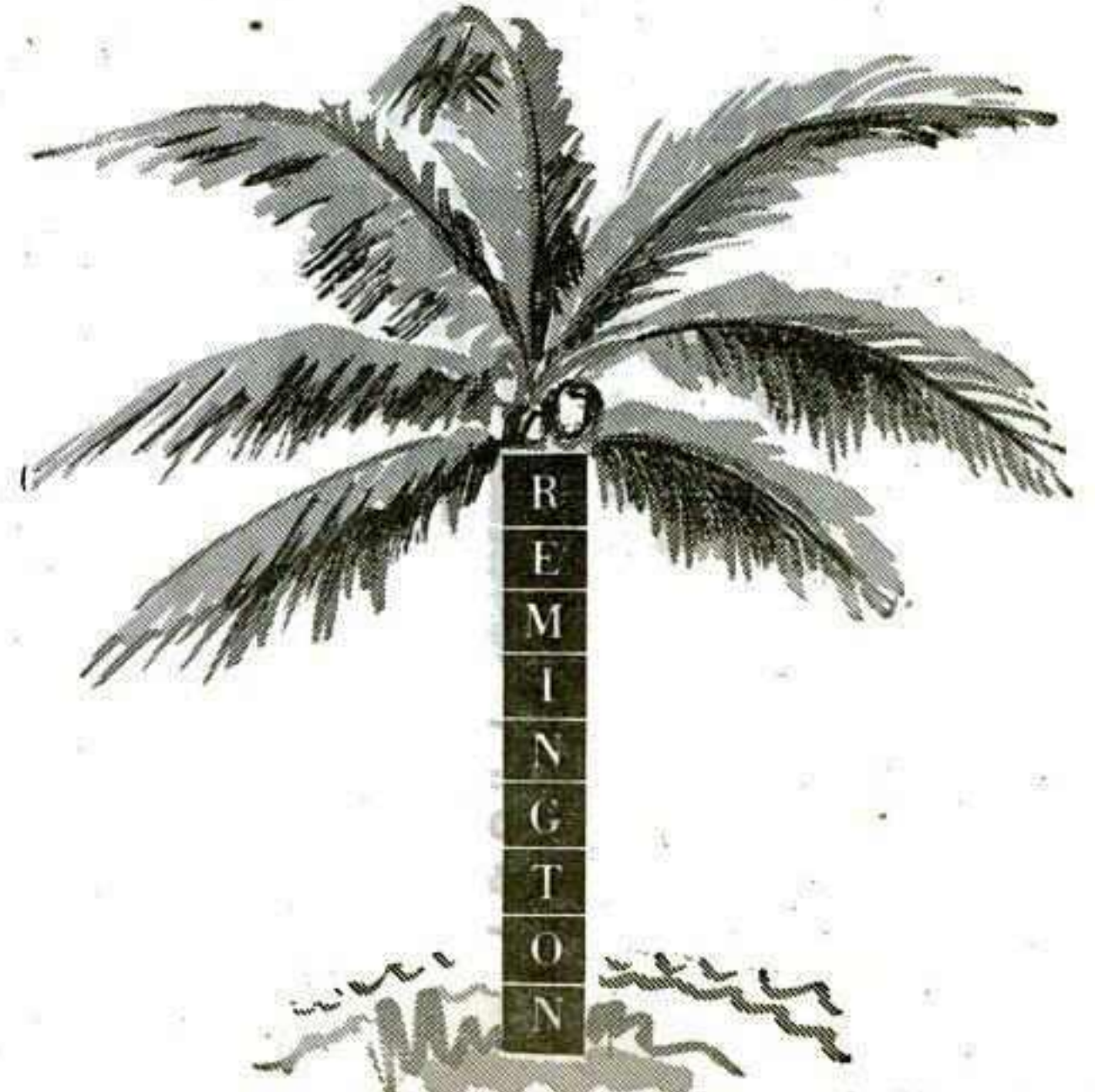
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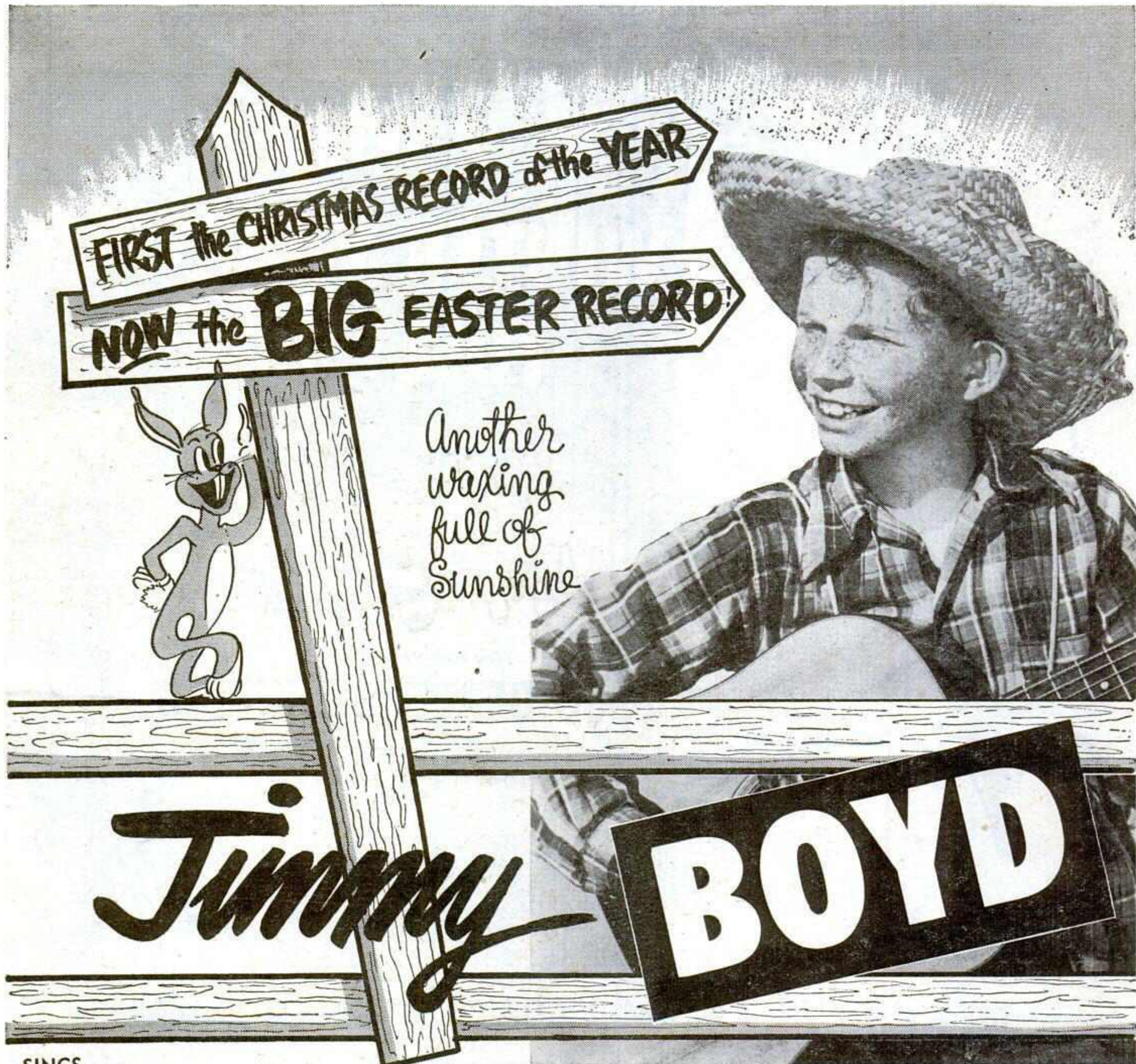
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SINGS ...

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AND MY
SISTER
SUE**

and

**TWO
EASTER
SUNDAY
SWEETHEARTS**

on Children's Records
78 Set MJV 160
45 Set MJV 4-160

Accompanied by
Norman Luboff



78 rpm 39955 • 45 rpm 4-39955



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The Billboard 1953 Disk Jockey Poll

Favorite Female Vocalist of the Year

PLACE	WINNER	RECORD COMPANY	POINTS
1.	JO STAFFORD	Columbia	610



*...with my deep
appreciation
to all the Disk Jockeys*

Jo Stafford

MARCH
S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28

**MARCH ROARS IN
LIKE AN MGM LION
With HITS! HITS! HITS!**

JONI JAMES
YOUR CHEATIN' HEART
I'LL BE WAITING FOR YOU
MGM 11426 78 RPM
K 11426 45 RPM

HAVE YOU HEARD
and **WISHING RING**
MGM 11390 78 RPM
K 11390 45 RPM

WHY DON'T YOU BELIEVE ME
and
PURPLE SHADES
MGM 11333 78 RPM
K 11333 45 RPM

BILLY ECKSTINE
A FOOL IN LOVE
and
COQUETTE
MGM 11439 78 RPM
K 11439 45 RPM

GINNY GIBSON } **KISS** and **CONDEMNED WITHOUT TRIAL**
MGM 11435 • K-11435

REMCO Sings **MEXICO**
and **MY HEART IS A KINGDOM**
MGM 11419 78 RPM
K 11419 45 RPM

HANK WILLIAMS KAW-LIGA and YOUR CHEATIN' HEART MGM 11416 78 RPM K 11416 45 RPM	TOMMY EDWARDS A FOOL SUCH AS I and I CAN'T LOVE ANOTHER MGM 11395 78 RPM K 11395 45 RPM
ART MOONEY and His Orchestra I JUST COULDN'T TAKE IT BABY and I PLAYED THE FOOL MGM 11434 78 RPM K 11434 45 RPM	GEORGE SHEARING THERE'S A LULL IN MY LIFE and MIDNIGHT BELONGS TO YOU MGM 11425—K-11425
BUDDY DE FRANCO and His Orchestra SUMMERTIME and OVER THE RAINBOW MGM 11411 78 RPM K 11411 45 RPM	ARTHUR SMITH (Guitar Boogie) IN MEMORY OF HANK WILLIAMS and I'M RICHER THAN YOU MGM 11433 78 RPM K 11433 45 RPM
BETTY COX INTRODUCING I'M IN LOVE and UNTIL TODAY MGM 11440 78 RPM K 11440 45 RPM	DANNY DAVIS I DON'T WANT YOUR KISSES and COME TO THE WEDDING MGM 11443 78 RPM K 11443 45 RPM
CINDY LORD LET'S FALL IN LOVE and COME BACK TO ME, MY LOVE MGM 11442 78 RPM K 11442 45 RPM	JACK FINA and his orchestra OCEANA ROLL and TIN PAN ALLEY RAG MGM 11441 78 RPM K 11441 45 RPM
JIMMY SWAN FRANK WALKER'S FAMOUS LETTER TO . . . HANK WILLIAMS in THE LETTER and THE LITTLE CHURCH MGM 11450 78 RPM K 11450 45 RPM	NORMAN PERRY I FEEL LIKE CRYING and I DON'T WANT LOVE MGM 11438 78 RPM K 11438 45 RPM

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the CRICKETS Sings **YOU'RE MINE**
and MILK and GIN—MGM 11428 • K-11428

The Billboard Music Popularity Charts
HONOR ROLL OF HITS

The Nation's Ten Top Tunes
... for Week Ending March 7

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts. This in this issue, (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

1. Till I Waltz Again With You By Sidney Prosen—Published by Village (BMI) BEST SELLING RECORDS: T. Brewer, Coral 60873; D. Todd, Dec 28506. OTHER RECORDS: Five Bells, Brunswick, 84002; C. Gore-R. Wright, King 1169; R. Morgan, Dec. 28539; Jerry Murad's Harmonicats, Mercury 70069; T. Sosebec, Coral 60916; D. Travis and J. Swanson, Jubilee 6014.	1 13
2. Don't Let the Stars Get in Your Eyes By Slim Willet—Published by Four Star Sales (BMI) BEST SELLING RECORDS: P. Como, V 20-5064. OTHER RECORDS: L. Ameche, Mercury 70023; E. Barton, Coral 60882; R. Foley, Dec 28460; H. Jerome, M-G-M 11385; G. MacKenzie, Cap 2256; Ted Maksymowicz, V 26-9270; B. Maxwell, Mercury 70045; S. McDonald, Cap 2216; R. Price, Col 21025; S. Willet, Four Star 1614.	2 15
3. Doggie in the Window By Bob Merrill—Published by Santly-Joy (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 70070.	3 6
4. Tell Me You're Mine By Fredianelli-Vasin—Published by Capri Music (BMI) BEST SELLING RECORD: Gaylords, Mercury 70067. OTHER RECORDS: Ralph and Buddy Bonds, Coral 60923; M. Carson, Col 39914; R. Morgan, Dec 28569. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus.	4 10
5. Oh Happy Day By Don Howard Kopieow—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORDS: L. Welk, Coral 60893; D. Howard, Essex 311; OTHER RECORDS: M. Baker, Savoy 874; Four Knights, Cap 2315; K. Griffin, Col 39915; J. J. Johnson, V 20-5097; D. Todd, Dec 28506.	5 10
6. Pretend By Lew Douglas, Parman & Le Vere—Published by Brandom (ASCAP) BEST SELLING RECORDS: Eileen Barton, Coral 60927; Nat (King) Cole, Cap 2346; Ralph Marterie, Mercury 70045. OTHER RECORDS AVAILABLE: D. Belloc, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; H. Rene, V 20-5119.	6 6
7. Keep It a Secret By Jesse May Robinson—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: J. Stafford, Col 39891. OTHER RECORDS AVAILABLE: A. Carter, Col 21063; B. Crosby, Dec 28511; Five Crowns, Rainbow 202; J. Hutton, Cap 2268; H. Jerome, M-G-M 11385; Sharkey, Cap 2329; D. Shore, V 20-4992; S. Whitman, Imperial 8169. TRANSCRIPTIONS AVAILABLE: Henry Jerome, Lang-Worth.	7 17
8. Side by Side By Harry Woods—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Kay Starr, Cap 2334. OTHER RECORDS AVAILABLE: E. Britt-R. Allen, V 20-5178; F. Carle, V 20-4741; D. Drew, Mercury 70096; B. Garrett-L. Parks, M-G-M 10467; K. Griffin, Col 39514; D. Holyman, Rondo 207; D. Jurgens, Col 38107; F. Petty, M-G-M 30425; P. Scala, London 238; A. String, Regent 126.	12 6
9. Have You Heard? By Lew Douglas, La Vere, Roy Rodde—Published by Brandom (ASCAP) BEST SELLING RECORD: Joni James, M-G-M 11390. OTHER RECORDS AVAILABLE: R. Morgan, Dec 28569; S. Till, Jubilee 5112. TRANSCRIPTIONS AVAILABLE: Ray Anthony, Lang-Worth; Dolly Dawn, Thesaurus.	9 10
9. Why Don't You Believe Me? By Lew Douglas, King Laney, Roy Rodde—Published by Brandom (ASCAP) BEST SELLING RECORD: J. James, M-G-M 11333. OTHER RECORDS: Five Crowns, Rainbow 202; M. Katz, Cap 2370; H. Lance, Jubilee 5106; G. Lombardo, Dec 28476; J. Otis, Mercury 70038; P. Page, Mercury 70025; Sharkey, Cap 2328; J. Valli, V 20-5017; M. Whiting, Cap 2292. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.	6 18

Second Ten

11. YOUR CHEATIN' HEART	14	3
12. I BELIEVE	15	2
13. ANYWHERE I WANDER	10	5
14. HOLD ME, THRILL ME, KISS ME	10	9
15. WILD HORSES	13	4
16. HOT TODDY	16	4
17. DOWNHEARTED	3	—
18. BECAUSE YOU'RE MINE	19	25
19. FOOL SUCH AS I	17	5
20. SAY IT WITH YOUR HEART	19	2
20. GLOW WORM	24	—

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Buyboard

TOP SELLERS—POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. PRETEND DON'T LET YOUR EYES GO SHOPPING..... N. Cole.....	2346
2. SIDE BY SIDE NOAH!..... K. Starr.....	2334
3. MY BABY'S COMING HOME LADY OF SPAIN..... L. Paul & M. Ford.....	2265
4. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II..... J. Standley.....	2249
5. OH, HAPPY DAY A MILLION TEARS..... Four Knights.....	2315
6. I BELIEVE THE GHOST OF A ROSE..... J. Froman.....	2332
7. HUSH-A-BYE HARLEM NOCTURNE..... S. Kenfon.....	2373
8. LITTLE BROWN JUG COCKTAILS FOR TWO..... B. May.....	2364
9. MY HEART BELONGS TO ONLY YOU I WAS A FOOL..... J. Christy.....	2308
10. MELANCHOLY SERENADE YOU'RE GETTING TO BE A HABIT WITH ME..... J. Gleason.....	2361
11. BYE BYE BLUES MAMMY'S BOOGIE..... L. Paul & M. Ford.....	2316
12. AND THE BULL WALKED AROUND, OLAY! JEEPERS CREEPERS..... S. Kenton.....	2388
13. APRIL IN PORTUGAL SUDDENLY..... L. Baxter.....	2374
14. RACHEL ONE LONELY NIGHT..... A. Martino.....	2353
15. BUNNY HOP BLOW, MAN, BLOW!..... R. Anthony.....	2251
16. HOW STRANGE..... N. Cole.....	2309
17. THE OBJECT OF MY AFFECTION WHO HID THE HALIBUT ON THE POOP DECK..... Y. Yorgesson.....	2335

LATEST RELEASE

No. 359

BLUE GARDENIA CAN'T I..... Nat "King" Cole.....	2389
A FOOL IN LOVE THERE'S A BELL THAT RINGS IN MY HEART..... Frances Faye.....	2390
UNDESIRE MY FOOLISH HEART..... Terry Preston.....	2391
YES SIR, THAT'S MY BABY YOKOHAMA MAMA..... Harry Kari.....	2392
TRUE BLUE LOU THEY DIDN'T BELIEVE ME..... Ray Anthony.....	2393
I'VE WAITED TOO LONG ONE MORE TIME..... The Amber Sisters.....	2394
I'M SITTING ON TOP OF THE WORLD SLEEP..... Les Paul & Mary Ford.....	2400

As Good as "Gone"

TERRY PRESTON

establishes another Country Hit

"UNDESIRE"

and

"MY FOOLISH HEART"

Record No. 2391

TOP COUNTRY & HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. NO HELP WANTED I'D HAVE NEVER FOUND SOMEBODY NEW..... H. Tompson.....	2376
2. TUXEDO JUNCTION SOMETHING FROM HEAVEN..... O. Rasmussen.....	2379
3. PLAYIN' DOMINOES AND SHOOTIN' DICE MEMORIES AND HEARTACHES..... J. Dolan.....	2367
4. GOIN' STEADY JUST OUT OF REACH..... F. Young.....	2299
5. THE FAMILY WHO PRAYS LET US TRAVEL, TRAVEL ON..... Louvin Bros.....	2296
6. LET ME KNOW I'M SORRY TO SAY I'M SORRY..... S. McDonald.....	2326
7. LISTEN TO THE MOCKING BIRD WHEN THE BLOOM IS ON THE SAGE..... C. Stone.....	2362
8. I DON'T KNOW SWEET TEMPTATION..... T. Ernie.....	2338
9. THERE'S A HIGHER POWER INSPIRATION FROM ABOVE..... M. Carson.....	2342
10. LITTLE OLD RAG DOLL PICKING SWEETHEARTS..... F. Chapman.....	2330
11. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE..... S. McDonald.....	2216
12. GONE NOW AND THEN..... T. Preston.....	2298
13. BLACKBERRY BOOGIE TENNESSEE LOCAL..... T. Ernie.....	2170
14. HIGH NOON GO ON! GET OUT!..... T. Riffer.....	2120
15. CRYING STEEL GUITAR WALTZ TWICE THE LOVIN'..... J. Shepard & S. West.....	2358

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. THE KAY STARR STYLE Kay Starr.....	363
2. MUSIC FOR LOVERS ONLY Jackie Gleason.....	352
3. BACCHANALIA! Billy May.....	374
4. THE YOUNG MAN WITH THE HORN Ray Anthony.....	373
5. BYE BYE BLUES Les Paul & Mary Ford.....	356
6. CAMPUS RUMPUS Ray Anthony.....	362
7. BACKGROUND MUSIC—SONGS WE REMEMBER 3 Top Artists.....	376
8. BACKGROUND MUSIC—SHOW TUNES 3 Top Artists.....	378
9. BACKGROUND MUSIC—BRIGHT AND BOUNCY 4 Top Artists.....	377
10. BACKGROUND MUSIC—LIGHT AND LIVELY 4 Top Artists.....	375
11. STAN KENTON PROLOGUE Stan Kenton.....	386
12. YOURS ALONE Jane Froman.....	354
13. WITH A SONG IN MY HEART Jane Froman.....	309

The Big Version of the Big Song

MARGARET

WHITING

and

JIMMY

WAKELY



"Gomen Nasai"

and

"I Learned To Love You Too Late"

Capitol Record No. 2402

LAFF RIOT

Oriental Style



a Japanese lad tries to
imitate the G.I. Hep Cats

HARRY KARI

and his

SIX SAKI SIPPERS

"YES SIR THAT'S MY BABY" and "YOKOHAMA MAMA"

Capitol Record No. 2392

Watch this one climb!

COME TO THE WEDDING

sung by

Danny DANIELS



backed with

I Don't Want Your Kisses

MGM 11443 (78 rpm) and K-11443 (45 rpm)



The Billboard's Music Popularity Charts

Favorite Tunes

... for Week Ending March 7

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighted according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Last Week	Weeks on Chart
1. TILL I WALTZ AGAIN WITH YOU (R)—Village.....	2	11
2. DON'T LET THE STARS GET IN YOUR EYES (R) Four Star Sales.....	1	14
3. KEEP IT A SECRET (R)—Shapiro-Bernstein.....	3	13
4. DOGGIE IN THE WINDOW (R)—Santly-Joy.....	4	4
5. WHY DON'T YOU BELIEVE ME? (R)—Brandom.....	8	16
6. OH, HAPPY DAY (R)—Bregman, Vocco & Conn.....	5	11
7. TELL ME YOU'RE MINE (R)—Capri Music.....	6	8
8. PRETEND (R)—Brandom.....	7	6
9. I BELIEVE (R)—Cromwell.....	—	1
10. ANYWHERE I WANDER (R) (F)—Frank Losser.....	9	5
11. HAVE YOU HEARD? (R)—Brandom.....	13	6
12. SIDE BY SIDE (R)—Shapiro-Bernstein.....	14	2
13. YOUR CHEATIN' HEART (R)—Acuff-Rose.....	15	2
14. GLOW WORM (R)—E. B. Marks.....	11	21
15. HOLD ME, THRILL ME, KISS ME (R)—Mills.....	10	8

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 32 in Radio

A Fool Such As I (R)—Robbins-B Miller—ASCAP	Living the Life I Love (R) (F)—Harms—ASCAP
Bye-Bye Blues (R)—Bourne—ASCAP	Mister Tap Toe (R)—Montclair—BMI
Doggie In the Window (R)—Santly-Joy—ASCAP	My Baby's Coming Home (R)—Roxbury—ASCAP
Don't Let the Stars Get In Your Eyes (R)—Four Star—BMI	My Jealous Eyes (R)—Famous—ASCAP
Downhearted (R)—Paxton—ASCAP	No Moon at All (R)—Jefferson—ASCAP
Early Bird (R)—Robbins—ASCAP	Oh, Happy Day (R)—Bregman, Vocco & Conn—ASCAP
Golden Years (R)—Paramount—ASCAP	Open Up Your Heart (R)—Longbridge—ASCAP
Gomen Nasai (R)—Disney—ASCAP	Perhaps, Perhaps, Perhaps (R)—Peer—BMI
Hold Me, Thrill Me, Kiss Me (R)—Mills—ASCAP	Say It Isn't So (R)—Berlin—ASCAP
Hot Toddy (R)—Coachella-Alamo—ASCAP	Say It With Your Heart (R)—Feist—ASCAP
How Do You Speak to An Angel? (R)—Chappell—ASCAP	Second Star to the Right (R)—Disney—ASCAP
Hush-a-Bye—Remick—ASCAP	Side By Side (R)—Shapiro-Bernstein—ASCAP
I Confess (R)—Witmark—ASCAP	This Is a Special Day (R)—Remick—ASCAP
I'll Be Hanging Around (R)—Broadcast—BMI	Till I Waltz Again With You (R)—Village—BMI
Keep It a Secret (R)—Shapiro-Bernstein—ASCAP	Why Don't You Believe Me? (R)—Brandom—ASCAP
Kiss (R)—Miller—ASCAP	
Lady of Spain (R)—Sam Fox—ASCAP	

Top 10 in Television

Chicago Style (R)—Burvan—ASCAP	I Believe (R)—Cromwell—ASCAP
Doggie In the Window (R)—Santly-Joy—ASCAP	Side By Side (R)—Shapiro-Bernstein—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Tell Me You're Mine (R)—Capri—BMI
Hold Me, Thrill Me, Kiss Me (R)—Mills—ASCAP	That's What Makes Paris Parée (R)—Harms—ASCAP
How Do You Speak to An Angel? (R)—Chappell—ASCAP	Till I Waltz Again With You (R)—Village—BMI

England's Top Twenty

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

1. Broken Wings—John Fields (Shapiro-Bernstein)	11. That's A-Why—Connelly (Santly-Joy)
2. Don't Let the Stars Get in Your Eyes—Morris (Four Star)	12. Make It Soon—Connelly (Santly-Joy)
3. Outside of Heaven—Bradbury Wood (Bregman, Vocco & Conn)	13. I Went to Your Wedding—Victoria (St. Louis)
4. Wonderful Copenhagen—Morris (Frank)	14. Why Don't You Believe Me?—Francis Day (Brandom)
5. Now—Dash (Ardmore)	15. Walkin' to Missouri—Dash (Hawthorne)
6. She Wears Red Feathers—Dash (Oxford)	16. Isle of Inisfree—Peter Maurice (Leeds)
7. You Belong to Me—Chappell (Ridgeway)	17. Doggie in the Window—Connelly (Santly-Joy)
8. Glow Worm—La Fleur (E. B. Marks)	18. Takes Two to Tango—Francis (Harman)
9. Because You're Mine—Robbins (Feist)	19. In a Golden Coach—Box & Cox (Box & Cox)
10. Comes Along A-Love—Kassner (Shapiro-Bernstein)	20. Here in My Heart—Robt. Mellin, Ltd. (Mellin)

POUR ME A GLASS OF TEARDROPS

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FOR A HIT

IN

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CINCINNATI · PITTSBURGH
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'GOODBYE, CHARLIE, GOODBYE'

and

'I'M WONDRAIN'

No. 2395



The Billboard Music Popularity Charts

... for Week Ending March 7

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

LES PAUL AND MARY FORD
I'm Sitting on Top of the World... 87
CAPITOL 2400 - Another smart multi-dub disk by Les Paul and Mary Ford.

JO STAFFORD
Smoking My Sad Cigarette... 87
COLUMBIA 39951 - Miss Stafford, great performer that she is, turns in a very warm reading on this mournful blues.

NAT (KING) COLE-BILLY MAY ORK
Can't I?... 85
CAPITOL 2389 - Smooth and tender is this reading of the new ballad by the mellow-voiced Nat Cole, and the backing by the Billy May ork is outstanding.

ROSEMARY CLOONEY
What Would You Do?
(If You Were In My Place) ... 85
COLUMBIA 39931 - Rosemary gives this slow, tearful number a sincere and warm reading.

ANNE SHELTON
Hold Back the Dawn ... 82
LONDON 1288 - Miss Shelton has never had the big one in this country despite her reputation abroad.

JIMMY BOYD
My Bunny and My Sister Sue ... 80
COLUMBIA 39955 - Geared for the Easter season, this side by Jimmy Boyd will snare its share of coin.

FRANCES FAYE
A Fool in Love ... 79
CAPITOL 2390 - Thrush is probably better known for her zany repertoire, but on this one she reminds one that she can still sock across a ballad in top-notch style.

RAY ANTHONY ORK
True Blue Lou ... 78
Capitol 2393 - The Anthony ork does a good job here with the melodic oldie, swinging the tune lightly on this bright instrumental waxing.

ESQUIRE BOYS-KAY KAROL
Rock-a-Beatin' Boogie ... 72
RAINBOW 200 - The Esquire Boys do a good job on this solid boogie effort, selling it in their own special vocal style.

NEW RECORDS TO WATCH

Popular

ANNE SHELTON
Hold Back the Dawn-London 1288-Thrush turns in a fine performance on this tune which is a good vehicle for her effortless style.

NAT (KING) COLE-BILLY MAY ORK
Can't I-Capitol 2389-A persuasive vocal by Nat, a wonderful arrangement by the Billy May ork, and a melodic tune, could make this another strong seller for the mellifluous warbler.

KAREN CHANDLER
I'd Love to Fall Asleep
Goodbye Charlie, Goodbye-Coral 60958-Miss Chandler comes thru with two sensuous readings that could go a long way.

VICKI YOUNG
Goodbye, Charlie, Goodbye
I'm Wondering-Capitol 2395-New artist kicks off for label in impressive style. She sings it straight but projects a lot of warmth.

TERESA BREWER
Dancin' With Someone-Coral 60953-See "This Week's Best Buys."

TOMMY REYNOLDS ORK
It's a Wonderful World
I Ain't Got Nobody-Derby 820-Any one who remembers the wonderful shuffle beat of the old Jan Savitt band will have memories come storming back when he hears these.

posure and should catch some box coin.
If It's Love You Want to Borrow... 69
The group, with Kay Karol-featured, turns in a pleasant reading of a new Western-styled ballad with a quiet ork backing.

BILL MCGRAW
Seafaring Stranger ... 72
ART-DISC 250-Ballad about a tar away from home is mighty attractive and it's read in warm style by McGraw.

Don't Say We're Thru... 71
Chanter hands the sentimental ditty an expressive reading. Could move with exposure and push.

JACK FINA ORK
Tin Pan Alley Rag ... 72
M-G-M 11441 - Listenable instrumental is played briskly and features a piano-roll sound. May be some juke potential here.

ART LUND
Bottle Me Up
(and Send Me Sailing) ... 78
CORAL 60948 - A lively sea-chanty with a true marine flavor is sung warmly by Art Lund, with solid support via a gang vocal behind him.

Spiritual

ORIGINAL FIVE BLIND BOYS OF ALABAMA
When I Lost My Mother ... 80
SPECIALTY 842 - The lead singer takes the boys on thru to a strong reading in feverent style of a slow-tempo gospel effort.

Oh Lord-Stand By Me... 78
Label notes that the group is also known as the Happyland Singers, and

they are not related to the other "Five Blind Boys," tho they sound like them. In any event, the group comes thru with another mighty fine reading of a beat sacred item.

THE PILGRIM TRAVELERS
A Hard Road to Travel ... 80
SPECIALTY 843-The group comes thru with another of their first-rate religious performances. It's typical of their earlier disks, and should do just as well.

Rhythm & Blues

WILLIE MAE THORNTON
Hound Dog ... 82
PEACOCK 1612 - This is a wild slicing loaded with excitement. Willie Mae Thornton hands it a sock reading, selling the tune powerfully, while the ork swings the rumba blues with a pulsating beat that builds all the way.

EDDIE BOYD
24 Hours ... 80
CHESS 1533 - Eddie Boyd's first waxing on Chess is a melodic blues weeper which he performs strongly over a solid ork backing.

The Tickler... 77
The Boyd ork swings out on a wild riff effort that goes, featuring good piano work, strong guitar and sax and a hefty beat. An okay instrumental.

JOHNNY MOORE'S THREE BLAZERS
I Don't Know Yes I Know ... 80
RHYTHM & BLUES 100 - There's no end in sight yet. It's "I Don't Know" all over again, this time in

In the opinion of the Music staff the following new records that were reviewed this week merit the special attention of dealers, operators and/or disk jockeys. The listing includes both records which have a strong over-all potential as well as records whose appeal may be limited to a specialized field. Records in all categories are considered.

Country & Western

HOMER AND JETHROE
Don't Let the Stars Get in Your Eyeballs
Unhappy Day-RCA Victor 20-5214 - The duo is back at it again, hamming up pop hit. Both sides of this coupling are real clever, and they have a ball performing them.

JOHNNY HORTON
The Mansion You Stole-Mercury 70100-
Horton continues to impress with his style and sincerity. He is working with good material here. Flip is "Tennessee Jive."

Rhythm & Blues

LLOYD PRICE
So Long-Specialty 457-Price could have another one in his recent flow of steady winners. It's a powerful side with a strong beat. Flip is "What's the Matter Now."

ROY MILTON
Don't You Remember, Baby? - Specialty 455-Milton has a fine blues side here with a strong beat. It might not have the flash of some of the other records around, but it could easily be a strong steady seller.

WILLIE MAE THORNTON
Hound Dog-Peacock 1612-This is a wild and exciting rumba blues and the thrush sells it in sock style, while the ork comes thru with an infectious backing that rocks all the way.

bargain, two-for-one fashion. Lyrics by Mari Jones and Lex Nelson could keep pattern going. Backing by the Blazers adds to the interest.

Too Bad... 76
Mari Jones sings quietly but effectively on this melancholy ballad. Her fans will like it. Blazers weave an interesting rhythmical pattern behind the thrush.

B. B. KING ORK
Woke Up This Morning ... 80
RPM 380-Tempo here is the buck dance. Material is slightly better than average, but King and the combo hand it a strong go, making it a potent platter for the market.

Don't Have to Cry... 75
Chanter injects much feeling into his delivery of an attractive, slow blues. It's good mood stuff.

KENZIE MOORE
Don't Know Why ... 79
SPECIALTY 456 - New artist with the label kicks off in great style. He gets a lot of heart into his voice and has a good bit of blues material here.

Let It Lay... 77
Side moves all the way, with a solid beat carrying all the way. Band carries a lot of brasses and the section riffs in fine style. Vocal by Moore is a powerful one.

ROY MILTON ORK
Don't You Remember, Baby? ... 79
SPECIALTY 455 - Standout beat is set here by the ork as Milton sings

International

RED PROCIDA ORK
Strike Up the Polka Band ... 62
BELLE 2001 - Chirp Dolores Dira handles the English vocal on this polka item. Group sounds okay, but the recording quality is so-so.

Country & Western

WEBB PIERCE
The Last Waltz ... 85
DECCA 28594-Pierce has a powerful hunk of material here, telling about his last dance with the girl who turned him down. He's right up to the mike and singing for all he's worth.

THE PINETOPPERS-MARLIN SISTERS
Seven Lonely Days ... 82
CORAL 60949-The Marlin Sisters, backed wonderfully by the lively Pinetoppers combo, turn in an outstanding performance of the bright, new tune, now moving up in the pop field.

HOMER & JETHRO
Don't Let the Stars Get in Your Eyeballs ... 80
V 20-5214-The boys pull all their tricks as they cut loose on this tune which has been a smash in both the country and pop fields.

TERRY PRESTON
My Foolish Heart ... 80
CAPITOL 2391-Lyric to this weeper has a good idea and gets a solid

Jazz

BUGLE SAM
Bugle Call Rag ... 75
CAPITOL 2387-Bugle Sam and his Dixieland Band sell the old standard with gusto, with Sam having a ball on horn.

BERNIE LEIGHTON ORK
The Syncopated Clock ... 74
BRUNSWICK 80216 - Pleasant instrumental version of the Leroy Anderson classic for the jazz fans.

MIGUEL ACEVES MEJIA
Siete Leguas ... 75
V 23-5955-Warbler Mejia is said to be the Eddy Arnold of the Mexican country and western field. Could be, too, from the way he handles his voice.

Latin American

LUCHO BERMUDEZ Y SU ORQUESTA
Caramello ... 71
V 23-5953 - In Mexican "porro" tempo, the modern sound ork delivers an okay Latin-American ditty with chirp Matilde Diaz and a male group handling the vocal.

HERMANAS PADILLA
Diosito Santo ... 68
V 23-5954-The group of Mexican cow-punchers back the Padilla girls in a south-of-the-border religioso ranch ditty which should appeal to the Spanish speaking.

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-59, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

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

COLUMBIA RECORDS

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Columbia's sensational group of best-selling albums

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starring the whole Godfrey cast in an original musical TV revue!

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MARION MARLOWE and FRANK PARKER in "SWEETHEARTS"

eight romantic ballads in charming solo and duet performances by two great stars!

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a dazzling piano stylist in a group of popular and classical selections styled for every taste!

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JO STAFFORD with PAUL WESTON in "BROADWAY'S BEST"

great singing in songs by Porter, Rodgers, Kern, Schwartz, Weill, Berlin, Gershwin and Arlen

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ROSEMARY CLOONEY and HARRY JAMES IN "HOLLYWOOD'S BEST"

eight Academy Award-winning songs in brilliant arrangements, performed by two inimitable artists

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and coming soon—

another smash album from her new Warner Bros. musical "BY THE LIGHT OF THE SILVER MOON"

hit — DORIS DAY in songs

NEW POPULAR SINGLES

- JO STAFFORD with PAUL WESTON
WITHOUT MY LOVER
SMOKING MY SAD CIGARETTE
39951 • 4-39951
- ROSEMARY CLOONEY
WHAT WOULD YOU DO
I LAUGHED UNTIL I CRIED
39931 • 4-39931
- JOHNNIE RAY
GLAD RAG DOLL
SOMEBODY STOLE MY GAL
39961 • 4-39961
- GUY MITCHELL with MITCH MILLER
WALKIN' AND WOND'RING
WISE MAN OR FOOL
39962 • 4-39962
- TONY BENNETT
I'M THE KING OF BROKEN HEARTS
NO ONE WILL EVER KNOW
39964 • 4-39964
- PAUL WESTON
ANNA
DUTCH TREAT
39968 • 4-39968
- JIMMY BOYD
MY BUNNY AND MY SISTER SUE
TWO EASTER SUNDAY SWEETHEARTS
39955 • 4-39955
MJV-160 • MJV 4-160
- MARLENE DIETRICH and PERCY FAITH
TIME FOR LOVE
LOOK ME OVER CLOSELY
39959 • 4-39959
- THE FOUR LADS
I WONDER, I WONDER, I WONDER
HE WHO HAS LOVE
39958 • 4-39958
- KEN GRIFFIN
WHEN YOU WORE A TULIP
LOUISIANA WALTZ
39966 • 4-39966
- GERALDO
THE ECSTASY TANGO
LA CUMPARSITA
39967 • 4-39967
- TRIO LOS PANCHOS
TU, SOLO TU
CRISTODO RIO
39956 • 4-39956
- HARRY JAMES
EASTER PARADE
CRAZY RHYTHM
4-36545

NEW FOLK MUSIC SINGLES

- JOHNNY BOND
ANYBODY'S BABY
THE HILLS OF KENTUCKY
21082 • 4-21082
- CURLY DAULTON
I'M STEPPIN' OUT WITH A BROKEN HEART
BLUE HEARTS AND BROKEN VOWS
21080 • 4-21080
- FLOYD TILLMAN
A SMALL LITTLE TOWN
THE WORM HAS TURNED
21076 • 4-21076
- TOMMY WARREN
THAT'S FOR SURE
ROSES FOR YOUR WEDDING
21083 • 4-21083
- NEAL BURRIS
I BET MY HEART
THAT'S THE TIME FOR LOVE
21081 • 4-21081
- VIN BRUCE
CLAIRE DE LA LUNE
JE LAISSEZ MON COEUR
21077 • 4-21077
- THE JOHNSON FAMILY SINGERS
THE HAVEN OF REST
ARE YOU WASHED IN THE BLOOD
21069-s • 4-21069-s

BEST SELLERS

Based on actual sales reports for week ending March 7.

- FRANKIE LAINE and JIMMY BOYD
THE LITTLE BOY AND THE OLD MAN
TELL ME A STORY
39945 • 4-39945
- ROSEMARY CLOONEY
WHAT WOULD YOU DO
I LAUGHED UNTIL I CRIED
39931 • 4-39931
- FRANKIE LAINE
I BELIEVE
YOUR CHEATIN' HEART
39938 • 4-39938
- PERCY FAITH
THE SONG FROM MOULIN ROUGE
SWEDISH RHAPSODY
39944 • 4-39944
- GUY MITCHELL
SHE WEARS RED FEATHERS
PRETTY LITTLE BLACK-EYED SUSIE
39909 • 4-39909
- LU ANN SIMMS
MOVING AWAY
THE BEST TIME
39928 • 4-39928
- DORIS DAY
MISTER TAP TOE
YOUR MOTHER AND MINE
39906 • 4-39906
- JO STAFFORD
WITHOUT MY LOVER
SMOKING MY SAD CIGARETTE
39951 • 4-39951
- JO STAFFORD
KEEP IT A SECRET
ONCE TO EVERY HEART
39891 • 4-39891
- TONY BENNETT
CONGRATULATIONS TO SOMEONE
TAKE ME
39910 • 4-39910
- RICHARD BOWERS
GOMEN-NASAI
TOKYO BOOGIE WOOGIE
39954 • 4-39954
- JO STAFFORD
A FOOL SUCH AS I
JUST BECAUSE YOU'RE YOU
39930 • 4-39930

NEW POPULAR ALBUMS

ARTHUR GODFREY'S TV CALENDAR SHOW
with original music and lyrics composed by Joan Edwards and Lyn Duddy for the Arthur Godfrey and his Friends CBS Television Show.
Look Ahead • I'm in Love Again • It's the Irish in Me • Easter in Waikiki • If It Wasn't for Your Father • Everything That's Yours Is Mine • Rockaway Beach • Summer's Symphony • It's Autumn Again • Give a Cheer • Appreciation • The First Snow of Winter.
ARTHUR GODFREY with The Mariners, Marion Marlowe, Frank Parker, Haleloke, The Chordettes, Julius La Rosa, Janette Davis, Lu Ann Simms and Orchestra under the direction of Archie Bleyer.
"Lp" GL 521 • 45 Set G-4-18 • 78 Set G-18

SONGS FOR MY BELOVED
I Kiss Your Hand, Madame • Long Ago • Temptation • As Time Goes By, etc.
Renzo Cesana, THE CONTINENTAL, with Orchestra directed by Tony Mottola.
"Lp" CL 6244

WHEN IRISH EYES ARE SMILING
I'll Take You Home Again, Kathleen • Peggy O'Neil • Mother Machree, etc.
KEN GRIFFIN at the Organ.
"Lp" CL 6245 • 45 Set B-333

Now available on 78 rpm: SKATING TIME by Ken Griffin—78 Set C-327 (on 45, Set B-327, on "Lp" CL 6237).

FREDDY GARDNER, Saxophone
I'm in the Mood for Love • Time on My Hands • The Gates of Paradise, etc.
With Peter Yorke and his Concert Orchestra.
"Lp" CL 6240 • 45 Set B-330

SENTIMENTAL SONGS
Let Old Mother Nature Have Her Way • It's a Lovely, Lovely World • Are You Teasing Me?, etc.
CARL SMITH.
"Lp" HL 9025 • 45 Set H 4-19

The Billboard Music Popularity Charts . . . for Week Ending March 7

THIS WEEK'S BEST BUYS

In the opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance release. Other selections are made after careful analysis of early sales reports and juke box and disk jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

Popular

GOMEN NASAI—Richard Bowers—Columbia 39954

Disk showed a definite gain in strength during the past week even tho it is listed on fewer territorial charts than a week ago. Buffalo, Boston and Chicago particularly noted gains. This is the original Tokyo version and at this point is definitely ahead of competitive versions. Flip is "Tokyo Boogie Woogie." A previous "New Record to Watch" selection.

WILL-O-THE-WISP ROMANCE
THE MAGIC TOUCH—Hugo Winterhalter Ork—
RCA Victor 20-5209

Compared with past Winterhalter records, this one has gotten off to an early start. While a number of areas reported it just received and this could label it just "good potential" based on initial consumer and operator reaction, good sales were reported in Los Angeles, Cincinnati, Chicago and St. Louis. Both sides are selling with "Romance" getting early nod. A previous "New Record to Watch" selection.

DANCIN' WITH SOMEONE—Teresa Brewer—Coral 60953

A new record just being released. Thrush is hot at present. This shapes up as a solid follow-up to her current click of "Till I Waltz Again With You." Incidentally "Dancin'" is a waltz. Flip is "Breakin' in the Blues"

Children's

MY BUNNY AND MY SISTER SUE
TWO EASTER SUNDAY SWEETHEARTS—Jimmy Boyd—
Columbia MJV 161 (39955)

Numbers listed are children's and pop numbers, respectively. Too early for a definite reaction in the pop field, kiddie dealer in Eastern areas are getting initial nibbles that show good signs.

Rhythm & Blues

24 HOURS—Eddie Boyd—Chess 1533

Only negative report received from those who had record in stock came from Philadelphia. Buffalo, L. A., Chicago and St. Louis reported definite jump in sales during the week. Also on several territorials. Shaping up as a big one. Flip is "The Tickler."

YOU'RE MINE—The Crickets—M-G-M 11428

Strong in Baltimore, New York, Philadelphia, Chicago and North Carolina. Many areas report not in stock yet. Flip is "Milk and Gin."

Country & Western

THE LAST WALTZ

I HAVEN'T GOT THE HEART—Webb Pierce—Decca 28594

The stronger of the two records selected this week. Just out, it has gotten off to a nice start with good reports received from every area checked that had received the disk. With the exception of Durham which favors "Heart," selling side is "Waltz."

I COULDN'T KEEP FROM CRYING

AFTER YOU LEAVE—Marty Robbins—Columbia 21075

New disk by Robbins is shaping as a good follow-up to "I'll Go On Alone." Action at the moment is in the Southwest and South, with "Crying" showing the greater strength, altho "After You Leave" is on this week's Nashville chart.

Spiritual

A HARD ROAD TO TRAVEL—Pilgrim Travelers—Specialty 843

Good solid activity being shown in this disk according to Los Angeles, Cincinnati, Chicago and Southern reports.

Late Reports on Recent 'Best Buys'

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks. Reports on a record are discontinued after the first week it appears on either the National Best-Seller or Juke Box Chart.

Popular

SEVEN LONELY DAYS
Georgia Gibbs—Mercury 70095

Placed on both retail and juke box charts. Strong reports from most areas persist, with slackening only in New York City.

TELL ME A STORY
THE LITTLE BOY AND THE OLD MAN

Frankie Laine—Jimmy Boyd—Columbia 39945

Already on the national retail chart, and high on five territorial charts, this record has quickly established itself as a strong seller.

PRETEND

Eileen Barton—Coral 60927

After building steadily for a number of weeks, record now comes on the best-seller chart and appears on the New Orleans and St. Louis territorials. Record was listed only as a retail "Best Buy." Several one-stops, however, noted a steady increase in sales to operators.

CARAVAN

Ralph Marterie Ork—Mercury 70097

Record has moved ahead to the point where it is just off the national retail list. Detroit, Chicago and Cincinnati territorials list it, with all other reports backing it
(Continued on page 49)

Country & Western

BUMMING AROUND

Jimmie Dean—4 Star 1613

Number seven on disk jockey chart this week and on the Houston and Cincinnati charts. The reports from the West Coast, Chicago and Carolinas continue to be highly favorable also. Still lacks complete distribution.

DEAR JUDGE

Ernest Tubb—Decca 28550

Consistent good seller. Tubb's fans have kept it on the Dallas-Fort Worth, New Orleans and Nashville territorials and seem to be backing it as firmly in all other areas previously reported.

PLAYIN' DOMINOES AND SHOOTIN' DICE

HOT TODDY

Red Foley—Decca 28587

No noticeable advance over last week. Was reported as good in Philadelphia, the Southeast, Chicago and St. Louis. "Hot Toddy" hit Nashville chart. Dolan version has the upper hand in a few areas.
(Continued on page 49)

Rhythm & Blues

BABY, I'M DOIN' IT

Annisteen Allen—King 4608

Solid reports from all check points. On national retail chart this week.

CRAWLIN'

The Clovers—Atlantic 989

Right behind "Baby, I'm Doin' It" on national best-seller chart, with equally impressive support on the territorial listings.

WHOOPI'N' AND HOLLERIN'

Earl Forest—Duke R-108

On the national juke box chart for first time. Record is strong on the West Coast, St. Louis, Cincinnati, Chicago, Western New York State and the Southeast.

MY KIND OF WOMAN

Emitt Slay Trio—Savoy 886

Accelerating its pace generally, coming in for mentions on three Middle Western territories
(Continued on page 49)

Coming Up in the Trade

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts

The Dealers Pick

Popular

- CARAVAN**
Ralph Marterie Ork—Mercury 70097
- SALOME**
Dinah Shore—RCA Victor 20-5176
- GOMEN NASAI**
Richard Bowers—Columbia 39954
- THE SONG FROM MOULIN ROUGE**
Percy Faith Ork—Columbia 39944
- TWICE AS MUCH**
Mills Brothers—Decca 28586
- MELANCHOLY SERENADE**
Jackie Gleason—Capitol 2361
- SWEDISH RHAPSODY**
Percy Faith Ork—Columbia 39944

Country & Western

- HONEYMOON ON A ROCKET SHIP**
Hank Snow—RCA Victor 20-5155
- HOT TODDY**
Red Foley—Decca 28587
- DEAR JUDGE**
Ernest Tubb—Decca 28550
- I COULDN'T KEEP FROM CRYING**
Marty Robbins—Columbia 21075
- THE LIFE OF HANK WILLIAMS**
Hawkshaw Hawkins—King 1174
- NO HELP WANTED**
Hank Thompson—Capitol 2376
- BUMMING AROUND**
Jimmie Dean—4 Star 1613

Rhythm & Blues

- MY KIND OF WOMAN**
Emitt Slay Trio—Savoy 886
- TWENTY-FOUR HOURS**
Eddie Boyd—Chess 1533
- YOU'RE MINE**
The Crickets—M-G-M 11428
- DON'T YOU REMEMBER, BABY?**
Roy Milton—Specialty 455

The Disk Jockeys Pick

Popular

- TWICE AS MUCH**
Mills Brothers—Decca 28586
- YOU HAVE MY SYMPATHY**
Doris Day—Columbia 39913
- CARAVAN**
Ralph Marterie Ork—Mercury 70097
- IF I WERE KING**
The Hilltoppers—Dot 15055
- GOMEN NASAI**
Eddy Howard—Mercury 70107
- APRIL IN PORTUGAL**
Les Baxter—Capitol 2374
- GOMEN NASAI**
Harry Belafonte—RCA Victor 20-5210
- THE NEARNESS OF YOU**
Bob Manning—Capitol 2383

Country & Western

- MEXICAN JOE**
Jim Reeves—Abbott 116
- I COULDN'T KEEP FROM CRYING**
Marty Robbins—Columbia 21075
- HOT TODDY**
Red Foley—Decca 28587
- PLAYIN' DOMINOES AND SHOOTIN' DICE**
Ramblin' Jimmie Dolan—Capitol 2367
- HONEYMOON ON A ROCKET SHIP**
Hank Snow—RCA Victor 20-5155
- BUFFALO DREAM**
Tex Ritter—Capitol 2368
- CALL ME UP**
Wade Ray—RCA Victor 20-5199
- THE LAST WALTZ**
Webb Pierce—Decca 28594

The Operators Pick

Popular

- NEW JUKE BOX SATURDAY NIGHT**
Modernaires—Coral 60899
- GOMEN NASAI**
Richard Bowers—Columbia 39954
- GOMEN NASAI**
Eddy Howard—Mercury 70107
- TWICE AS MUCH**
Mills Brothers—Decca 28586
- TRAIN, TRAIN, TRAIN**
Buddy Morrow Ork—RCA Victor 20-5212
- SMOKING MY SAD CIGARETTE**
Jo Stafford—Columbia 39951

Country & Western

- HONEYMOON ON A ROCKET SHIP**
Hank Snow—RCA Victor 20-5155
- HOW CAN I TELL**
Slim Whitman—Imperial 412
- LET ME KNOW**
Skeets McDonald—Capitol 2326
- PLAYIN' DOMINOES AND SHOOTIN' DICE**
Ramblin' Jimmie Dolan—Capitol 2367
- THE LAST WALTZ**
Webb Pierce—Decca 28594
- I COULDN'T KEEP FROM CRYING**
Marty Robbins—Columbia 21075

Rhythm & Blues

- DON'T YOU REMEMBER, BABY?**
Roy Milton—Specialty 455
- SOMEDAY**
Roy Milton—Specialty 455
- DUKE'S BLUES**
Johnny Hodges Ork—Mercury 89018
- CAMEL WALK**
T. J. Fowler—Savoy 885

RECORD DEALERS—

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

JUKE BOX OPERATORS—

Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

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Jackpot

BEST SELLERS

1. **DOGGIE IN THE WINDOW**
Jealous Eyes PATTI PAGE.....No. 70070*
2. **TELL ME YOU'RE MINE**
Aye, Aye, Aye.....THE GAYLORDS.....No. 70067*
3. **NO HELP WANTED**
Texarkana Baby.....RUSTY DRAPER.....No. 70077*
4. **SEVEN LONELY DAYS**
If You Take My Heart Away..GEORGIA GIBBS.....No. 70095*
5. **PRETEND**
After Midnight.....RALPH MARGERIE.....No. 70045*
6. **CARAVAN**
While We Dream.....RALPH MARGERIE.....No. 70097*
7. **GOMEN NASAI**
Kiss Your Tears Away.....EDDY HOWARD.....No. 70107*
8. **THE BULL WALKED AROUND OLAY**
ChangeableRICHARD HAYES.....No. 70103*
9. **POUR ME A GLASS OF TEARDROPS**
It's a Miracle.....BILLY WILLIAMS.....No. 70094*
10. **GONE**
The Mexican Maidens.....BOBBY WAYNE.....No.70074*
11. **ANNA**
April In Portugal.....RICHARD HAYMAN.....No. 70114*
12. **RACHEL**
Tonight Or Never.....ARTIE WAYNE.....No. 70090*

COMING UP FAST

- TWO KINDS OF LOVE**
Game Of Let's Pretend.....BERNICE PARKS.....No. 70104*
- THE LITTLE RED MONKEY**
Pachuko Hop.....HARMONICATS.....No. 70118*
- TODAY IS THE TOMORROW**
Since You Went Away.....DORIS DREW.....No. 70013*
- LET ME KNOW**
Hot Dog Rag.....RICHARD HAYES.....No. 70110*
- SUDDENLY**
Just Like That.....MARY SMALL.....No. 70106*
- SERENADE OF THE MANDOLINS**
Pity Me.....JIMMY DARRO.....No. 70098*
- THE THINGS I MIGHT HAVE BEEN**
Take Care, My Love.....SUE THOMPSON.....No. 70084*
- DEW DEW DEWEY DAY**
I'm Alone Because I Love You.....TINY HILL.....No. 70079*

*Denotes Available on RPM

JUST RELEASED!

THE GAYLORDS

THE SINGING STARS OF THE TOP HIT "TELL ME YOU'RE MINE"

"RAMONA"
AND
"SPINNING A WEB"
MERCURY 70112*

A New
VIC DAMONE
HIT!

"AFRAID"
AND
"LOVELIGHT"
MERCURY 70108*

Rhythm and Blues Hit!
"I'm Comin' Back To You"
BY
CARMEN TAYLOR
MERCURY 70105*

WRITERS AND ORIGINAL RECORDERS OF AMERICA'S COUNTRY HIT
THE CARLISLES... "No Help Wanted" JUST OUT... "Leave That Liar Alone" AND "Knothole"
 MERCURY 70028*



The Billboard Music Popularity Charts

... for Week Ending March 7

TOP POPULAR RECORDS

Best Selling Singles

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 20 singles including 'Till I Waltz Again with You' by T. Brewer and 'Doggie in the Window' by P. Page.

Most Played in Juke Boxes

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 20 juke box records including 'Till I Waltz Again with You' by T. Brewer and 'Doggie in the Window' by P. Page.

Most Played by Jockeys

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 20 jockey records including 'Till I Waltz Again with You' by T. Brewer and 'Doggie in the Window' by P. Page.

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/2 r.p.m. and 45 r.p.m. records.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 33 1/2 R.P.M. and 45 R.P.M. albums including 'Hans Christian Andersen' and 'Stars and Stripes Forever'.

Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers thruout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top children's records including 'Peter Pan' and 'Robin Hood'.

RCA VICTOR'S GREATEST RHYTHM AND BLUES RELEASE!

BEST SELLERS

Based on actual sales reports for week ending March 6.

POPULAR	78	45
DON'T LET THE STARS GET IN YOUR EYES/LIES Perry Como 20-5064 (47-5064)*		
HOT TODDY/SERENADE Ralph Flanagan 20-5095 (47-5095)*		
WILD HORSES/I CONFESS Perry Como 20-5152 (47-5152)*		
HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED Eddie Fisher 20-5137 (47-5137)*		
WILL-O-THE-WISP ROMANCE/THE MAGIC TOUCH Hugo Winterhalter 20-5209 (47-5209)*		
GOMEN NASAI (Forgive Me)/SPRINGFIELD MOUNTAIN Harry Belafonte 20-5210 (47-5210)*		
TRAIN, TRAIN, TRAIN/I CAN'T GET STARTED WITH YOU Buddy Morrow 20-5212 (47-5212)*		
SALOME/LET ME KNOW Dinah Shore 20-5176 (47-5176)*		
I DON'T KNOW/HEY MRS. JONES Buddy Morrow 20-5117 (47-5117)*		
BLUE VIOLINS/FANDANGO Hugo Winterhalter 20-4997 (47-4997)*		
ECSTASY TANGO/WAGGASHOE The Three Suns 20-5185 (47-5185)*		
HOW COULD YOU/I FEEL LIKE I'M GONNA LIVE FOREVER Sunny Gale 20-5216 (47-5216)*		
BECAUSE YOU'RE MINE/THE SONG THE ANGELS SING Mario Lanza 10-3914 (49-3914)*		
PLEASE, PLEASE/THE GOLDEN YEARS Tony Martin 20-5208 (47-5208)*		
APRIL IN PORTUGAL/PENNY WHISTLE BLUES Freddy Martin 20-5052 (47-5052)*		

COUNTRY-WESTERN

THERE WASN'T AN ORGAN AT OUR WEDDING/HONEY MOON ON A ROCKET SHIP Hank Snow 20-5155 (47-5155)*		
A FOOL SUCH AS I/THE GAL WHO INVENTED KISSING Hank Snow 20-5034 (47-5034)*		
I KEPT IT A SECRET/ANYTHING CAN HAPPEN Charline Arthur 20-5207 (47-5207)*		

RHYTHM AND BLUES

I'LL NEVER LET YOU GO/YOU PLAYED ON MY PIANO John Greer 20-5170 (47-5170)*		
AND THE BULL WALKED ROUND, OLAY/MARGIE Les Harris 20-5132 (47-5132)*		
MELVINA/KEEP ON DRINKIN' Big Boy Crudup 20-5167 (47-5167)*		

NEW RELEASES

This week's release #53-11 ships Coast to Coast March 13.

RHYTHM-BLUES	78	45
I'M GONNA TELL EVERYBODY SHE'S DYNAMITE Piano Red 20-5224 (47-5224)*		
FOOL THAT I BE NUMBER OOO Otis Blackwell 20-5225 (47-5225)*		
I DON'T HAVE TO HUNT NO MORE EVERY POUND Melvin Smith 20-5226 (47-5226)*		
I WANNA KNOW LAUGHING BLUES The Du Droppers 20-5229 (47-5229)*		
I'M HIGH HARD LUCK AND TRAVELING Mr. Sad Head 20-5230 (47-5230)*		
HE'S THE BEST IN THE BUSINESS EVIL EYE WOMAN Terry Timmons with Howard Biggs' Orch. 20-5227 (47-5227)*		
BREAKFAST BALL BLUE FAIRY BOOGIE Boots Brown and his Blockbusters 20-5228 (47-5228)*		

COUNTRY-WESTERN

MOONLIGHT AND ROSES (Bring Mem'ries of You) (Adapted from "Andantino in D-Flat") THE MISSOURI WALTZ (Hush-A-Bye, Ma Baby) Eddy Arnold 20-5192 (47-5192)*		
I'M GONNA LOCK MY HEART (And Throw Away The Key) YOU ALWAYS HURT THE ONE YOU LOVE Eddy Arnold 20-5193 (47-5193)*		

SPIRITUAL

IN THE UPPER ROOM HE'S ALL I NEED The Original Gospel Hamronettes 20-5231 (47-5231)*		
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ALBUMS

HAZEL FLAGG (From the musical Prod. "Hazel Flagg") Original Cast WOC-1010* LOC-1010**		
---	--	--

"45 EXTENDED PLAY" ALBUMS MEANS EXTRA PROFITS

ORIGINAL CAST

Hazel Flagg

ALBUM



Helen Gallagher



Benny Venuta



John Howard



Jack Whiting

with all the smash tunes from the show:

- OVERTURE
- LAURA DE MAUPASSANT
- FINALE
- A LITTLE MORE HEART
- THE WORLD IS BEAUTIFUL TODAY
- EVERYBODY LOVES TO TAKE A BOW
- I'M GLAD I'M LEAVING
- WHO IS THE BRAVEST!
- SALOME
- THE RUTLAND BOUNCE
- HELLO, HAZEL
- I FEEL LIKE I'M GONNA LIVE FOREVER
- YOU'RE GONNA DANCE WITH ME, WILLIE
- EVERY STREET'S A BOULEVARD IN OLD NEW YORK
- HOW DO YOU SPEAK TO AN ANGEL!
- AUTOGRAPH CHANT

ALBUM WOC-1010 (LOC-1010)

plus three big show tune singles

- HOW DO YOU SPEAK TO AN ANGEL
Downhearted Eddie Fisher 20/47-5137
- I FEEL LIKE I'M GONNA LIVE FOREVER
How Could You Sunny Gale 20/47-5216
- SALOME (With Her Seven Veil's)
Let Me Know Dinah Shore 20/47-5176

(WORLD'S MOST)

ORIGINAL CAST ALBUM

We admit we may be exaggerating when we refer to the RCA Victor album of TWO'S COMPANY as "the world's most original cast album," but we think there is some justification for the statement. Justification: It is the first original cast album to feature the talents of Academy Award winning actress Bette Davis. When word got around show business that Bette Davis was about to appear in a Broadway musical, the question people were asking was: Can she do it? She can, people. And the proof is now on record—RCA Victor record.

The RCA Victor TWO'S COMPANY album, starring Bette Davis, also benefits greatly from the music of the great Vernon Duke. Most of the lyrics were penned by Ogden Nash, the gentleman who made Broadway look up and listen some years ago as a result of his work on an item called ONE TOUCH OF VENUS. But, of course, VENUS does not interest us too much. We have DAVIS and TWO'S COMPANY. Have you heard it?



EPA-405



EPA-436



EPA-409

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

... for Week Ending March 7

Territorial Best Sellers (Popular)

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Pittsburgh**
Detroit
Boston
Chicago... TELL ME A STORY
 F. Laine & J. Boyd, Columbia 39945
Boston... I'LL MAKE YOU MINE
 F. Murphy, Okeh 6948
- New Orleans**
St. Louis... PRETEND
 E. Barton, Coral 60927
- St. Louis**
Pittsburgh
Philadelphia... TWICE AS MUCH
 Mills Brothers, Decca 28586
- Seattle**... CAN'T I?
 Ames Brothers, Coral 60926
- Washington, D. C.-Baltimore, Md.**... SALOMEE
 D. Shore, Victor 20-5176
- Los Angeles**... SONG FROM MOULIN ROUGE
 P. Faith, Columbia 39944

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

New York

1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
2. Doggie in the Window
P. Page, Mercury
3. Tell Me You're Mine
Gaylords, Mercury
4. Till I Waltz Again With You
T. Brewer, Coral
5. Have You Heard?
J. James, M-G-M
6. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
7. Why Don't You Believe Me?
J. James, M-G-M
8. Oh, Happy Day
D. Howard, Essex
9. Pretend
Nat (King) Cole, Capitol
10. Wild Horses
P. Como, Victor

Chicago

1. Doggie in the Window
P. Page, Mercury
2. I Believe
F. Laine, Columbia
3. Don't Let the Stars Get in Your Eyes
P. Como, Victor
4. Till I Waltz Again With You
T. Brewer, Coral
5. Caravan
R. Marterie, Mercury
6. Tell Me a Story
F. Laine-J. Boyd, Columbia
7. Hot Toddy
R. Flanagan, Victor
8. Wild Horses
P. Como, Victor
9. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
10. Your Cheatin' Heart
J. James, M-G-M

Los Angeles

1. Till I Waltz Again With You
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Doggie in the Window
P. Page, Mercury
4. Tell Me You're Mine
Gaylords, Mercury
5. Oh, Happy Day
L. Welk, Coral
6. I Believe
F. Laine, Columbia
7. Have You Heard?
J. James, M-G-M
8. Side by Side
K. Starr, Capitol
9. Song From Moulin Rouge
P. Faith, Columbia

Philadelphia

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral

New York

3. Don't Let the Stars Get in Your Eyes
P. Como, Victor
4. Tell Me You're Mine
Gaylords, Mercury
5. Seven Lonely Days
G. Gibbs, Mercury
6. Oh, Happy Day
D. Howard, Essex
7. Anywhere I Wander
J. LaRosa, Cadence
8. No Help Wanted
R. Draper, Mercury
9. Twice as Much
Mills Brothers, Decca
10. Can't I?
Ames Brothers, Coral

Denver

1. I Believe
F. Laine, Columbia
2. Till I Waltz Again With You
T. Brewer, Coral
3. Doggie in the Window
P. Page, Mercury
4. Tell Me You're Mine
Gaylords, Mercury
5. Oh, Happy Day
L. Welk, Coral
6. Pretend
Nat (King) Cole, Capitol
7. Don't Let the Stars Get in Your Eyes
P. Como, Victor
8. Anywhere I Wander
J. LaRosa, Cadence

Detroit

1. I Believe
F. Laine, Columbia
2. Doggie in the Window
P. Page, Mercury
3. Don't Let the Stars Get in Your Eyes
P. Como, Victor
4. Anywhere I Wander
J. LaRosa, Cadence
5. Till I Waltz Again With You
T. Brewer, Coral
6. No Help Wanted
R. Draper, Mercury
7. Say It With Your Heart
B. Carroll, Derby
8. Tell Me a Story
F. Laine-J. Boyd, Columbia
9. Caravan
R. Marterie, Mercury

Dallas-Ft. Worth

1. Till I Waltz Again With You
T. Brewer, Coral
2. Tell Me You're Mine
Gaylords, Mercury
3. Don't Let the Stars Get in Your Eyes
P. Como, Victor
4. Have You Heard?
J. James, M-G-M
5. Oh, Happy Day
D. Howard, Essex
6. Doggie in the Window
P. Page, Mercury
7. Downhearted
E. Fisher-H. Winterhalter, Victor

Cincinnati

1. Till I Waltz Again With You
T. Brewer, Coral
2. Doggie in the Window
P. Page, Mercury
3. Have You Heard?
J. James, M-G-M
4. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
5. Tell Me You're Mine
Gaylords, Mercury
6. Pretend
Nat (King) Cole, Capitol
7. Your Cheatin' Heart
J. James, M-G-M
8. Don't Let the Stars Get in Your Eyes
P. Como, Victor
9. I Believe
F. Laine, Columbia
10. Caravan
R. Marterie, Mercury

Boston

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. Tell Me a Story
F. Laine-J. Boyd, Columbia
4. Don't Let the Stars Get in Your Eyes
P. Como, Victor
5. Tell Me You're Mine
Gaylords, Mercury
6. I Believe
F. Laine, Columbia
7. Wild Horses
P. Como, Victor
8. Have You Heard?
J. James, M-G-M
9. Side by Side
K. Starr, Capitol
10. I'll Make You Mine
F. Murphy, Okeh

Washington-Baltimore

1. Till I Waltz Again With You
T. Brewer, Coral
2. Doggie in the Window
P. Page, Mercury
3. Don't Let the Stars Get in Your Eyes
P. Como, Victor
4. Your Cheatin' Heart
J. James, M-G-M
5. Anywhere I Wander
J. LaRosa, Cadence
6. Pretend
Nat (King) Cole, Capitol
7. Tell Me You're Mine
Gaylords, Mercury
8. Oh, Happy Day
D. Howard, Essex
9. New Juke Box Saturday Night
Modernaires, Coral
10. Salomee
D. Shore, Victor

Seattle

1. Till I Waltz Again With You
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Doggie in the Window
P. Page, Mercury
4. Gomen Nasai
R. Bowers, Columbia
5. Oh, Happy Day
Four Knights, Capitol
6. Pretend
Nat (King) Cole, Capitol
7. Tell Me You're Mine
Gaylords, Mercury
8. Twice as Much
Mills Brothers, Decca

St. Louis

1. I Believe
F. Laine, Columbia
2. Doggie in the Window
P. Page, Mercury
3. Your Cheatin' Heart
J. James, M-G-M
4. Pretend
Nat (King) Cole, Capitol
5. Pretend
E. Barton, Coral
6. Hello, Sunshine
N. Brooks, Zodiac
7. Little Boy and the Old Man
F. Laine-J. Boyd, Columbia
8. Side by Side
K. Starr, Capitol
9. Hot Toddy
R. Flanagan, Victor

Pittsburgh

1. Doggie in the Window
P. Page, Mercury
2. You Fooled Me
Four Aces, Decca
3. No Help Wanted
R. Draper, Mercury
4. Tell Me a Story
F. Laine-J. Boyd, Columbia
5. Till I Waltz Again With You
T. Brewer, Coral
6. Your Cheatin' Heart
J. James, M-G-M
7. Wild Horses
P. Como, Victor
8. I Believe
F. Laine, Columbia
9. Anywhere I Wander
J. LaRosa, Cadence
10. Twice as Much
Mills Brothers, Decca

New Orleans

1. Doggie in the Window
P. Page, Mercury
2. I Believe
F. Laine, Columbia
3. Pretend
Nat (King) Cole, Capitol
4. Pretend
E. Barton, Coral
5. Till I Waltz Again With You
Brewer, Coral
6. Tell Me You're Mine
Gaylords, Mercury
7. Have You Heard?
J. James, M-G-M
8. Side by Side
K. Starr, Capitol

Atlanta

1. No Help Wanted
R. Draper, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. I Believe
F. Laine, Columbia
4. Anywhere I Wander
J. LaRosa, Cadence
5. Pretend
Nat (King) Cole, Capitol
6. Wild Horses
P. Como, Victor
7. Don't Let the Stars Get in Your Eyes
P. Como, Victor
8. Side by Side
K. Starr, Capitol
9. Your Cheatin' Heart
J. James, M-G-M
10. Have You Heard?
J. James, M-G-M

Lawson to Cetra-Soria Sales, Promotion Staff

NEW YORK, March 7. — Ed Lawson will join Capitol Records in sales and promotion of the Cetra-Soria line, which will soon be taken over by Capitol Records. Lawson will work full time for the diskery starting March 18. He will headquarter in New York for the first few months and then will travel. Lawson, who has been with Cetra for the past year, will eventually work with the entire Capitol classical catalog.

Mother of Jerry Blaine, Mrs. Block, Dies at 65

NEW YORK, March 7. — Mrs. Josephine Block, mother of Jerry Blaine, owner of Cosnat Distributors and the Jubilee and Trojan disk labels, died at her home on Wednesday (25). The cause of death was a heart ailment. She was 65. In addition to her husband, Harry Block, and her son Jerry, Mrs. Block is survived by three other sons, Elliott, Ben and Murray.

Conn. Musicians Pick F. R. Fain

HARTFORD, Conn., March 7. — Francis R. Fain has been elected president of Local 285, American Federation of Musicians, New London, for his seventh term. Other officers: Vice-president, Burton E. Schaperow; sergeant at arms, Bruno Antonioli; secretary, Edward Brennan; treasurer, Edward Prsby; business agent, Robert Cullen.

LADDER OF Best Sellers FROM King AND Federal RECORDS Popular

LESLIE BROTHERS
 SAY IT ISN'T TRUE
 15222 and 45-15222

STEVE LAWRENCE
 TANGO OF ROSES
 HOW MANY STARS HAVE TO SHINE?
 15208 and 45-15208

LINDA SHANNON
 GOODBYE, CHARLIE
 GOODBYE
 THE LEGEND OF THE WELL
 1179 and 45-1179

Folk/Western

JACK CARDWELL
 THE DEATH OF HANK WILLIAMS
 TO ARMS
 1172 and 45-1172

HAWKSHAW HAWKINS
 THE LIFE OF HANK WILLIAMS
 PICKING SWEETHEARTS
 1174 and 45-1174

CHARLEY GORE & RUBY WRIGHT
 'TIL I WALTZ AGAIN WITH YOU
 WHEN I GAVE YOU MY LOVE
 1169 and 45-1169

YORK BROS.
 SO FULL OF LOVE
 BABY, I'M LOST WITH-OUT YOU
 1156 and 45-1156

ST. JOSEPH HIGH SCHOOL
 BOUNCE
 LAKEWOOD AND JOHN MARSHALL BLUES
 1173 and 45-1173

WAYNE RANEY
 NO ONE'S CRYING BUT ME
 POWERFUL LOVE
 1160 and 45-1160

Rhythm/Blues

ANNISTEEN ALLEN
 BABY, I'M DOWN' IT YES, I KNOW
 4608 and 45-4608

TINY BRADSHAW
 SOFT STRANGE
 4577 and 45-4577

EDDIE "CLEANHEAD" VINSON
 LONESOME TRAIN
 PERSON TO PERSON
 4582 and 45-4582

ROY BROWN
 TRAVELIN' MAN
 HURRY, HURRY, BABY
 4602 and 45-4602

SUNNY THOMPSON
 LAST NIGHT
 CHLOE
 4595 and 45-4595

Federal

BILLY WARD AND HIS DOMINOES
 THE BELLS
 PEDAL PUSHIN' PAPA
 12114 and 45-12114

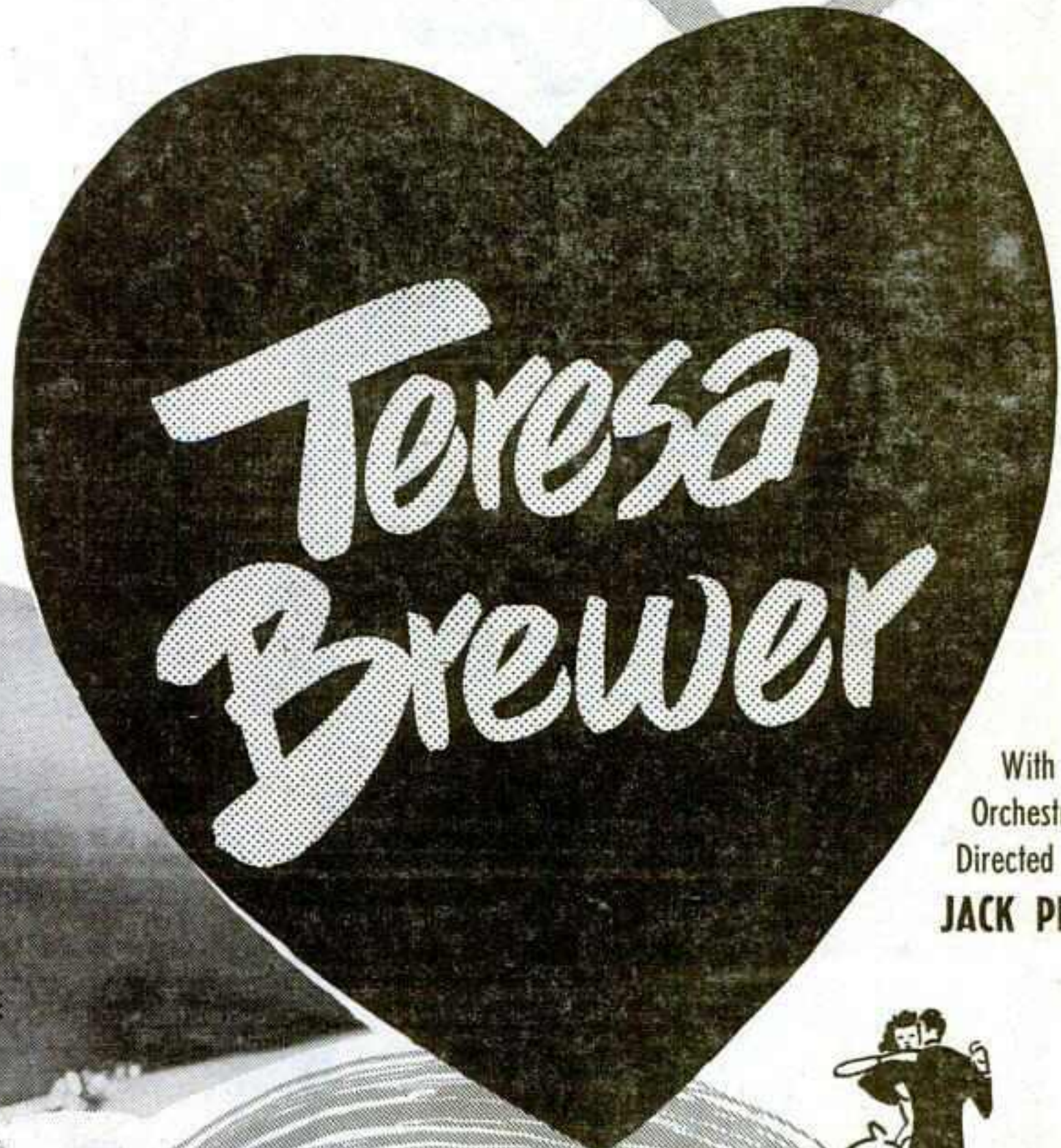
LITTLE ESTHER
 TURN THE LAMPS DOWN LOW
 HOLLERIN' AND SCREAMIN'
 12115 and 45-12115

LITTLE WILLIE LITTLEFIELD
 K. C. LOVIN'
 PLEADING AT MIDNIGHT
 12110 and 45-12110

DISTRIBUTED BY



TERESA WALTZES ON WITH ANOTHER SMASH!



With
Orchestra
Directed by
JACK PLEIS



**DANCIN'
WITH
SOMEONE**

and . . .

**BREAKIN'
IN THE
BLUES**

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

Coral 60953 (78 rpm) and 9-60953 (45 rpm)

Late Reports on
Recent 'Best Buys'
Popular MY JEALOUS EYES
Patti Page—Mercury 70070
Hit juke box chart for first
time. Other side, "Doggie," is
of course an established hit.

The Operators Pick
Popular
1. MY JEALOUS EYES
Patti Page—Mercury 70070

MY
JEALOUS
EYES

Words by
MACK DAVID
Music by
MARTITA

by

Patti
Page

MERCURY
70070

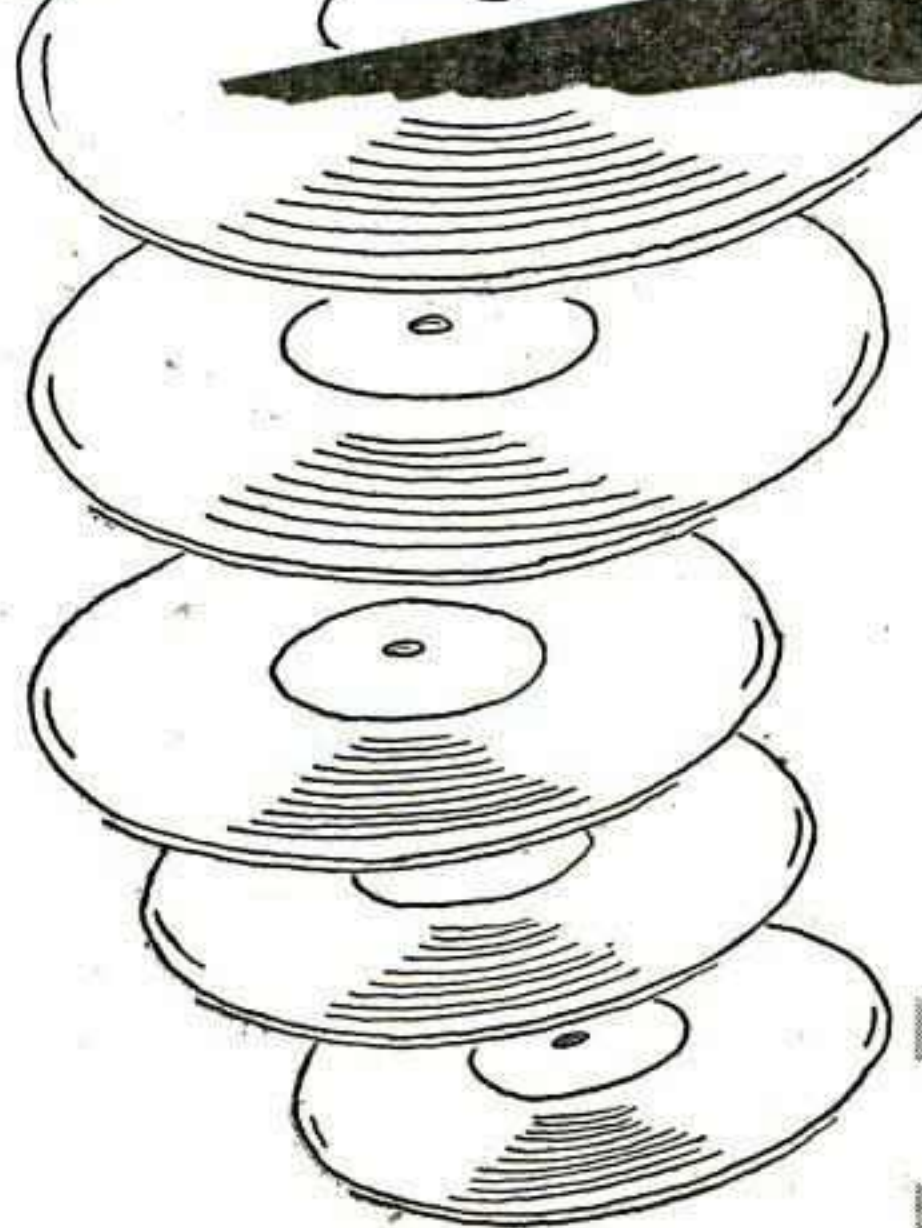
OVER THE MILLION MARK...
and COULD BE HER BIGGEST



His Greatest Yet! oooo



AERAIID'



MERCURY #70108

b/w

Love Light



MERCURY RECORDS, CHICAGO, ILL. ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

VOX JOX

By JOE MARTIN

Chatter

Eddie Chase, CKLW, Detroit, was injured in an automobile accident in New York this week. The extent of injuries is undetermined. Just a year ago Chase was in an airplane accident. . . . A big fire at WTHI, Terre Haute, Ind., wiped out all the station's disks except its country and westerns, which had been filed separately. Music librarian

YESTERYEAR'S TOPS—

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

MARCH 13, 1943

1. I've Heard That Song Before
2. There Are Such Things
3. Brazil
4. I Had the Craziest Dream
5. Why Don't You Do Right?
6. You'd Be So Nice to Come Home To
7. That Old Black Magic
8. Moonlight Becomes You
9. For Me and My Gal
10. It Started All Over Again

MARCH 13, 1948

1. I'm Looking Over a Four Leaf Clover
2. Now Is the Hour
3. Beg Your Pardon
4. Manana
5. Ballerina
6. Serenade of the Bells
7. Golden Earrings
8. But Beautiful
9. I'll Dance at Your Wedding
10. Slap 'Er Down Again, Paw

Bill Balduzzi is pleading for standards and pops, 78 r.p.m. WTHI has remained on the air during repairs. . . . Happy Ison, who joined WORZ, Orlando, Fla., four months ago, has been promoted to program director, and Curt Gibson has been made assistant p.d. . . . Dick Deibel is new program director at KURV, Edinburg, Tex. Ronnie Curl is now doing on all-request show on that station. . . . Frank Knight has been

named program director at WARE, Ware, Mass., and Bud Shurian's "Disk Caravan" hour daily show has been retitled "Bud's Padded Cell." . . . Bill Silbert, jock on WABD and WMGM, New York, is being screen-tested by two Hollywood filmieries. . . . Former band vocalist, Andy Lane, is now on the staff of KRUX, Phoenix, Ariz. . . . Cleve Scovill, new deejay at WHMA, Anniston, Ala., lets students at Calhoun County High School pick the tunes for his "High School Hit Revue." . . . Bob Hamilton, WDSU, New Orleans, will henceforth be known by his own name, Bob Howard. . . . Frank Benton, music librarian at KTCU, Fort Worth, reports that the new recording by Monte Floyd was first sung on his station. Floyd had a daily show on KTCU while a student at Texas Christian. . . . Ed Lincoln, one of Borrah Minevitch's original Harmonica Rascals, has joined WSBA-TV, York, Pa., and is preparing a TV disk jockey show. So is the station's production manager, Jerry Leighton. . . . Ned (Jack the Bellboy) Lukens, WEAS, Decatur - Atlanta, is booking a road show featuring Piano Red, RCA Victor artist. . . . Tom Roane, KWEM, West Memphis, Ark., reports that the station is moving its main studios to Memphis, but will continue some programming from its present location, which may make KWEM the first station to broadcast regularly from two States. . . . KMAN, Manhattan, Kan., has started a regular 15-minute Ralph Flanagan show with specially taped intros by Flanagan.

Comments

Lee Hickling, WDOS, Oneonta, N. Y., says Richard Bowers' vocal on the Japanese "Gomen Nasai" lifts it way above the competitive slices, despite the hokey instrumental he has to fight."

DEALER DOINGS

By BOB FRANCIS

RCA Contest Winners

Congratulations to the six RCA Victor distributors who won the Syndicate Store Sales Contest recently concluded. Congratulations, too, to the dealers who enabled these distributors to come out ahead. The contest was divided into two sections, according to pop record sales potential. The two first prizes of Ford V-8 Tudor Sedans go to Carl W. Ertman, Cleveland, and S. A. Wallace, Atlanta. Second prizes are of \$500 bonds skedded for the Raymond Rowen Company, Philadelphia, and the North-western Auto Supply Company, Billings, Mont. The \$100 bond third prize goes to the RCA Victor Distributing Corporation, Detroit. Prizes will be distributed at regional office meetings Saturday (28) and Sunday (29), gaited to introduce new dealer training plans. One of the two top winners, Ertman of the Cleveland Main Line, showed a 165 per cent increase over previous year. The other firster from Atlanta, racked up a sizable 72 per cent increase, due largely to heavy EP promotion. . . . Not everyone can see the economy of EP records. Bill (Andy) Anderson, of Chicago's Record Center, relates as follows: A young man asked to see "a good piano album on 45 r.p.m." After showing the customer various items, Andy suggested an EP platter. "You get twice as much playing time for a lot less money." "Oh, no!" says the horrified customer. "This is a present for my girl. If I give her an extended play record, I'm cheap. But if it's an album—!" So he bought an album made up of two regular 45's. So everybody wins a little

Beefs and Boosts

Writes J. E. Priest of Shreveport, La.: "You say business got off to a good '53 start. That's very true." But, he continues, he lost a lot of potential business in January because he was not getting pop orders fully filled by distributors. The latter, he says, "blamed manufacturers trying to catch up on pressing shortage due to holiday shutdowns. I feel that a lot of distributors lose a lot of January business due to a low inventory in order to save a few dollars in taxes. Perhaps this could be overcome by taking inventory at an entirely different time of year—using a fiscal year set-up. January could be my biggest sales month. There are always more customers who have been gifted with new players, and who obviously wonder why they can't buy the records to go with them, when they want them. Also, I would like to know why it is that radio stations get new samples before the numbers are available to dealers?" . . . "What has happened to the fine service of the Reskin Brothers, who distribute Columbia records?" asks Kerms Record Shop, of Orleans, Vt. "Have waited more than 10 days for delivery, and then it wasn't complete. Capitol is really on the ball these days. I get practically 100 per cent delivery in no time at all, and Mercury and ABC Distributors are almost as good." . . . "I often wonder whether record manufacturers read this column," sighs Aaron Appelbaum, of Bergenfield Music Shop, Bergenfield, N. J. "There have been scores of suggestions by dealers—many at minimum or no cost to record companies—but how many of these helpful hints have been acted upon? The manufacturers flood the dealer with tons of printed matter, most of which is filed in the waste basket. If some of this money were diverted into suggested channels, it could do the average dealer much more good." . . . Charley Brown, of Van Curier Music Company, Schenectady, N. Y., is on the Pollyanna pitch. "Business is wonderful! Christmas was one of the biggest! No let up in January and February! The new EP's are doing well."

The Billboard's Music Popularity Charts

Classical Records

. . . for Week Ending March 7

Best Selling Classics

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throught the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

This Week	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri-man, J. Pearce, N. Scott, R. Shaw Chorale, NBC Symphony Ork., A. Toscanini, conductor. . . . V(33)LM-6009	1	22
2.	ANNA RUSSELL SINGS—A. Russell, H. Bworkin, piano. . . . Col(33)ML-4594	2	10
3.	RACHMANINOFF: CONCERTO FOR PIANO & ORK. No. 2—A. Rubinstein, piano, NBC Symphony Ork., V. Golschmann. . . . V(33)LM-1005	3	11
4.	SHAW: DON JUAN IN HELL—Sir Cedric Hardwick, Charles Laughton, Agnes Moorehead, Charles Boyer. . . . Col(33)SL-166	4	23
5.	RIMSKY-KORSAKOV: SCHEHERAZADE—San Francisco Symphony Ork., P. Monteux, conductor. . . . V(33)LM-1002	5	20
45 R.P.M.			
1.	MUSIC OF JOHANN STRAUSS—Minneapolis Symphony Ork., E. Ormandy, conductor. . . . V(45)WDM-262	1	31
2.	RACHMANINOFF: CONCERTO FOR PIANO, NO. 2 A. Rubinstein, NBC Symphony Ork. . . . V(45)WDM-1075	2	13
3.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor, Philadelphia Ork. . . . V(45)WDM-1020	2	5
4.	TCHAIKOVSKY: SWAN LAKE BALLET—St. Louis Symphony Ork., V. Golschmann, conductor. . . . V(45)WDM-1028	—	60
5.	ROSSINI: WILLIAM TELL OVERTURE—NBC Symphony Ork., A. Toscanini, conductor. . . . V(45)WDM-605	—	—

Reviews of the Current Classical Releases

MORTON GOULD: LATIN AMERICAN SYMPHONETTE; BARBER: SCHOOL FOR SCANDAL: ADAGIO, ESSAY — (1-12")	75
Mercury (33) MG 40002	
The disk features Gould's ultra-melodic modern suite, Barber's works get half the playing time and deserve at least half the attention. For many, the disk will be valued only as an excellent interpretation of Barber's compositions. Gould's work is of quite recent vintage, having been premiered about 13 years ago under Fritz Mahler's baton. The "symphonette" is actually stylized versions of the rumba, tango, guaracha and conga. Barber's works, particularly the "School for Scandal" overture, are more familiar and more in the "classical" vein. However, both works are delightful listening and particularly well played by the Eastman-Rochester Symphony Orchestra, batoned by Howard Hanson. Cover, as expected from the diskery, is striking and an added sales feature.	
OFFENBACH: LA VIE PARISIENNE—Lamoureux Orchestra, Jules Gressier, Cond. (1-12")	73
Vox (33) PL 21000	
The gay Offenbach operetta, "La Vie Parisienne," is performed with spirit and brightness on this new Vox dinking, originally waxed in France by the Pathe label. It features a good cast and the Lamoureux Orchestra under the warm direction of Jules Gressier. Michael Hamel, Michel Roux, Nadine Renaux, Lina Dachary, Deva Dassy and Aime Doniat all come thru with first-rate readings on this bubbling performance. The dinking is in French, and should appeal to the many who enjoy the vivacious Offenbach music.	
SIBELIUS: SYMPHONY NO. 3 IN C MAJOR, OP. 52; SYMPHONY NO. 7 IN C MAJOR, OP. 105—Stockholm Radio Symphony Orchestra; Sixten Ehrling, Cond. (1-12")	71
Mercury (33) MG 10125	
This is the first Sibelius dinking to be offered by Mercury in its plan to wax all seven symphonies of the Finnish composer. Sixten Ehrling was selected by the diskery to wax the disks, as one of Sweden's outstanding young conductors, and the Stockholm Symphony, a good organization, has been represented on Mercury previously. The Sibelius Third, a pastoral symphony, and the Seventh, which is in the heroic tradition, are effectively handled on this platter by the Stockholm ork. With the two symphonies on one disk and the fact that the Third has not been issued on LP previously, this set should prove a steady seller.	

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 0-39 Poor. HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

FELLA'S—

MY THANKS

YOU ARE THE MOST!

DICK "MOONGLOW" MARTIN

W.W.L

HAVING RECORD TROUBLES?

GET THE HITS NOW

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ONE STOP SERVICE

OPERATORS & DEALERS

Buy From One Source—Save Freight Charges.

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Special Requests Promptly Handled.

COMPLETE STOCKS

VICTOR—DECCA—COLUMBIA—CAPITOL

AND ALL OTHER LABELS. 78's & 45's

RECORDS

5^c

Over Regular Wholesale

Albums, Etc.—10% Over

Write or Telephone for Further Information

ONE STOP RECORD SERVICE

2626 OLIVE, ST. LOUIS, MO.

(Phone: LUcas 4172)

Order From Billboard Hit Parades

now! two stunning Columbia versions
of the great European hit

without my lover

(Bolero Gaucho)

A glamorous vocal by

JO STAFFORD

with Paul Weston
and his Orchestra

78 rpm 39951
45 rpm 4-39951



a brilliant instrumental by

MITCH MILLER

and his Orchestra
Stan Freeman, Harpsichord

78 rpm 39901
45 rpm 4-39901



COLUMBIA RECORDS

Trade Marks "Columbia," "Masterworks," © D. Ⓞ Reg. U. S. Pat. Off. Marcas Registradas

The Billboard Music Popularity Chart

... for Week Ending March 7

TOP COUNTRY & WESTERN RECORDS

WADE RAY



IF THEY SHOULD ASK ME
RCA Victor 20-5199

RIDGEWAY MUSIC, INC.
Charlie Adams
6087 Sunset Blvd., Hollywood 28, Calif.
Sole Selling Agent, KEYS MUSIC, INC.
146 W. 54th St. New York, N. Y.

WATCH IT GLOW!

Tommy Duncan

**"BENEATH A NEON STAR
IN A HONKY TONK"**

Intro 6065

inuro RECORDS

WATCH IT CLIMB

**"CRYING STEEL
GUITAR WALTZ"**

Tannen Music, Inc.
146 W. 54th St., New York 19, N. Y.

FOLK TALENT AND TUNES

Ken Nelson, of Capitol, spent several days in Dallas rehearsing new tunes with **Dub Dickerson**, who is scheduled to record his first Capitol session in Nashville on March 19. . . . **W. D. Kilpatrick**, of Mercury, has inked **Merl Lindsay's** veteran band out of Oklahoma City. . . . The **Carlisles** (Mercury) will make their first National Broadcasting Company "Grand Ole Opry" appearance at WSM in Nashville on March 21. . . . **Johnny Sippel**, Mercury's Western States rep, reports that **Ramblin' Jimmie Dolan** (Capitol) is now doing three hours per day over KYA, San Francisco. Dolan has set up his own ad agency. The firm is **Lord & Dolan**. **Wayne Johnson**, KROD, El Paso, Tex., is doing two hours daily and is also one-nighting with his band thru his bailiwick. . . . **Ollie Cook**, who does three hours six days a week over KGMC, Denver, is adding 90 minutes more per day. **Bob Cutting**, ex-country d.j. in Victoria and Corpus Christi, Tex., is

peddling the Cook time. **Lucky Moeller**, owner of the **Trianon Ballroom**, Oklahoma City, is booking a package of **Webb Pierce** and **Blackie Crawford**. **Cook**, incidentally, is booking name talent regularly in Denver at **Joe Leher's** Rainbow Ballroom. . . . The many friends of **Bob Bratcher** will regret to learn of his death in Jacksonville, Fla., early in February. He was steel guitarist with **Gordon and Billie Hamrick** on their first two records soon to be released on the Rangeland label.

Last week's column incorrectly credited **Charlene Arthur** and **Jerry Glenn Kennedy** to Columbia. They are new RCA Victor artists.

Bob Edwards, of the "Bob and Jim" show over WFBC in Greenville, S. C., is back on the job following a jaunt out of town. . . . **Jimmy Osborne** and **Marty Robbins** guested on the "Grand Ole Opry" Saturday night (7). Upcoming "Opry" schedule of guests includes **Faron Young**, on Army leave, Saturday (14), and the **Carlisles**, Saturday (21). . . . **Deejays Bob McKee** and **Cousin Lem** are staging the "Battle of Atlanta" over WQXI to see if the people prefer pop or country music. . . . **Warren Roberts** has added another 30 minutes to his show over WEAS in Decatur, Ga. . . . **Johnny Murray**, formerly of WMAK, Nashville, has joined WQXI in Atlanta. **Dave Lyndon**, of WQXL, switches to WATL. . . . **Andy Williams**, formerly of WGYV, Greenville, Ala., and WJJJ, Montgomery, and now in the Air Force, recently visited **Charlie Walker**, KMAC d.j. . . . **Shorty Boyd**, steel guitar, and

(Continued on page 46)

FIVE YEARS AGO THIS WEEK

Floyd Tillman was working at KTRH, Houston, and at the Roundup Club. . . . **Dickie McBride** had a band at KLEE, Houston. . . . **Boyd Whitney's** Home Folks shifted from KWFT, Wichita Falls, Tex., to KTHH, Houston. . . . **Ernie Lee** became the father of a son, named **Stephen**, after **Steve Sholes** of Victor. . . . **Shorty Long** was doing comedy at WESA, Charleroi, Pa. . . . **Hank Thompson** was airing over WACO, Waco, Tex.

National Best Sellers

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

This Week	Last Week	Weeks on Chart
1. KAW-LIGA —Hank Williams	1	4
Your Cheatin' Heart—M-G-M(78)11416; (45)K-11416—ASCAP		
2. NO HELP WANTED —Carlisles	3	7
That Heart Is Not for Sale—Mercury(78)70028; (45)70028X45—BMI		
3. DEATH OF HANK WILLIAMS —J. Cardwell	4	5
Two Arms—King(78)1172; (45)45-1172—BMI		
4. YOUR CHEATIN' HEART —H. Williams	2	4
Kaw-Liga—M-G-M(78)11416; (45)K-11416—BMI		
5. EDDY'S SONG —E. Arnold	5	8
Condemned Without Trial—V(78)20-5108; (45)47-5108—BMI		
6. FOOL SUCH AS I —Hank Snow	6	8
Gal Who Invented Kissing—V(78)20-5034; (45)47-5034—ASCAP		
7. I'LL NEVER GET OUT OF THIS WORLD ALIVE —Hank Williams	7	11
I Could Never Be Ashamed of You—M-G-M(78)11366; (45)K-11366—ASCAP		
8. PAYING FOR THAT BACK STREET AFFAIR —K. Wells	8	2
Crying Steel Guitar Waltz—Dec(78)28578; (45)9-28578—BMI		
9. I'LL GO ON ALONE —Webb Pierce	—	4
That's Me Without You—Dec(78)28534; (45)9-28534—BMI		
10. GOIN' STEADY —Faron Young	10	3
Just Out of Reach—Cap(78)2299; (45)F-2299—BMI		

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throught the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.


This Week	Last Week	Weeks on Chart
1. KAW-LIGA —Hank Williams	1	4
M-G-M(78)11416; (45)K-11416—ASCAP		
2. NO HELP WANTED —Carlisles	2	10
Mercury(78)70028; (45)70028X45—BMI		
3. GOIN' STEADY —F. Young	7	9
Cap(78)2299; (45)F-2299—BMI		
4. I'LL GO ON ALONE —M. Robbins	4	13
Col(78)21022; (45)4-21022—BMI		
5. YOUR CHEATIN' HEART —H. Williams	—	1
M-G-M(78)11416; (45)K-11416—BMI		
6. FOOL SUCH AS I —H. Snow	3	6
V(78)20-5034; (45)47-5034—ASCAP		
7. BUMMING AROUND —J. Dean	10	2
Four Star 1613—BMI		
8. TILL I WALTZ AGAIN WITH YOU —T. Sosebee	—	1
Coral(78)60916; (45)9-60916—BMI		
9. DEATH OF HANK WILLIAMS —J. Cardwell	6	5
King(78)1172; (45)45-1172—BMI		
10. THAT'S ME WITHOUT YOU —W. Pierce	7	4
Dec(78)28534; (45)9-28534—BMI		

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. KAW-LIGA —Hank Williams	1	4
M-G-M(78)11416; (45)K-11416—ASCAP		
2. YOUR CHEATIN' HEART —H. Williams	2	3
M-G-M(78)11416; (45)K-11416—BMI		
3. NO HELP WANTED —Carlisles	3	5
Mercury(78)70028; (45)70028X45—BMI		
4. EDDY'S SONG —E. Arnold	5	5
V(78)20-5108; (45)47-5108—BMI		
4. FOOL SUCH AS I —H. Snow	—	1
V(78)20-5034; (45)47-5034—ASCAP		
6. DEATH OF HANK WILLIAMS —J. Cardwell	5	2
King(78)1172; (45)45-1172—BMI		
7. THAT'S ME WITHOUT YOU —W. Pierce	—	1
Dec(78)28534; (45)9-28534—BMI		
8. I LET THE STARS GET IN MY EYES —G. Hill	—	9
Dec(78)28473; (45)9-28473—BMI		
9. DON'T LET THE STARS GET IN YOUR EYES —S. McDonald	5	18
Cap(78)2216; (45)F-2216—BMI		
10. I'LL GO ON ALONE —W. Pierce	4	2
Dec(78)28534; (45)9-28534—BMI		
10. I'LL NEVER GET OUT OF THIS WORLD ALIVE —Hank Williams	5	10
M-G-M(78)11366; (45)K-11366—ASCAP		

"GOOD-BYE JOE YOU'VE GOT TO GO!"



'THE DEATH OF JOE STALIN'
(GOOD RIDDANCE)

and
"Painting the Big Town"

By **BUDDY HAWK**
and his Buddies
ATLANTIC 7074

ATLANTIC RECORDING CORP. 234 WEST 56th STREET, NEW YORK 19, N. Y.

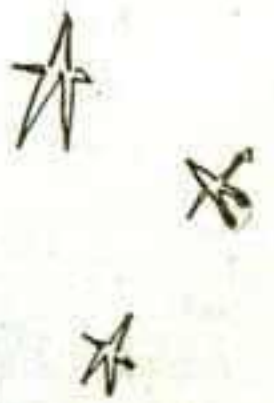


THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.

THIS IS IT!

His Greatest Record...
a 2 Sided Hit!
sung by

the "Wondering" Boy **WEBB
PIERCE**



THE LAST WALTZ

Both sides Picked in The Billboard March 7
NEW RECORDS TO WATCH

WEBB PIERCE
The Last Waltz
I Haven't Got the Heart—Decca 28594—Two
fine performances by the warbler which his
fans should go for in a big way. "Waltz"
side appears particularly impressive.

and

I HAVEN'T GOT THE HEART

DECCA 28594

★ FEATURED STAR OF WSM GRAND OLE OPRY
AND WSM-TV



DIRECTION: JAMES DENNY WSM ARTISTS SERVICE BUREAU

NASHVILLE, TENN.

The Billboard Music Popularity Charts . . . for Week Ending March 7

TOP COUNTRY & WESTERN RECORDS

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Favorites to Watch" have appeared for the first time this week on any of the city charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Dallas-Fort Worth . . . I COULDN'T KEEP FROM CRYIN'
M. Robbins, Columbia 21075
- Nashville . . . AFTER YOU LEAVE
M. Robbins, Columbia 21075
- HOT TODDY
R. Foley, Decca 28587

Territorial Best Sellers

Cincinnati

1. Kaw-Liga
H. Williams, M-G-M
2. Death of Hank Williams
J. Cardwell, King
3. Paying for That Back Street Affair
K. Wells, Decca
4. Bumming Around
J. Dean, Four Star
5. I'll Go On Alone
W. Pierce, Decca
6. No Help Wanted
Carlises, Mercury
7. Your Cheatin' Heart
H. Williams, M-G-M
8. Eddy's Song
E. Arnold, Victor
9. Keep It a Secret
S. Whitman, Imperial
10. Playin' Dominoes and Shootin' Dice
J. Dolan, Columbia

Houston

1. Kaw-Liga
H. Williams, M-G-M
2. Your Cheatin' Heart
H. Williams, M-G-M
3. Bumming Around
J. Dean, Four Star
4. No Help Wanted
Carlises, Mercury
5. Let Me Know
S. Willet, Four Star
6. Eddy's Song
E. Arnold, Victor
7. Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
8. Divided by Two
K. Wells, Decca
9. I Could Never Be Ashamed of You
H. Williams, M-G-M
10. "I'll Never Get Out of This World Alive"
H. Williams, M-G-M

Memphis

1. Lovers' Quarrel
G. Morgan, Columbia
2. Oogie Oogie Oogie
M. Mullican, King
3. Honeymoon on a Rocket Ship
H. Snow, Victor
4. Life of Hank Williams
J. Cardwell, King
5. Goin' Steady
F. Young, Capitol
7. I Don't Know
Tennessee Ernie, Capitol
8. Paying for That Back Street Affair
K. Wells, Decca
9. Your Cheatin' Heart
R. Price, Columbia
10. You're Under Arrest
R. Price, Columbia

New Orleans

1. Kaw-Liga
H. Williams, M-G-M
2. Your Cheatin' Heart
H. Williams, M-G-M
3. Paying for That Back Street Affair
K. Wells, Decca
4. Dear Judge
E. Tubb, Decca
5. Death of Hank Williams
J. Cardwell, King
6. Bayou Baby
M. Travis, Capitol
7. Goin' Steady
F. Young, Capitol
8. Fool Such as I
H. Snow, Victor
9. Let Me Know
S. McDonald, Capitol
10. Eddy's Song
E. Arnold, Victor

Dallas-Ft. Worth

1. Kaw-Liga
H. Williams, M-G-M
2. No Help Wanted
Carlises, Mercury
3. Your Cheatin' Heart
H. Williams, M-G-M
4. I'll Go On Alone
M. Robbins, Columbia
5. Fool Such as I
H. Snow, Victor
6. Goin' Steady
F. Young, Capitol
7. Let Me Know
S. Willet, Four Star
8. Dear Judge
E. Tubb, Decca
9. That's Me Without You
S. James, Capitol
10. I Couldn't Keep From Cryin'
M. Robbins, Columbia

Nashville

1. Your Cheatin' Heart
H. Williams, M-G-M
2. Kaw-Liga
H. Williams, M-G-M
3. Payin' for That Back Street Affair
K. Wells, Decca
4. No Help Wanted
Carlises, Mercury
5. Death of Hank Williams
J. Cardwell, King
6. I'll Go On Alone
M. Robbins, Columbia
7. Hot Toddy
R. Foley, Decca
8. After You Leave
M. Robbins, Columbia
9. I'll Go On Alone
W. Pierce, Decca
10. Dear Judge
E. Tubbs, Decca

C & W Record Reviews

Continued from page 32

heartfelt reading by Terry Preston. It's a very strong effort by the warbler and could move out. **Undesired**...74
Pretentious weeper gets a dramatic vocal reading by Terry Preston. Lyric is mighty sad and, because of this, may catch plays.

THE FLAMINGOS
Someday, Someway.....77
CHANCE 1133 — A happy bounce effort, almost on a spiritual-type kick, is sung with life and spirit by the boys over a hand-clapping background and good ork work. Group is a good one, and the side can grab loot.

If I Can't Have You...75
The Flamingos, a new group on the label, turn in another satisfactory side here, sparked by the lead singer on this new ballad. The group backs the lead nicely, and the beat is strong.

MERRILL MOORE
Bartender's Blues.....76
CAPITOL 2386—To a bright boogie melody, the country warbler tells about his troubles behind the bar. Tune is happy and melodic, and the backing is slick. A good side, with some box action, is indicated.

Red Light...73
This new jump tune, based on a traditional blues theme, is performed well by Moore. Novelty could pull deejay spins

JIMMY 'ORK
Don't Play With My Heart.....74
CAPITOL 2372—Work does fine with an attractive little ditty which he penned. The boy has a neat sound and style.

If I Should Lose You...73
Another item from Work's pen, this one is a little slower and more emotional. Could get some action.

EDDIE SMITH-THE SEVEN CHIEFS
Back in Your Own Back Yard....70
KING 1171 — Good juke, box material here for the locations that favor the honky-tonk variety. Smith covers a lot on the keyboard, while the rest of the groups gives him loose jazzy backing. This can cut across Western and pop locations.

Exhibition Special...65
This follows the same basic pattern as the other side, set to a jiggy type of rhythm.

CURTIS KIRK
I Can't Take It With Me
(When I Leave This World).....68
ABBOTT 126—Country novelty gets a fair reading by warbler Curtis Kirk.

The Little Things You Do...68
Ditty is a country weeper. Curtis Kirk gives it an adequate performance.

GRADY MARTIN
THE SLEW FOOT FIVE
Shenanigans No. 1 & 2.....65
DECCA 28613—Martin and his boys run thru Irish jig that could do okay in the proper locations. It's instrumental all the way.

ARLENE WRIGHT
Butterfingers.....60
MAESTRO 6002—Miss Wright is a fem warbler, and she's backed by Bobby Gregory and His Cactus Cowboys—but with a clarinet lead! Ditty is so-so.

An Empty Mailbox...60
Same comment, even tho there's production bits in this one.

BOBBY GREGORY
Happy Go Lucky Heart.....61
MAESTRO 6001—Gregory delivers a highly stylized vocal. Ditty is handled in country fashion, but the ork is neuter gender type.

The Richest Man...60
Nothing much happen here.

FOLK TALENT AND TUNES

Continued from page 44

Jack Allen, fiddle, recently joined Red Estes and His Fescue Boys in the Atlanta area. . . The WWVA Jamboree unit, presented by Gene Johnson, appeared in the Canton Memorial Auditorium in that Ohio town and pulled strong afternoon and night crowds. Headlining the show were **Stoney Cooper**, with his wife **Wilma Lee**, and the **Clinch Mountain Clan**. Among the supporting names were **Big Slim**, the **Lone Cowboy**; **Cowboy Phil** and **His Golden West Girls**; the **Country Harmony Boys**, and **Bee Bee Bernard** with her trick and fancy shooting. **Hardrock Gunner** emceed as he does for the WWVA show. **Blondie Blue Eyes** (Geneva Postelwaite) an' **Cowboy Mel Lange** were married on the afternoon performance with the reception being held at the show that evening. . . **Elton Britt** opened with the **Shorty Warren** group at **Shorty's Copa Club** in Secaucus, N. J. Warren and Britt recently opened their own offices to book, promote and publish western and hillbilly tunes. Their headquarters will be at 142 W. 54th St., New York City.

Tommy Cutrer, d.j. at KCIJ in Shreveport, La., writes that he is promoting and emceeding the **Marshall Jamboree** in Marshall, Tex., (Continued on page 48)

rangement of the up-tempo tune. Side has a beat and could grab jock spins. **Let's Go Down to the Tavern**...69
A bouncy new effort which lives up to its title is sung nicely by the warbler, while the multi-stringed ork makes like Leroy Anderson with a rhythm section. This side could pull some tavern coins.

SANDY SOLO
It Really Doesn't Matter.....70
BARRY 812 — Singer shows a nice relaxed voice on this pretty tune. Sparkling arrangement by the Bobby Byrne ork adds sweep to the side.

Believing in You...70
Solo warbles his way thru the ballad in okay fashion, using a restrained style for the most part. String-filled ork adds a warm backing.

ANITA O'DAY
Somebody's Crying.....70
MERCURY 89032 — Anita O'Day hands this moody ballad an effective vocal, over a bright arrangement by the Larry Russell crew. Andy Secrist turns in a warm trumpet solo.

Pagan Love Song...65
This is one of the wildest versions of the well known oldie in a long time. The thrush sings it in okay style, slipping in a few bop phrases now and then, but she is almost smothered by the over-done musical backing. Some jazzites may be interested in the disk.

DON ROTH TRIO
My Happiness.....68
CARDINAL 1003—Accordion, organ and guitar group delivers the hit of a few years ago in a warm tempo. Could be that interest might be restored in the old Jon and Sandra Steele hit. Label, incidentally, belongs to the tune's publisher.

The Meaning of a Lonely Heart...68
Another soft and dreamy instrumental.

LESLIE BROTHERS
Say It Isn't True.....60
KING 15222—Leslie Brothers chant a real weeper here. Tho pop, the backing is full of rhythm and blues figures. It still adds up to very little.

Magdalena (Last Night)...60
Latin number with English lyrics in an exotic item that doesn't quite make it.

HARRY KARI
Yes Sir, That's My Baby.....55
MERCURY 2392—This new novelty disk features Harry Kari and his Six Satin Sippers in what is supposed to be a comical version of the oldie. It isn't.

Yokohama Mama...55
Same comment.

EDDY HOWARD
Someone to Kiss Your Tears Away...85
MERCURY 70107 — Tender ballad, sung with heart by Eddy Howard. Supported by tasteful ork work and chorus. A nice side, which should get plenty of deejay spins, and should also go on the boxes.

Gomen Nasai...81
The Eddy Howard version of this Japanese import should get its share of plays. The vocal has great tonal purity, the lyric has quality which all good Howard disks have.

Popular Record Reviews

Continued from page 32

a spirited reading. With enough exposure, platter could get some action. **Alone With the Blues in My Heart**...73
The warbler comes thru with an effective rendition of a new blues, selling it with feeling over a good ork performance.

ART LUND
RICHARD HAYES
And the Bull Walked
Around Olay.....78
MERCURY 70103—Novelty ditty of the bull who turned the tables on the torreador. Hayes chants it effectively. Strong beat and novelty lyrics will merit box plays and deejay spins, and it could move up. Watch this one.

Changeable...73
The oldie gets a lively reading by Richard Hayes. The arrangement as played by the David Carroll ork has good beat and tempo.

MANTOVANI ORK
Red Petticoats.....76
LONDON 1300 — Lush instrumental, tailored for those sweeping violin arrangements which Mantovani does so well. Ork plays the selection with class.

Love's Dream After the Ball...75
Instrumental waltz with that Continental touch. Arrangement features the beautiful violin work of the Mantovani ork.

DORIS DREW
Since You Went Away From Me.....76
MERCURY 70096 — The ballad—a real weeper—receives a tear-drenched performance by Doris Drew. It's a nice side, with good backng by David Carroll's ork. Arrangement and vocal are quite similar to the Sandy Stewart waxing on Okeh.

Side by Side...72
Fair reading of the standard by Doris Drew

WOODY HERMAN ORK
A Fool in Love.....76
MARS 600—Woody has a platter here that could prove to be his strongest to date on the Mars label. The tune is pretty, and Woody sings it with tender feeling, in addition to turning in some lovely alto work. The arrangement is smooth and clean. Jocks should give this one a lot of exposure.

Buck Dance...69
A bappy and light buck dance is played effectively by the Herman Herd, with Woody featured on the clarinet. Riff starts off well but runs down halfway thru.

LES BROWN ORK
I'll Be Hangin' Around.....76
CORAL 60946 — The ork is teamed with the Modernaires in a fine rendition of the bouncy new ditty. Tune has been waxed extensively, and if it happens, this platter will pull a share.

Back in Your Own Back Yard...74
Lucy Ann Polk handles the vocal chorus on the fine old Johnson-Rose-

Dreyer standard. It's more first-rate dance music from the slick Brown ork.

GUY LOMBARDO ORK
Blues Bells of Scotland.....75
DECCA 28535 — Standard ditty extracted from the Lombardo ork album gets a standard Lombardo two-piano treatment. Typical Lombardo instrumental, this.

Annie Laurie...75
More of the same.

TINY HILL
I'm Alone Because I Love You.....73
MERCURY 70079 — Hill, as usual, gets the most out of the oldie lyric via his stylized chanting. The ork, sparked by a shuffle beat, comes thru with a clever boked-up backing. Ops should listen to this.

Dew-Dew-Dewy Day...73
Only the material is different here.

AL RUSS ORK
Highly Strung.....73
CORAL 60950—Light and charming is this instrumental performance of a flowing tune, as played here by the rich, full-stringed Russ ork.

Peanuts and Popcorn...72
Same comment.

LAWRENCE WALK ORK
Minnie the Mermaid.....72
CORAL 60947 — This is the Buddy DeSylva oldie, familiar as a hunk of material usually chanted by Paul Harris. Larry Hooper handles the deep-voiced bass lyric on this one.

Say It Isn't So...72
Another oldie and another good rendition. This time the vocal is delivered by chirp Roberta Linn.

JUNE CHRISTY
I've Got a Letter.....72
CAPITOL 2384 — June Christy tries hard on this new opus, but she has had stronger material in the past. The Pete Rugolo ork supports her brightly.

Let Me Share Your Name...65
The pretty new tune is performed adequately by the singer, with good backing by the ork. The material, however, does not fit the thrush.

FRANK MCKENNA-THE MULCAYS
Silver Slippers.....70
CARDINAL 1006—The two Mulcays' harmonica stylings have been heard on other labels previously. Miss McKenna impresses as an okay chirp. The waltz ditty is okay, too.

That's My Weakness Now...70
Good rendition of the fine old standard item.

BUDDY MORENO ORK
One Dozen Roses.....70
CHESS 1535—Chess moves into the pop field with this waxing by the Buddy Moreno ork. The warbler sings the oldie in pleasant fashion, over a shimmering, full-stringed ar-

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The Billboard's Music Popularity Charts

... for Week Ending March 7

TOP RHYTHM & BLUES RECORDS

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Charlotte... **NOBODY LOVES ME**
Fats Domino, Imperial 5220
- St. Louis... **DON'T YOU REMEMBER, BABY?**
R. Milton, Specialty 445
- Philadelphia... **RED TOP**
King Pleasure, Prestige 821

Territorial Best Sellers

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

New York

- (Mama) He Treats Your Daughter Mean**
R. Brown, Atlantic
- Baby, Don't Do It**
Five Royales, Apollo
- Let Me Go Home, Whiskey**
A. Milburn, Aladdin
- Soft**
T. Bradshaw, King
- Yes, I Know**
L. Hayes, Recorded in Hollywood
- Strange**
Nat (King) Cole, Capitol
- You're Mine**
Crickets, M-G-M
- Lean Baby**
I. Jacquet, Mercury
- Bells**
Dominoes, Federal
- I Don't Know**
W. Mabon, Chess

Chicago

- (Mama) He Treats Your Daughter Mean**
R. Brown, Atlantic
- Baby, Don't Do It**
Five Royales, Apollo
- Soft**
T. Bradshaw, King
- 24 Hours**
E. Boyd, Chess
- Crawlin'**
Clovers, Atlantic
- Baby, I'm Doing It**
Annisteen Allen, King
- Yes, I Know**
L. Hayes, Recorded in Hollywood
- My Kind of Woman**
E. Slay, Savoy
- Pretend**
Nat (King) Cole, Capitol
- I Don't Know**
W. Mabon, Chess

Los Angeles

- I Don't Know**
W. Mabon, Chess
- Yes, I Know**
L. Hayes, Recorded in Hollywood
- Cross My Heart**
J. Ace, Duke
- (Mama) He Treats Your Daughter Mean**
R. Brown, Atlantic
- Baby, Don't Do It**
Five Royales, Apollo
- Let Me Go Home, Whiskey**
A. Milburn, Aladdin
- Ain't It a Shame**
L. Price, Specialty
- I'm Gone**
Shirley & Lee, Aladdin
- I Believe**
E. James, Meteor
- Baby, Baby**
J. Witherspoon, Modern

Detroit

- (Mama) He Treats Your Daughter Mean**
R. Brown, Atlantic
- Baby, Don't Do It**
Five Royales, Apollo
- I Don't Know**
W. Mabon, Chess
- Yes, I Know**
L. Hayes, Recorded in Hollywood
- Soft**
T. Bradshaw, King
- Baby, I'm Doing It**
Annisteen Allen, King
- My Kind of Woman**
E. Slay, Savoy
- Crawlin'**
Clovers, Atlantic
- 24 Hours**
E. Boyd, Chess
- Cross My Heart**
J. Ace, Duke

Cincinnati

- Cross My Heart**
J. Ace, Duke
- Baby, Don't Do It**
Five Royales, Apollo
- (Mama) He Treats Your Daughter Mean**
R. Brown, Atlantic
- I Don't Know**
W. Mabon, Chess
- Baby, I'm Doing It**
Annisteen Allen, King
- Soft**
T. Bradshaw, King
- My Kind of Woman**
E. Slay, Savoy
- Person to Person**
E. Vinson, King
- Dream Girl**
Jesse & Marvin, Specialty
- Bells**
Dominoes, Federal

Philadelphia

- (Mama) He Treats Your Daughter Mean**
R. Brown, Atlantic
- Baby, Don't Do It**
Five Royales, Apollo
- Let Me Go Home, Whiskey**
A. Milburn, Aladdin
- Soft**
T. Bradshaw, King
- Dream Girl**
Jesse & Marvin, Specialty
- Cross My Heart**
J. Ace, Duke
- I Don't Know**
W. Mabon, Chess
- You're Mine**
Crickets, M-G-M
- Red Top**
King Pleasure, Prestige
- Dear Ruth**
Buccaneers, Southern

St. Louis

- (Mama) He Treats Your Daughter Mean**
R. Brown, Atlantic
- Baby, Don't Do It**
Five Royales, Apollo
- Cross My Heart**
J. Ace, Duke
- I Don't Know**
W. Mabon, Chess
- Woke Up This Morning**
B. B. King, RPM
- Dream Girl**
Jesse & Marvin, Specialty
- I'm Gone**
Shirley & Lee, Aladdin
- Train, Train, Train**
D. Overbea, Checker

National Best Sellers

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

This Week	Last Week	Chart	Weeks
1.	2	5	5
2.	1	8	8
3.	3	13	13
4.	5	7	7
5.	6	3	3
6.	4	6	6
6.	7	10	10
8.	8	8	8
8.	9	2	2
10.	—	1	1

Most Played in Juke Boxes

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

This Week	Last Week	Chart	Weeks
1.	1	8	8
2.	2	14	14
3.	—	1	1
4.	—	1	1
5.	2	4	4
5.	4	4	4
7.	8	8	8
7.	9	2	2
7.	—	1	1
10.	5	10	10

- Let Me Go Home, Whiskey**
A. Milburn, Aladdin
- Don't You Remember, Baby?**
R. Milton, Specialty

Atlanta

- (Mama) He Treats Your Daughter Mean**
R. Brown, Atlantic
- Baby, Don't Do It**
Five Royales, Apollo
- Let Me Go Home, Whiskey**
A. Milburn, Aladdin
- I Don't Know**
W. Mabon, Chess
- I Believe**
E. James, Meteor
- Yes, I Know**
L. Hayes, Recorded in Hollywood
- Soft**
T. Bradshaw, King
- Cross My Heart**
J. Ace, Duke
- 24 Hours**
E. Boyd, Chess
- Crawlin'**
Clovers, Atlantic

Charlotte

- Let Me Go Home, Whiskey**
A. Milburn, Aladdin
- (Mama) He Treats Your Daughter Mean**
R. Brown, Atlantic
- Baby, Don't Do It**
Five Royales, Apollo
- Cross My Heart**
J. Ace, Duke
- Hurry, Hurry, Baby**
Roy Brown, King
- Yes, I Know**
L. Hayes, Recorded in Hollywood
- I Don't Know**
W. Mabon, Chess
- Ain't It a Shame**
L. Price, Specialty
- Nobody Loves Me**
Fats Domino, Imperial
- My Song**
J. Ace, Duke

New Orleans

- (Mama) He Treats Your Daughter Mean**
R. Brown, Atlantic

- Baby, Don't Do It**
Five Royales, Apollo
- Cross My Heart**
J. Ace, Duke
- Let Me Go Home, Whiskey**
A. Milburn, Aladdin
- Soft**
T. Bradshaw, King
- 24 Hours**
E. Boyd, Chess
- Yes, I Know**
L. Hayes, Recorded in Hollywood
- I Don't Know**
W. Mabon, Chess
- Crawlin'**
Clovers, Atlantic
- Tell Me, Pretty Baby**
L. Price, Specialty

Washington-Baltimore

- (Mama) He Treats Your Daughter Mean**
R. Brown, Atlantic
- Dream Girl**
Jesse & Marvin, Specialty
- My Song**
J. Ace, Duke
- Baby, Don't Do It**
Five Royales, Apollo
- Let Me Go Home, Whiskey**
A. Milburn, Aladdin
- Baby, I'm Doing It**
Annisteen Allen, King
- You're Mine**
Crickets, M-G-M
- Cross My Heart**
J. Ace, Duke
- Yes, I Know**
L. Hayes, Recorded in Hollywood
- Crawlin'**
Clovers, Atlantic

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

Jack Walker, flack for Atlantic Records and Shaw Artists, has taken over the midnight deejay show from the Palm Gardens, New York, over station WOV each night. The show is called "Life Begins at Midnight." Ralph Cooper used to handle the seg... Hal Jackson, r.&b. deejay over WMCA, New York, is running stagesshows on week-ends at the Northwest Casino, Washington. (Continued on page 48)

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Rhythm & Blues Record Reviews

Continued from page 32

and blows his way to a blues effort that has fine potential.
Someday... 76
A neat after-hours type effort that is first rate thruout. Milton gives out with a fine vocal, while the ork joins in with a moody but sparkling backing

Lil' Son Jackson
"LONELY BLUES"
b/w
"FREIGHT TRAIN BLUES"
Imperial 5229



MOVING TO THE TOP FOR
A HIT... BUT FAST!
"24 HOURS"
by
EDDIE BOYD
Chess #1533

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The Orioles
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Jubilee 5107; 45 x 5107
"HOLD ME, THRILL ME, KISS ME"
and
"TEARDROPS ON MY PILLOW"
Jubilee 5108; 45 x 5108
EDNA "Heavenly Father" McGRUFF
with Buddy Lucas Ork
"WHY OH WHY"
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Imperial 5220



IF YOU INSIST ON HITS...

Amos Milburn
"LET ME GO HOME, WHISKEY"
AL 3164

Shirley & Lee
"SHIRLEY, COME BACK TO ME"
b/w
"BABY"
AL 3173

Maxwell Davis
"GOMEN NASAI (FORGIVE ME)"
b/w
"HOT POINT"
AL 3174



RHYTHM AND BLUES NOTES

Continued from page 47

SLIM GAILLARD
Gomen Nasai
MERCURY 89031 — Here's the first r.&b version (and jazz version) of the Japanese import, which has been waxed by many diskeries in the pop field. Slim Gaillard sings the melodic effort in crisp, correct fashion, but the ork bursts out to swing the tune in the second chorus. Cute novelty may catch some action in the market if the deejays spin it.
Potatoe Chips... 76
Slim goes back to his own inimitable style on this fly novelty, singing the effort brightly over good ork work. It's for zooty Gaillard fans.

FRANK MOTLEY
Frantic... 77
SPECIALTY 454 — Trumpeter Frank Motley really gets his teeth into this as he blows away on a couple of trumpets. Side also features a fine sax solo. The whole thing is fed thru a chamber and is replete with reverberations. This, together with the beat, makes the title very appropriate. Worth a listen.

JIMMY CRAWFORD
Heavy Weight Baby... 75
Crawford nait talks, nait sings his way thru his plea for a gal who has some bulk. Backing by the Motley band shows a lot of life.

JIMMY RUSHING
Somebody's Spoiling These Women... 77
KING 5606 — Here's a good old-fashioned shouting vocal by Rushing on a big blues effort, which the warbler sells forcefully. Ork work is hefty too. A good side and strong for the boxes.
She's Mine, She's Yours... 74
The blues shouter hands this traditional blues a down-to-earth vocal, with the ork setting a good beat behind him.

CARL GREEN ORK
My Best Friend... 76
METEOR 5002—Carl (Mr. Broadway) Green does a strong job on this bouncy effort. Tune is a spirited novelty with clever lyrics, and it is played as a rhythmic thumba blues by the ork. Side is an unusual one and should get some attention.
Four Years, Seven Days... 74
A pleasant new tune is handled nicely by the warbler over a good ork reading. Deejays should spin. Green is a good chanter and could bust thru with the right material.

MANZY HARRIS ORK
You're Gonna Know... 76
ROCKIN' 506 — Harold Young, a warbler with something on the ball, does a good job on this slow blues over a wild and unbiting backing, distinguished by a big sound as well as a big beat. Side is good the not exceptional.
Crawlin' Around... 72
Young comes thru in okay fashion on this warm ballad, and the Harris ork again backs him nicely.

ROOSEVELT WARDLE
Lost My Woman... 75
ROCKIN' 508 — Roosevelt Wardle cries his way thru this weeper blues, singing the sac effort in exaggerated style. Backing has a beat. An interesting platter.
No Undecided... 69
Another crying vocal by Wardle on another weeper tune. Side is not nearly as strong as the flip, tho the warbler's performance is effective.

JIMMY LEE AND ARTIS
All Right Baby... 75
MODERN 899—Boy-girl team delivers a verse-chorus blues ditty with spirit, while the combo (including a fine nokey piano) turns in a good backing.
Why Do You Make Me Feel Blue?... 74
More of the same type of performance on a slower-tempo item with a spark of the pop.

EDDIE BOYD
It's Miserable to Be Alone... 74
J.O.B 1009 — Eddie Boyd, whose "Five Long Years" was a big one a while back, does well with this routine blues backed with a beat by the combo. Platter should get plays due to Boyd's vocal, but it lacks excitement.
I'm Pleading... 66
The novelty receives a so-so reading

He has Floyd Dixon and Margie Day set for March 13-14 and Ruth Brown is set for April 3-4. Herman Lubinsky, Savoy Records topper, is now in California vacationing. . . . The Babs Gonzalez ork was pacted by Shaw Artists last week. The crew will play the Ebony Club, Cleveland, March 9 to 15.

Charlie Barnett will play a dance at Tuskegee Institute on March 20. The dance is an ROTC clambake. . . . Linda Hayos, thrush with the Recorded in Hollywood label, whose "Yes, I Know" is one of the big platters of the new year, is set for the Apollo Theater, New York, for the week of March 13. This is the singer's first appearance in the East. Fats Domino is heading for California. The singer opens at the 54 Ballroom on March 27 for a three-day stay. Valleydale Music has picked up the copyright for "Train, Train, Train," a new ditty coming up via the Danny Overbea waxing on Checker, and already covered for the pop market by the Bu'dy Morrow ork.

Answers to the hits are still going strong. Ruth Brown's latest smash waxing for Atlantic, "Mama, He Treats Your Daughter Mean," has called for one answer already, with two more in the offing. Gotham Records has just released "Papa, She Treats Your Son So Mean," with Benny Brown, Recorded in Hollywood, and Rainbow Records have also prepped answers to the waxing. This bit follows on the heels of answers to the Five Royales' waxing of "Baby, Don't Do It" on Apollo Records, and the many answers to "I Don't Know" spurred by the great success of the Willie Mabon slicing on Chess.

Don Rudman forming his own band, with Philadelphia nitery owner Benny Schwartz taking on the managerial chores.

from the warbler, with fair backing from the ork

GAY GROSSE
Easy Rockin'... 73
REPUBLIC 7027—The title describes this instrumental effort neatly. It's an easy flowing riff opus, and it's played well by the ork.
G.C. Rock... 72
This side goes. The ork, playing with a touch of the modern style, performs the tune spiritedly.

JOHNNY SHINES
Evening Sun... 73
J.O.B 1010 — A good down-home blues is played in strong style by the Shines group, featuring harmonica and rhythm. The warbler sings it spiritedly. Side could pull some action in Southern markets.
Brutal-Hearted Woman... 71
Shines shouts out his pains and sorrows, all of which were caused by a hard-hearted woman, while the rhythm group support him warmly. Pleasant, but unimportant.

YOUNG JOHN WATSON
No, I Can't... 72
FEDERAL 12120 — Minor key item sounds like an interesting approach for the chanter. He handles it smartly for a good disk.
Highway 60... 67
Young John makes his bow on this label with this disk. Smartly written item is handed an okay reading.

STICKS MCGHEE
Little Things We Used to Do... 69
KING 4610 — Routine blues chanted in okay style by Sticks McGhee.
Head Happy With Wine... 60
Another ditty deriving melodically from "Yes I Know." No' much to this side.

Spiritual

Continued from page 32
boys try hard but can't quite get the message across.

REV. A. JOHNSON
God Don't Like It... 73
GLORY 4011 — New spiritual label comes up with slick idea and a first-rate chanter on this one. This could get as much action in the straight r.&b field as in the spiritual market.
If I Could Hear My Mother Pray Again... 70
The Reverend and his group come up with another good reading here—on the more usual type of religious material.

THE SOUTHERN WONDERS
There Is Rest for the Weary... 70
PEACOCK 1711—The smooth-sounding group turns in a good religious reading.
The Gambling Man... 70
Group gets to rock a little on this side.

Other Records Released This Week

Popular

Angel or Devil—Kay Malone (Black Is the Color of My True Love's Hair) Kem 2721
Ain't Misbehavin'—Frankie Laine (That's How Rhythm Was Born) Mercury 70099
Black Is the Color of My True Love's Hair—Kay Malone (Angel or Devil) Kem 2721
Dancin' With Someone—Delta Rhythm Boys (Long Gone Baby) V 20-5217

Long Gone Baby — Delta Rhythm Boys (Dancin' With Someone) V 20-5217
That's How Rhythm Was Born—Frankie Laine (Ain't Misbehavin') Mercury 70099

Country & Western

Tied Down—Roy Acuff (What Will I Do?) Capitol 2385
What Will I Do?—Roy Acuff (Tied Down) Capitol 2385

Album and LP Reviews

Popular

RAY ANTHONY... 79
Ray Anthony Ork (1-10")
Capitol (33) H 373
I Wonder What's Become of Sally; Mr. Anthony's Boogie; The Man With the Horn; Mr. Anthony's Blues; For Dancers Only; Harlem Nocturne; Tenderly; Stardust.
This is the diskery's third Anthony ork album. There's no reason why it shouldn't be as commercially successful as its predecessors. The beat, Anthony ensemble sound, Anthony trumpet, etc., are all there. In addition, this is a collection of some of his previously released single instrumentals—including some fine standards. Long as the band keeps working around the country, the dancers will want to buy their records. It's first-rate dance music.

ARTHUR MURRAY FAVORITES—RHUMBAS AND MAMBOS... 75
Rico Mambo Ork: Chuy Reyes Ork (1-12")
Capitol (33) P 372
The diskery has combined two previously issued 10-inch albums in the Arthur Murray dance series on this

single 12-inch album. As a result, the price, naturally, has been reduced. Should result in some added sales at the lower price. Prime market would seem to be among the neophyte dancers who consider the Arthur Murray name magic.

BACKGROUND MUSIC

(2-12")
Capitol (33) P 379, P 380
Light and Lively; Show Tunes; Bright and Bouncy; Songs We Remember.
Capitol Records produced four collections of popular and standard songs, characterized as "Light and Lively," "Show Tunes," "Bright and Bouncy" and "Songs We Remember," all meant to be used as background music for parties or other social gatherings. The sets are available individually on 10-inch LP's, or packaged, one on each side, on 12-inch platters. The music on each set is played in subdued fashion by full orks, sans vocals, in a familiar businessman's bounce rhythm. The idea has some merit, and it is possible that they will be of interest to hostesses. But the arrangements, tho clean, have a soporific quality, and could serve to make a party more rather than less dull. Some distinctiveness in the musical setting could have helped these collections.

FOLK TALENT AND TUNES

Continued from page 46

every Saturday night. He recently featured Martha Carson. Cutler still is a feature at the Skyway Club in Shreveport each Friday night, where he stars Johnny Horton (Mercury) and Billy Walker (Columbia) on alternate Friday nights. . . . Joe Taylor and the Indiana Redbirds of Station WGL in Fort Wayne, Ind., are scheduled to appear with Homer and Jethro and the Beaver Valley Sweethearts of WLS on March 16 at the Bluffton Community Building. Tommy Edwards, of WERE in Cleveland, is now billing himself as the "City Slicker Turned Hillbilly." He is also conducting a popularity poll, with Hank Williams leading so far. Hugh Romine is the new d. j. on WCIK in Campbellsville, Ky.

C. V. (Red) Jones, of Austin, reports that Justin Tubb, son of Ernest Tubb and a University of Texas student, has paid tribute to the late Hank Williams. The d. j. reports that it is to be recorded on Decca and backed with "Beyond the Sunset." Justin also wrote the tune Ernest cut for Decca, "Mother Must Have Been a Girl Like You." Bashful Red Britton, in San Bernardino, Calif., is running his own Saturday night Western dance at the Buckboard. Deejay Johnny Talley, of WYVE in Wytheville, Va., was in Nashville a couple of weeks ago to talk contracts with major platter company. His recent ac-

tivities also include a "Heart" show benefit.

Bill Monroe (Decca) continues to improve from his near-fatal auto accident. He's at Nashville's General Hospital. Chicago's Stewart Sales Company is initiating a national drive on George Beverly Shea's RCA Victor sacred disks. Bob McKinnon, WRFS, Alexander City, Ala., is heading the promotion of Hank Williams' "Kaw-Liga Day" on March 18. Williams penned the tune in that spot. A "Grand Ole Opry" troupe of 10 names will be on hand. Happy Ison, WORZ, Orlando, Fla., was recently upped to program director of the station, with Curt Gibson as assistant. Another new program director is Bill Shell at WJHL, Johnson City, Tenn. Shell was a rustic spinner at WCYB, Bristol, Va.

WHOO deejay Jin. Wilson in Orlando, Fla., has signed with the Whoot Owls, band, to do a State-wide hillbilly variety show from that station, for Dixie Lilly Milling Company. The show is on 15 minutes, five days a week. The show is called "Tex and Glen." Johnnie and Jack, and Kitty Wells stopped in at WBIP, Booneville, Miss., to visit with Jack Gardner. He runs the "Farmers Frolic" early in the morning Monday thru Saturday and the "Ranch Party Time" in the afternoon Monday thru Friday.

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Savoy #881

"DON'T TELL MAMA"
WILLIE JOHNSON

SAVOY RECORD CO., INC.
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Williams Estate

Continued from page 17

the basis that her divorce from a previous husband was not final. She pointed out, however, that there can be no question about the legality of her marriage, since she married him in good faith and lived with him as a wife for more than three months. It is also recalled that the couple was married three times, twice on stage in a Kansas City, Mo., theater during a performance by Williams.

Williams' widow, who is the daughter of the police chief of nearby Dossier City, La., has been on tour in the Southwest with Paul Howard and His Cotton Pickers.

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N.J. Court Ruling

Continued from page 17

mer, the old Fair Trade Act was expanded to cover all retailers under the Fair Trade provisions, whether the retailer had or had not signed voluntarily, fair trade agreements. This decision in New Jersey, according to some lawyers, could be a straw in the wind. However, one optimistic solicitor said that it merely ruled out New Jersey, not other States.

In the long-lasting hassle between Cetra-Soria and Sam Goody over fair trade for the Cetra opera line, both contestants went to trial Monday (2) in New York Supreme Court before Special Referee Wasserfogel. Cetra, which now has a temporary injunction against Sam Goody selling the line for less than the list prices, is asking for a permanent injunction. Both sides presented their evidence, and the referee reserved decision, asking both sides to file briefs by March 18.

McCarran Holds

Continued from page 17

currently before a three-man Senate Judiciary Subcommittee on Copyrights, headed by Sen. Alexander Wiley (R., Wis.). Other members are Senators James O. Eastland (D., Miss.) and William E. Jenner (R., Ind.). If the subcommittee decides to recommend passage, it is virtually assured that the full committee, of which Senator McCarran is the ranking minority member, would approve the bill. The bill has the enthusiastic backing of the American Society of Composers, Authors and Publishers.

Meanwhile, Sen. Estes Kefauver (D., Tenn.) and Rep. Joseph R. Bryson (D., S. C.), who authored comparable measures last session, are still considering the advisability of sponsoring bills again. Less specific than the Bryson-Kefauver measure of the 82d Congress, the McCarran bill does not spell out the royalty payment plan, presumably leaving it up to ASCAP. It would exempt the single juke box operator.

Late Reports on Recent 'Best Buys'

Continued from page 34

Popular

solidly with the exception of those where the Esquire Boys' version is strong.

SALOMEE

Dinah Shore—RCA Victor 20-5176

Advancing steadily in Washington, with good reports continuing from Philadelphia, Cincinnati and Los Angeles. Tapering off in Buffalo, St. Louis and Chicago. New York is experiencing some action on flip side "Let Me Know."

TWICE AS MUCH

Mills Brothers—Decca 28586
Good solid reports from all areas checked.

THE SONG FROM MOULIN ROUGE

SWEDISH RHAPSODY
Percy Faith Ork—Columbia 39944

A strong favorite in Los Angeles, Chicago, New York and the South. Sluggish action reported in Boston and St. Louis. On L. A. chart and showing increasing retail strength in most areas. Operator movement has been comparatively slow except for New York, according to reports.

HELLO, SUNSHINE

Norman Brooks—Zodiac 101
Record is holding strength well in Boston, Philadelphia, St. Louis, Chicago and other spots. It dipped down suddenly in New York during the week and has yet to happen in Cincinnati.

SINCE YOU WENT AWAY FROM ME

Sandy Stewart—Okeh 6941
Record does not appear to be happening in a national way. It's still good in Cincinnati and St. Louis and Philadelphia reports increasing sales but other reports are negative.

Country & Western

Continued from page 34

THE LIFE OF HANK WILLIAMS

Hawkshaw Hawkins—King 1174

In areas where this record previously established itself, it is still doing fine, particularly in Nashville, Cincinnati and Chicago. Buffalo prefers flip "Picking Sweethearts." Little has happened to this disk in the Carolinas, St. Louis and Los Angeles.

HONEYMOON ON A ROCKET SHIP

THERE WASN'T AN ORGAN AT OUR WEDDING

Hank Snow—RCA Victor 20-5155

A very strong record according to all reports. On Memphis chart.

NO HELP WANTED I'D NEVER HAVE FOUND SOMEONE NEW

Hank Thompson—Capitol 2376

Sales pattern pretty similar to that of last week, with good reports continuing from Los Angeles, the Middle West and Buffalo.

Rhythm & Blues

Continued from page 34

ritorial charts and also making improvement on the West Coast. Still good in the South.

Col. Woos Jukes

Continued from page 18

naturals. Columbia does not intend to slight other means to expose the two disks, such as deejays, etc., but it feels the platters will grab a lot of juke loot. As far as the Ray disk is concerned, it is in the style of the Ray release of last summer, "Walkin' My Baby Back Home," which was a strong box platter. The Prima cutting is a re-make of one of his biggest hits of a few years ago, made this time with choral backing in the manner of the Weavers' "Old Smoky."

Simon Gone

Continued from page 17

terested in a transcription company.

In the recent Music House re-vamping, calculated to relieve Simon of his increasing work load, Eugene M. Warner entered the organization as secretary-treasurer and Herman Sacks as vice-president and sales manager. Warner has been in the investment and securities business and has been chairman of the board of Gomco Surgical Manufacturing Company and a director of the Metropolitan Tobacco Company, New York. Sacks was advertising and sales promotion manager of the TV division of the Bendix Aviation Corporation prior to his acceptance of the Buffalo spot.

Simon is 48. For two years, in the 1920's, he played saxophone and led the Vincent Lopez unit at Buffalo's Hotel Statler. He has a wife, Dorothy, two daughters, and a brother, Bill.

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COLUMBIA RECORDS



Music as Written

Continued from page 20

has set Miklos Rozsa to score the "All Brothers Were Valiant" film. Two-time Academy Award winner Rozsa recently completed scoring "The Story of Three Loves" and will start immediately on the new assignment. . . . Doris Day and Allyn McLerie record "A Woman's Touch." Sam my Fain-Paul Francis Webster new cleffing, for Warner's "Calamity Jane" Technicolor production.

Allied Distributing is now handling Savoy here. Sunland Distributing formerly had it. . . . Jack Andrews and Jim Warren have moved Central Records Distributing to 2102 West Washington Boulevard. John Coveney, classical promotion department, and Jimmy Chapin, kidisk flack, are visiting Capitol's home office for several weeks. They both headquarter in Gotham, repping Capitol. . . . "Gomen-Nasai" has been acquired by Columbia pix from Disney Music for "Mission Over Korea." Richard Bowers, who sang the original version, now on Columbia, has been inked to do the song in the flicker.

Maestro Lawrence Welk observed a double-header celebration Wednesday (11). It was his birthday and his opener at Aragon Ballroom under terms of a new 52-week contract. Thruout the day area deejays spun him a happy birthday. . . . Manufacture of Barbara Ruick's disk of "Ghi Li, Ghi Li, Ghi Li" is being rushed by M-G-M Records. . . . Mocambo ork leader Eddie Oliver makes his film debut in M-G-M's "Easy to Love." . . . Fourth output under new hill-

billy label Flair features the Rhythm Harmonizers, new group discovered in Louisiana. . . . Al Goodman and ork will record an album for early release by Victor of scores from "Ivanhoe" and "Quo Vadis." . . . Jeff Alexander starts immediately on scoring of M-G-M's "Rope's End." . . . Music by Cole Porter, to be included in M-G-M's "Kiss Me, Kate," will be directed by Andre Previn.

Philadelphia

Three former maestros team to form the new unit offered at the Park Crest Restaurant, Camden, N. J. The bandsmen bringing music to the room for the first time are Lenny Peyton, Bob Klais and Jerry Pinto. . . . Vocal coach Artie Singer groomed fashion model Debbie Foster for a band canarying spot with Art Wendall at the Palladium here. . . . Dick Barlow, after an absence of several years, returned to the Warwick Room of the Hotel Warwick for a long run. . . . The D.D.R. Record Corporation amended its charter to permit the local label to issue 100 shares of common stock at \$1 par and 50 shares of preferred at \$100 par. . . . St. Clair Gill sets up another music pub-berly for the town in the Gil-Tone Music Company. . . . John Hammond, music critic, will read the notes publicly at the Benny Goodman-Louis Armstrong jazz concert to be staged April 9 by Lee Guber at the Academy of Music here. Two performances will be staged that evening. . . . Vivian Lord, one-time Teddy Powell canary, is soloing at the Cambridge Club. . . . Doc Shinn, of Fargo, N. D., president of the National Association of Ballroom Operators, is in town giving the dancers the once-over in company of Joe Smith, manager of Wagner's Ballroom here. . . . Lenny Solidar, Decca record promotion man, has been returned from the Baltimore branch to this city—his hometown.

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Record Reviews

Continued from page 46

Popular

DANNY DAVIS
Come of the Wedding . . . 70
M-G-M 11443 — Hand-clapper was penned by Davis and orkster Joe Leahy. It's an attractive verse-chorus item. Davis hands it an okay reading with assistance of a male choral group.
I Don't Want Your Kisses . . . 70
Tempo switches to a slow waltz ballad and Davis does well enough with the ditty to make for a nice disk.

LEE LAWRENCE-THE STARGAZERS- TED HEATH ORK
Waltzing the Blues . . . 70
LONDON 1289—Lee Lawrence sings a full-voiced relaxed blues to the sophisticated three-beat arrangement of Ted Heath's ork. Ork's sound is bright.
The Good Book Says . . . 69
Warbler Lee Lawrence gets a gang-chant spirit into this bit of semi-religioso. Heath ork solid with backing.

CHARLIE GORE
If God Can Forgive You, So Can I . . . 70
KING 1165 — Semi-sacred oatune is projected warmly by Gore. Strong backing is handled in nice fashion by the warbler with okay support from the strings.
The Moon Won't Tell . . . 65
Routine material is handled in nice fashion by the warbler with okay support from the strings.

PEGGY MANN-DEL COURTNEY ORK
Orchids in the Moonlight . . . 69
CAVALIER (45) 822—Old tango is revived with a fine ork play by the Courtney band. Thrush Peggy Mann shows a lot of promise with her vocal. Jocks oughta listen.
This I Know . . . 67
Singer comes thru with a very warm reading of a pleasing tune. Both sides again show that a small label can turn out a real workmanlike job.

VICTOR MARCHESI
In the Still of the Night . . . 68
M-G-M 30750—Marchesi projects the Cole Porter favorite in grandiose style over a full ork.
Fall in Love . . . 65
More of the same.

LINDA SHANNON
Goodbye Charlie, Goodbye . . . 68
KING 1179 — New thrush for the label kicks off in impressive style. She has a well-controlled voice and sings

Snarl Over Rights

Continued from page 18

an assignment from Lemare's widow for his alleged share of the tune. Hill & Range maintains that the first copyright included just Black and Daniels as writers and that at a later date the song was recopyrighted and Lemare's name was added.

Jean Aberbach has also stated that in a lawsuit some years ago between Villa Moret and Lemare's widow the court decided that Lemare had no interest in the copyright, tho it is believed that there was an agreement that Lemare received some of the royalties. A letter from Mrs. Lemare's attorney also states that she has no statutory interest in the tune, according to Aberbach.

How and when this whole problem will be settled remains to be seen. Meanwhile, there is an Eddy Arnold record of the tune soon to be released by RCA Victor, and Daniels Music is printing copies.

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it straight. Tune is a weeper set to a slow beat.
The Legend of the Well . . . 65
Miss Shannon tackles an interesting but involved bit of material with pleasing results. Deejays should give gal a listen. She could happen some-time.

THE HOLLYWOOD ARIST-O-KATS
Amazon Beauty . . . 67
HOLLYWOOD 406 — A bright novelty receives a cute reading from the group in the happy rag-time style of a couple of decades ago. Ork accompaniment is strong, and this is a pleasant side. With the proper material the group could grab attention.
I'll Be Home Again . . . 65
The Hollywood Arist-O-Kats, new group with a slight Mills Brothers style, do a good job on the melodic ditty, backed warmly by the Red Callender combo.

ANDRE D'ORSAY
Little Fool . . . 65
SPOTLIGHT 801 — D'Orsay lacks the sound which is so necessary these days for disk success. The lush sounding Len Lewy ork handles Lewy's ballad effectively tho.
There's Gotta Be a Reason . . . 60
Material is so-so and the performance equals it.

FRED KENDALL-THE STARLITE TRIO
I'll Be Waiting for You . . . 60
ARCADIA 2545 — Trio beats out a

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bouncy rhythm for an okay vocal by Kendall.

If I Were a Rose in Your Garden . . . 50
More of the same.

Jazz

KING PLEASURE

Red Top . . . 76
PRESTIGE 821—King Pleasure and an unbilled thrush, do a good job with their vocal on this fly little effort, which is partly straight and partly bop singing. Backing furnishes a good beat for the cute tune. Side should pull spins.

Jumpin' With Symphony Sid . . . 72
Deejay Symphony Sid is feted by King Pleasure on this new effort as he tells of Sid's platter spinning. Backing is good, and the group adds a hefty beat.

MILT JACKSON

All the Things You Are . . . 73
PRESTIGE 828—The standard gets a cool, progressive treatment by the Modern Jazz Quartet featuring Milt Jackson on vibes. Supporting Lewis on the other percussion instruments are John Lewis, piano; Percy Heath, bass; Kenny Clark, drums. For jazz fans strictly, and for jocks who dig the genre.

La Ronde . . . 70
Boppish and cool, this, like the flip, is for progressive jazz buyers. This side, which also features Milt Jackson and the Modern Jazz Quartet, gives heavy play to Kenny Clark on drums. Lewis and Heath again are on piano and bass.

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Burlesque Bits

By UNO

Rita Cortes, who recently became the owner of a new Pan American, custom-made, 35-foot, \$6,000 house trailer, now parked in Sarasota, Fla., opened March 1 at the Gayety, Baltimore, after a week at the Casino, Boston. . . . Hudson, Union City, N. J., held its first Inter-City Chorus Strip Tease contest the week of February 22. Winners, according to audience applause at the end of the week, were, in the order named, **Exotic Nana**, from the Casino, Pittsburgh; **Ora May**, from the Hudson, and **Estelle Chyristie** from the Troc, Philadelphia. One of the prizes will be a principal's opportunity on the Hirst circuit. . . . Comic **Low Brown's** return to burly after several years' absence also marked a reunion for him and **Harry Conley** in the same Hirst unit. Both were teamed up 15 years ago in another Hirst cast. . . . **Midgie Miller**, former burly soubrette and of the dance trio, the **Callahan (Emmett and Chuck) Brothers** and **Miller**, is now **Mrs. Kenny**, wife of a Madison Square Garden, New York, usher, living in Manhattan. **Chuck Callahan** is writing TV scripts for **Jackie Gleason and Smith and Dale**. . . . **Rita Ravell's** first week at the Star, Portland, Ore., had her co-featured with **Tempest Storm** and, her second week with **Sexy Rexy**. The Star is being operated by **Candy (Mrs. Walter Hale) Renee** for **Pete DeCenzie**. Stock personnel includes **Johnny (Higgy) King** in his 17th week, after 95 weeks at the President-Follies, San Francisco; **Will Hayes, Jo (Mrs. King) Ann, Bobby Lynn, Taffy St. Clair, Jerry Lave and Dee Dee Layton**. At the piano is **Elma Vovack**. . . . **Tommy (Bozo) Snyder** and **Jack Howard** have teamed to do the old piano-mover bit for TV on film.

Gaby DeLys will be the feature during the week of March 22 at the Hudson Union City, N. J. **Vicki Welles** follows for a return week of April 5, and **Georgia Sothern**, ditto, April 12. . . . **Mary**, wife of comic **Stinky Fields** and known to the stage as **Laura Bruce**, is hospitalized at the Menorah Hospital, Kansas City, Mo., and would like to hear from friends. . . . Current **Peep Show** mag, April-May issue, Vol. 1, No. 12, of which **Eugene Tillinger** is the editor, devotes 17 of its 52 pages to burly, plentifully illustrated, together with **Winnie Garrett's** own pictured article, "The Love Life of a Stripper." Among those featured are **Jessica Rogers** in as many as 16 poses; **Lily Lamont**, a front cover subject; **Mary Mack, Lili St. Cyr and Lyn Paige**. . . . **Ben Victor and Pat King** signed contracts for fair dates starting July 3 and ending September 19, thru **Williams and Lee**. . . . **Gypsy Rose Lee** and her "American Beauties" revue opened at the Town Casino, Buffalo's top nitery, March 2 as featured attraction. . . . **Mae Dix**, former ace burly principal, is chief wardrobe mistress for "Time Out for Ginger," at the Lyceum, Theater, New York. . . . **Ben Hamilton**, who doubles as house singer and

playing character straights at the Hudson, Union City, N. J., enjoys a pet hobby in the shape of a modern tape recording machine thru which he has amassed tapings of scenes and bits done by almost every comic that has worked the Hudson. His collection is vast and valuable. On one recording in particular, he prizes highly, is heard the voice of the late **Scratch Wallace**, supported by **Al Baker's** straights. . . . **Murray Auster**, ork leader in former burly houses in Greater New York, is now partnered with **Al Arkliss**, dealing in vocal coaching and arranging and writing music.

Extra Added

New York

Benny Rubin has a new act and is breaking it in on the West Coast. . . . **Larry Storch** will go into the Versailles ahead of the **George White** show. . . . **Mary Burton** going back into the business. She is said to have spent almost \$16,000 for material and gowns. She will open at the Desert Inn, Las Vegas, Nev. . . . **Paul Winchell** is also set for the Desert Inn during the summer when his show goes off the air.

Bill Burton now handles **Connie Russell and Helen O'Connell**. . . . **Abe Feingold's** theaters, the Capitol, Scranton, and the Penn, Wilkes-Barre, are doing big business with record names on split weeks. . . . **Harry James** goes into the Astor May 25 for four weeks, followed by **Sammy Kaye**, who'll stay there until Labor Day.

A big cafe op was told he'll never get another attraction (from a big office) because he allegedly refused to go thru with a verbal commitment on a singer. . . . **Darvas and Julia** are having music written and arranged for a package show they intend taking on the road after their current Palace date. . . . An a.&r. chief of a major record company is preparing an act he'll head next summer as part of a company promotion.

Caught Again

Continued from page 15

ballads. And on the humorous stuff — for example "Calypso Blues"—he had 'em laughing and applauding.

On show caught, the crowd kept him on stage for 14 numbers—which included everything from "Nature Boy" to "Pretend"—but on other nights they've held him for as many as 18 numbers. On same show, **Joel Grey** is in a return date here, backed up by **Galli-Galli**, the magician, and **The Foursome**.

Herb Rau.

ALADDIN ROOM, ALGIERS HOTEL, MIAMI BEACH, FLA.—Margaret Phelan took over the headline spot here Tuesday (24) and opened to a good house, but business fell off the next night when this show was caught. Apparently the gal's sophisticated specials are just too sophisticated for a Miami Beach hotel crowd. She looked good on stage, however, with her wide-eyed delivery of sly and saucy lyrics. Backed by **Mal Malkin's** pianistics, she ran thru a whole series of specials for an okay, altho not sensational, reception. **Buddy Walker** currently emcees here. **Herb Rau**.

CLUB MOROCCO, CASABLANCA HOTEL, MIAMI BEACH: Jackie Miles, on his second time around in this room this season, came back with a new laugh-provoking routine. It's a "magic" thing in which he uses the disappearing-appearing card gimmick, and it's a fine finish to his sobbing-voiced relaxed gag routine.

Added to the current bill is **Ciro Rimac**, aided and abetted by a trio of dancing-singing assistants. They're fast in the foot-wielding department, offering almost a Cook's Tour of South American terping, and graceful in the hip-swinging business. New, too, is vocalist **George DeVito**, who was hampered on the night caught by a selection of operatic tunes which neither he nor the orchestra could handle in cafe style. **Herb Rau**.

SOFTER RULE

Providence Cops Easier On Niteries

PROVIDENCE, March 7. — A conference between **Cliff Barnes**, American Guild of Variety Artists representative here, and **Chief of Police Martin** and **Amusement Inspector George W. Cowan** has resulted in a softening of the recent police edict calling for submission of complete written scripts from all acts playing night clubs in the city 24 hours in advance of their opening.

Barnes says he explained to the officials the impracticality of the ruling. An emcee for example, might have several routines available and not know in advance which he might use on a particular night. Also, specially written material for which a performer has paid money is considered too valuable to turn into manuscript form for police files, from which the script might find their way into hands of others.

Chief Martin, says **Barnes**, is particularly interested in a general outline of the act routines, and the types of costumes, used. If such descriptions are provided for the inspector, he agreed to go along with **AGVA's** arguments so long as the union and the performers co-operate with the police, **Barnes** said.

Page Blasts

Continued from page 16

nesses who listened in on the call. The Chicago booker threatened legal action for defamation of character unless **Meyer's** statement is withdrawn.

Acts against whom \$1,000 fines were levied, are **Don Rice, Lalo and Massette, Gaynor and Ross, Burns and White, Doris King, Novak and Fay, and Will Mahoney**.

TROA-AGVA War Picture

Continued from page 16

and Southwest, who will contact cafes to bring them into TROA.

At the TROA executive meeting held at the Latin Quarter, it was decided to offer **AGVA** a partial contribution to its welfare fund ranging from \$50 to \$500 a year, the figure dependent on a club's show budget. There was some opposition to this offer. Some board members were against paying anything.

Alternative

TROA will also try to eliminate **AGVA's** demand for cash bonds. It will offer instead to guarantee payment of its members thru a written agreement. Another bone of contention will be the employer-employee relationship.

Many New York State cafes are being dunned today by the Unemployment Tax Division for what is claimed as back payments amounting in some cases to as much as \$50,000. Cafes claim that as performers are hired as independent contractors, no tax deductions were made. **AGVA** maintains its people are not independent contractors but employees, and has won many cases before the Unemployment Tax Department which has upheld **AGVA's** position.

AGVA sources admit that the fate of the entire insurance plan, which is the nucleus of the welfare program, is now in danger. **Irving**, it is said, is ready to poll the national board on whether or not to drop the whole insurance plan. Many **AGVA** sources are bitter at how the whole thing was handled. They point out that when the plan was first put before the national board, the objections to it were disregarded.

Disregard Warnings

Margie Coate, Welfare Department head, had assured the board that cafe men would pay "gladly because it was for actors." Warnings of trouble and the need for preliminary negotiations were disregarded by the board. It or-

Hocus-Pocus

By BILL SACHS

RONALD HAINES, Cincinnati magic dealer and program director for the Society of American Magicians' convention to be held in Cincy May 27-30, announces that the following have already been definitely contracted to appear on the conclave's main show: **Max Terhune**, magician and Western film player; **Al Saal**, Toledo manipulator; **Bobby May**, juggler, and **Tommy Windsor**, pitchman-magician. . . . **Bobo** is currently playing Mississippi schools for Southern Assembly Service, Dallas. . . . **Lusty Bourbon Street**, New Orleans, is treating French Quarter visitors to the magic of **Tucker Key**, at the Sho-Bar, and **Scotty McNeil**, at the Slipper, where **Galatea**, the Statue That Turns to Life, is a permanent feature. . . . **Milbourne Christopher** made another of his regular appearances on the "Garry Moore Show" over CBS-TV March 9. **Mil** has just been given the title of Maitre Magicien by the Association Francaise des Artistes Prestidigitateurs in Paris. . . . **Dick Johnson** has closed his solo magic, vent and puppet show in schools to handle bookings for the Glenn Allen Players thru Eastern Ohio and Western Pennsylvania. . . . **Birch the Magician** has just concluded a tour of Mississippi and, in order to avoid the usual Lenten lull in Louisiana, hopped directly into Texas. **Stowell**, whose "Oriental and Occidental Oddities" was a vaude feature 15 years ago, is piloting the Birch entourage. . . . **Austin A. Davis**, 78 years young and a veteran of the lyceum and lecture platforms, is setting Southern dates for **Arnold Furst**, California trixster. . . . **Marquis the Magician** advises that he has just concluded a tour of the Royal Theater Circuit in Mississippi and is booked for a series of engagements in Puerto Rico. . . . **Pablo** has had a long run at the Wivel Restaurant, New York. . . . The recent annual banquet staged by the Parent Assembly, Society of

American Magicians, panned out a huge success, with **Roy Benson, Hen Fetsch, the Maginis, Orville Meyer, the Chimes Family, and Prince Hara** turning in bang-up performances.

LADY FRANCIS (Frances R. Francis) has several Midwestern TV stations mulling her idea for a kiddies' show which has had the plaudits of a number of top tele producers in the East. If a deal jells, **Fran** plans to quit the road and settle down, working only occasional club dates with her magic to keep her hand in. . . . **Doc Weiss**, escapologist, and his fem assistant, **Terry Lee**, mingled with members of the Montreal Ring, International Brotherhood of Magicians, and other local magi during their recent seven-day, 21-performance engagement at the Mocombo nitery in the Canadian metropolis. . . . **Ormond McGill**, hypnotist of Palo Alto, Calif., graces the front cover of the January-February issue of The Journal of Hypnotism, published by **Dr. Rexford L. North**, Boston. **McGill** is the writer of Encyclopedia of Stage Hypnotism, The Master Method of Hypnotism and The Supernormal Powers of Hypnotism. . . . **Landrus the Magician** writes that he has a full schedule ahead thru the Rio Grande Valley of Texas, dipping over into Mexico for an occasional date. . . . **Cal Emmett**, pro trixster, has settled in Corpus Christi, Tex., where he is assisting **Mrs. Toni Barnes** in the operation of the Co-Op Novelty and Magic Shop. Both keep busy on club and hotel dates in the area. . . . And what's become of that old magic stalwart, **G. Ray Terrell**? . . . **Pat Mollo (Fool Dini)**, Stamford, Conn., magician, has just undergone an operation at Greenwich Hospital, Greenwich, Conn., which will knock him out of three weeks of bookings. . . . **Leslie P. Guest**, president of the Society of American Magicians and well known in Eastern magic circles, is due on the West Coast soon for an appearance on the "You Asked for It" tele show which goes out on a national hook-up from there.



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SPIKE JONES WINS \$\$ ON 1-NIGHTERS

Capacity Business in Chicago Adds To Success String; St. Louis Fair

CHICAGO, March 7. — Spike Jones played to two sellout houses at the Civic Opera House here Friday and Saturday (27-28), continuing what Ralph Wonders, president of Arena Stars, Inc., described as a highly successful trek. Herb Carlin, Chicago, handled the local promotion.

Wonders pointed out that the Jones junket started in January this season instead of October because competition of the election and inauguration was anticipated. Despite the loss of those early weeks, he said, the tour was running ahead of last year.

Among recent stands, Spencer, Ia., was surprisingly strong. St. Louis theater stand was fair and the band made four record sides while there. Joliet, Ill., played on Ash Wednesday (18), was slow altho in the black, according to Wonders.

One-nighters in Illinois, Iowa and Minnesota precede the stand

at Minneapolis, March 14-22, for the home show there. Dates will be played at Great Lakes Naval Training Station, Ill., March 10, and one Army post later.

Just signed by Jones is the Los Angeles Home Show, where he will appear June 4-14, Wonders stated.

The Jones stops include a good proportion of smaller towns. Wonders said the unit could play profitably in auditoriums of from 1,500 or 2,000 seats up. Almost all stands are played in auditoriums, he said, with exceptions generally only in those towns that have no adequate building.

He observed that business usually was stronger in auds or arenas, and that road show scales frequently scare potential patrons away from box offices at theaters which rarely book such attractions, while a road show could do well in the same town by playing an auditorium or arena.

C. Jacobson Bows Booking, Service Firm

NEW YORK, March 7.—Clarence Jacobson, veteran company and road manager, has organized a booking and service bureau for auditoriums, arenas and theaters thruout the United States and Canada. Offices for the newly organized firm are at 156 West 44th Street, New York.

Jacobson said his organization will service about 100 showcases, will help organize touring entertainment units, and will book open dates in scheduled road tours, offering blocks of dates to producers and promoters. He added that his office would serve as headquarters for visiting impresarios and operators.

While Jacobson visited many of the nation's auditoriums as road company manager of "Mister Roberts," he said he discovered there was a great demand for more entertainment than was available outside New York. He also discovered that most managers could utilize a central headquarters to assist them in planning their seasons with all forms of entertainment.

The new agency will attempt to provide theatrical attractions, musicals, variety shows, operas, concerts, travelogs, lectures and spectacles by working with all established agencies, concert bureaus and producers of road packages. It will also try to unravel booking tangles and answer questions for out-of-town operators who are unable to come to New York.

SOUTH, 'PACIFIC' MAKE RICH COMBO

Musical Scores in Richmond, Miami; Long Detroit Stand to Open in May

RICHMOND, Va., March 7. — "South Pacific" opened a week's run at the Mosque here with advance sales of more than \$100,000, including tax, despite the fact that no matinee was scheduled for the final day, Saturday (7).

The Mosque was unavailable for that afternoon, so matinees were scheduled for Wednesday and Thursday (4-5) instead, according to Al Butler, agent for the musical. "Annie Get Your Gun" grossed \$62,000 for a week in the same building, Butler recalled.

The auspicious Richmond run opened on the heels of "Pacific's" two-week engagement at Dade County Auditorium, Miami, where it tabbed a reported \$113,000 net gross. The show also established records for one-week runs at auds in Daytona Beach and Fort Lauderdale, Fla. "Pacific's" top score for a week was \$100,063 at Seattle, Butler reported.

Recent stands in Atlanta's Tower Theater and in Birmingham won more capacity business for "Pacific." At Atlanta the show played for two weeks, altho most New York productions in the past have stayed for one.

Coming up for "South Pacific" is an extended summer run in Detroit. It will open May 18 for a minimum of 12 weeks. Dates for subsequent stands in Toronto,

Buffalo, Rochester, Syracuse, Albany, Providence, Montreal, and additional New England cities will depend upon the length of the Detroit run, Butler stated.

The show moves on three baggage cars and up to four Pullmans, making a seven-car train. Butler said there was no foundation to a report that the show would be trimmed and booked for split weeks in the South.

World Motor Show Counts 100,000 Gate

NEW YORK, March 7.—Fred Pittera, managing director of the first annual World Motor Sports Shows, termed the nine-day event highly successful. More than 100,000 persons visited the show in Madison Square Garden, February 21-March 1, Pittera claimed. Dates for the 1954 event, which will also be staged in the Garden, have been set for February 20-28.

The one-floor display drew good crowds on week-ends and on Washington's Birthday. Attendance on week-days was slim, however, with concessionaires reporting sparse business. The nut was reported at \$79,000.

The show ran in direct competition with the perennial and popular Sportsmen's Show in Grand Central Palace. The latter reported a gate dip of 7 per cent, but regarded this as negligible in view of the banner crowds drawn last year.

Pittera, who held a similar management post last year in staging the first annual International Sports Shows, broke away from the sponsor, Herb Shriner, to set up the rival event and to pre-date the comic's show, which will open a nine-day run at Grand Central Palace April 4.

IAAM Sets Session To Plan Convention

CHICAGO, March 7.—Planning committee of the International Association of Auditorium Managers will meet in Chicago April 10-11, it was announced this week by Clarence B. Hoff, president of IAAM and manager of the Kansas City Municipal Auditorium.

The committee, he said, would lay out plans for the association's annual convention in Chicago, July 5-8, with headquarters at the Congress Hotel. Hoff said both business and entertainment programs would be outlined at the April meeting.

Scheduled to attend the con-

ference were Hoff; C. W. Van Lopik, manager of the Detroit Masonic Temple Auditorium and past president of IAAM, and Charles McElravy, of Memphis, secretary of IAAM, all members of the planning committee. Merton E. Thayer, manager of the International Amphitheater, Chicago, also will attend and will be host to the committee.

Hoff said that the Chicago convention undoubtedly would be the best attended by an IAAM convention. He said more members already have promised to attend than have attended any previous session.

NEWS NUGGETS

Sports, Home, Auto Expo Field Thrives

DALLAS, March 7.—Spring schedule of expos produced by National Home Shows, Inc., of Dallas, is underway, with the Canton, O., show ending its five-day run Saturday (7). Upcoming are El Paso, Tex., March 25-29; Youngstown, O., April 7-14; Jacksonville, Fla., April 22-27; Nashville, April 28-May 3; Dallas, May 2-10; Montgomery, Ala., May 5-10; San Antonio, May 10-17; Charleston, S. C., May 19-24; and Waco, Tex., May 19-24.

Dramatic & Musical Routes

Affairs of State: (Lyceum) Minneapolis. Ballet Theater: Berkeley, Calif., 10; Richmond 11; Sacramento 12; Salt Lake City 14; Colorado Springs, Colo., 16; Wichita, Kan., 17; Topeka 18; Lawrence 19; Kansas City 20; St. Louis 21-22. Philadelphia. Book and Candle: (Locust Street) Philadelphia. Call Me Madam: (Shubert) Chicago. Camino Real: (Forrest) Philadelphia. Constant Wife, With Katharine Cornell: (Rus Aud.) San Diego, Calif., 10; (Concert Hall) Long Beach 11; (Aud.) Pasadena 12; (Aud.) Stockton 14. Country Girl: (Royal Alexandra) Toronto. Deep Blue Sea: (Ford's) Baltimore. Dial 'M' For Murder: (Harris) Chicago. Farfel Follies: (Selwyn) Chicago. Fourposter: (Shubert) Boston. Gigi: (Billmore) Los Angeles 12-14. Good Night Ladies: (Hanna) Cleveland. Greco, Jose: (Cass) Detroit. Guys and Dolls: (American) St. Louis. Horses in Midstream: (Court Square) Springfield, Mass., 13-14. I Am a Camera: (Shubert) Washington. I Found April: (Her Majesty's) Montreal. Maid of the Ozarks: (Parsons) Hartford, Conn. Male Animal: (Nixon) Pittsburgh. Mrs. McThing: With Helen Hayes: (National) Washington. Oklahoma: (Aud.) Asheville, N. C., 10; (Carolina) Durham 11; (State) Raleigh 12; (Roanoke) Roanoke, Va., 13-14. Point of No Return: (Davidson) Milwaukee. Shrike, The: (Erlanger) Chicago. Skinner, Cornelia Otis: (Blackstone) Chicago. South Pacific: (Playhouse) Wilmington, Del. Stalag 17: (Colonial) Boston. Top Banana: (Shubert) Detroit. White Cargo: (Erlanger) Buffalo 10-11; (Aud.) Rochester 12-14.

Skating Shows

Ice Cycles of 1953: Sudbury, Ont., 11-14; St. John's, N. B. 17-21. Ice Follies: Buffalo, 10-17; Syracuse 18-24.

Miscellaneous

Batley, Bill, All-Star Minstrels: San Marcos, Tex., 10; Temple 11; San Antonio 12; Houston 13-15; Lufkin 16; Texarkana, Ark., 17; Paris, Tex., 18; Greenville 19; Tyler 20; Fort Worth 21-22;

SPORTS SHOW, ECKSTINE ON ATLANTA AUD BOOK...

ATLANTA—This month's show schedule at Atlanta Municipal Auditorium got started with Dorothy Kirsten appearing with the Atlanta Symphony Monday (2) and the Harlem Globetrotters playing on Wednesday (4). Billy Eckstine Show is booked for Monday (9). March 13-21 is booked for the Sports Show. Fred Waring's orchestra comes in for March 26.

MOTOR SPORTS SHOW TO FEATURE RACER...

ALLENTOWN, Pa. — Capt. Sherman F. Crise is director of the Pennsylvania Motor Sports Show, scheduled for Dorney Park Auditorium here March 28-April 5. Line-up of sports car features will include Sir Malcolm Campbell's racer, "Bluebird."

Toledo Exposition, Second in Month, Is Under Way

TOLEDO, March 7.—The 17th annual Toledo Sports, Home, Food and Auto Show opens here Saturday (7) for an eight-day run at the Civic Auditorium. Entertainment will include an appearance on Tuesday (10) of the Ohio sesquicentennial queen.

This is the second show of its type in the aud within a month. The nine-day Home & Travel Show in February attracted a record 81,244, with a one-day high of 17,293. Milt Tarloff was show director.

San Antonio Aud Organ Overhaul

SAN ANTONIO, March 7.—Dude Skiles, manager of Municipal Auditorium here, has announced that a two-and-a-half-month job on the organ at the auditorium is nearing completion. The instrument has undergone a \$5,700 overhaul.

The organ is considered to be the largest in the State and is a duplicate of the one in Albert Concert Hall of London.

DOUBLE-PLUS

2 Chicago Amphitheater Expo Turnouts Up 110%

CHICAGO, March 7.—Surprisingly large attendance marked two major exhibitions at the International Amphitheater, Manager Merton E. Thayer said this week. Both the boat annual, February 6-15, and the Sports & Outdoor Show, February 21-March 1, more than doubled their 1952

attendance, scoring 110 per cent increases, he said.

There was no pat explanation for the big increases, Thayer stated, altho one theory was that the public may be looking for places to go after long sessions with TV.

The sports expo had raised its space rates 50 cents a foot and sold 30 per cent more space, Thayer stated. It also boosted admission. The upcoming auto show, March 14-22, is getting more investment from the auto companies this year, he said, with some of the additional money going into displays of sport model cars.

Attendance for the sports show, produced by Frank Hogan, was registered while Chicago newspapers bannered news of a tangle between the show and district policemen. Amphitheater and show didn't relish the publicity, but it did no harm attendance-wise.

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Roadshow Rep

PLUNKETT'S STAGESHOW, which wintered in La Grange, Tex., opened its season there with a three-day stand, then headed for Aransas Pass, Tex., for a three-day engagement beginning March 12. Handling the advance and billing are **Mr. and Mrs. Jack Reflogal** and son, **Bobbie**. Talent line-up includes **Kennedy Swain**, Captain Plunkett's Seals, **Helen Price**, **Plunkett Peaches**, six-gal line, **Leon Pinter** and **Marie**, **Snooks**, **Corky** and **Gloria Plunkett**. Tent's capacity is reported to be 1,000 and shows being used are the "Girl Next Door," "Long Lost Perkins" and "Brother Against Brother." Ducats are priced at 50 cents for adults and 25 cents for children.

E. M. DORSEY, stroller showman, left Denver recently for Northern Colorado, where he will open his spring and summer tour. . . . **George L. Hinckley** asks from Cedar Rapids, Ia., why the summer shows don't let travelers know who and what will travel this season. "I've just read about the Bisbee Show opening, but would like to see more about others and especially about tent minstrel shows," Hinckley scribes. "I've been working Iowa spots with a subscription proposition which I tie up with a lecture." . . . In answer to **William Piper's** query concerning activities at Arnold's Park, Ia., which appeared in a recent column, **Jimmie Wilson** reports that the last rep show to play there was "Ten Nights in a Barroom," with **Ed and Hazel**

Lucas and their daughter, **Babbette**. Writing from Waterloo, Ia., **Wilson** says that "Ed Lucas died in 1942 or 1943 and I think that Hazel and Babbette returned to Chicago. The Famous Players, operated by **Vincent Dennis**, played Spirit Lake, Spencer, Ia., until last year. Now Mr. and Mrs. Dennis make their home in Clearwater, Fla. Arnold's Park does have a summer stock group from Grinnel College, however, which does about six Broadway shows a year. They sometimes use semi-name guest stars and have been enjoying good crowds."

L. D. (LON) CASE, who winds up his winter novelty and museum indoor activities soon, is in Port Gibson, Miss., preparing his outdoor platform show to play celebration and other dates. Case has in mind a one-man street show. . . . "The news (Continued on page 54)

Peak January For Dexheimer

SPRINGFIELD, Ill., March 7.—Attendance at Moonlight Gardens Roller Rink, according to operators **Roy Dexheimer Sr.**, is extremely gratifying, with the books showing the biggest January turnout of skaters in the rink's 14-year history.

Most likely key factor in the healthy business outlook is the manner in which thru the years Dexheimer has cultivated the bookings of local religious, educational and social groups. "We now cater to 95 per cent of the churches and schools here. They like to cooperate with us because they know we furnish the kids with clean, wholesome recreation at a reasonable cost," said Dexheimer.

Also on the plus side, business-wise, are the popular skating classes for beginner, intermediate and advanced skaters being conducted by the rink's youthful pro, **Roy Dexheimer Jr.**, and his wife. **Young Dexheimer** began teaching patrons when he was 14 years old.

Federal Gate Tax at Rinks On Way Out?

SOMERTON, Pa., March 7.—About 250 mid-Atlantic operators of roller rinks, pools and beaches gathered at Somerton Springs Swimming Club here Monday (23), the first annual convention and trade show of the Participating Sports Association of America.

Vernon D. Platt, president of the organization and operator of the club, welcomed members and guests on behalf of the organization, whose purpose is to fight the "inequity of tax treatment" and to improve "private enterprise in recreation." Among speakers were **C. W. Dingle**, of the Du Pont Company, who spoke on the value of color in pool and rink decoration. The rink business was re-capital stock at \$5,000. **Ralph E. Playland**, York, Pa., and **Arthur Litzberger**, Crystal Palace Rink, Philadelphia.

The 20 per cent admissions tax drew fire from **Platt**, who blasted the law which exempts federal and municipal recreation facilities from payment of the tax. Privately owned rinks and pools are subject to the tax.

Platt later reported receipt of a wire from **Rep. Karl C. King**, Pennsylvania, announcing that he had introduced a bill to amend the Internal Revenue Code. King's bill, as yet unnumbered, would free from tax "any admissions to swimming pools, bathing beaches, skating rinks or other places providing facilities for physical exercise."

CURVECREST RINK-COTE
The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Michigan
We invite you to bring your skates to Curvecrest and see for yourself.

Race Agitation Flares Up Vs. Philly Rinks

PHILADELPHIA, March 7.—Following announcement last week that the Mayor's Commission on Human Relations had been asked to take action against operators of six Philadelphia rinks accused of discriminating against Negroes, one rink dropped its barrier by mailing a membership application to a member of a Negro skating club. However, none of the other rinks had indicated that it would lift the barrier.

The rink that acted was the Concord Roller Skating Club. In a letter to **Warren Smith**, business manager of El Greco Skating Club, Negro organization, **Henry Egger**, Concord Club secretary, stated that **Smith's** application for membership in the Concord Club had been favorably received by the Concord board of directors.

Smith received notification of the action by special delivery mail, two days after announcement that the Human Relations Commission had been requested to act against rinks practicing discrimination.

The request to the Commission was made by the American Civil Liberties Union in a letter signed by **Spencer Cox**, the organization's executive director. **Cox** stated the plaintiffs had agreed to postpone legal action against operators until the Commission has had an opportunity to attempt an amicable settlement.

Smith said the rinks which had barred Negroes were the **Carmen**, **Playmore**, **Circus Gardens**, **Crystal Palace**, **Alhambra** and the **Concord** Club. **Smith** also said that the only place Negroes could use was the **Met Rink**, owned by **Jimmy Toppi**. **Toppi** also owns the **Alhambra**.

Smith said that whenever one Negro or a group of Negroes went to any of the rinks to skate, the management would tell the lone Negro or group that only club members could use the rink. The only way a person could become a member of the club would be to file an application and have that application acted upon favorably by the club's directors. **Smith** added that prior to last week, no Negro had ever received an application for membership in any of the local clubs.

PRICE HILL CLICK

Queen Competition Tied to Party Dates Pulls Inquiries

CINCINNATI, March 7.—A marked increase in the number of inquiries concerning possible party bookings has been noted by **C. V. (Cap) Sefferino**, manager of Price Hill Roller Rink here, since announcement by **Lou Meyer**, operator of the rink, of a local skate queen contest which kicked off Friday (6).

Designed to stimulate party business and bolster the flag end of the skating season, which normally shows a drop-off, the contest is set up so as to exert a strong pull at the box office. Officials are using a weighted system designed to build party bookings and hypo patronage on Tuesday, Wednesday and Thursday nights, poorest of the week at the gate.

Each time a patron purchases an admission ticket, he will be permitted to cast a vote for the entry of his choice. Each time a patron attends on one of the "slow" nights, he will be permitted two votes for the candidate of his choice. Girls who are instrumental in obtaining a party booking for the rink will receive bonus votes, and each member attending that particular party will be permitted to vote for the girl who solicited the party. In the event that a party is held on one of the slow nights, the votes will carry double value.

At the latest count, contest en-

tries numbered 41, and **Sefferino** has been successful in getting good publicity breaks. These have included two local TV shots and pictures in the Cincinnati Post and two neighborhood weeklies. The weeklies cover Price Hill and Westwood-Cheviot, the suburbs from which the bulk of the rink's trade comes. In addition, **Sefferino** made a tie-up with the local Coca-Cola bottling company to carry three-color three-sheets on the back of the firm's 20 delivery trucks for a two-week period. The Post has promised **Sefferino** that it will carry another photo ballyhooing the contest between now and the May 15 close of the competition. Rink officials claim that most of the patrons are showing a lot of interest in the contest, and they believe such events can be successful and a valuable business stimulant as long as something worthwhile is offered as a prize.

In this case, it is a one-week, all-expense trip to Florida for the winner and a companion of her choice, who will be flown to Miami Beach and back to Cincinnati via Delta Airlines. The winner will have a choice of staying at one of seven seaside hotels. The trip will include two sight-seeing tours (one by bus and one by private automobile) and a pleasure boat excursion. Over-all cost of the promotion is estimated at \$500.

Drivin' Around The Drive-Ins

THE Surf Drive-In Theater has been opened at Corpus Christi, Tex. . . . **Traill and Fredericksburg Road Drive-In** theaters, San Antonio, have been equipped with new Electroaire machines and all **Claude Ezell & Associates** drive-in theaters thruout the State have been so equipped. . . . **South Carolina's** secretary of state has issued a certificate of incorporation to **Alice Drive-In Theater, Inc.**, Eau Claire, which listed authorized resented by **David Sternberg**, **Cooper** is president.

16mm. SOUND FEATURE PROGRAMS \$1.00 A DAY

beginning with the fourth consecutive day's use. The rental for the first 1-2-3 days is \$4.95 and \$7.95. Some 300 different programs are available—many new releases this year—all including short subjects to make a program of 80 to 90 minutes. EVERY TIME YOU BOOK FROM EASTIN PICTURES YOU'LL SAVE MONEY. WRITE FOR OUR 1953 ROADSHOW CATALOG—JUST OFF THE PRESS!

EASTIN PICTURES

100 Eastin Pictures Bldg., 830A Cherry St. Davenport, Iowa Chattanooga, Tenn.

WANTED

For Medicine Show, People in all lines, white and colored. I am opening two shows in Central Texas March 23. State all in first letter, mention if white or colored, what you can do.

RAY W. SMITH

713 Flynn Alva, Okla.

\$19.50 PUTS YOU IN SHOW BUSINESS

We supply you complete 16MM Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY Write.

Southern Visual Film

48 Monroe (Dept. 88), Memphis, Tenn.

WANTED

Medicine Performers, colored, for fall Medicine Show. Need one more good team. No drinks wanted. Write, telling all you can and will do, salary expected. Write

M. E. SPARKS

Box 37, Zebulon, N. C.

WANTED—PEOPLE FOR TENT SEASON TILTON COMEDIANS

Young People for parts. Must double specialties. Trumpet and Sax Orch. Can use two Canvasmen. Show works year round. Write, don't wire.

M. R. TILTON

Somonauk, Illinois

WE BUY AND SELL all kinds of secondhand Roller Skates
MADAME RENEE'S
BONNY SKATING TIGHTS, \$11.00 doz.
SPECIAL LADIES' CLOSED-TOE SHOES WITH WOOD WHEELS, \$10.50 a pair While they last!
All merchandise guaranteed. Write for complete price list. 1/3 down, balance C.O.D.
JACK ADAMS & SON, INC.
1471 Boston Rd. Bronx 60, N. Y. DAYTON 9-3403

FOR SALE New and used Portable Rinks. Everything needed to open new rinks, built any size wanted. Have been building and using our own rinks for 16 years. Can make delivery on new rink in April. Have two used, at bargain. Want two experienced Portable Rink Men. Must be able to take charge and operate. Will open as soon as weather permits.
MYERS BROS. RINK
Box 2145, Oak Ridge, Tenn. Phone 57517 Harlan, Ky., Phone 749

FOR SALE COMPLETE PORTABLE SKATING RINK 40'x90', with skates, sound system and cooler; in good condition, used 2 years. Selling because now have permanent rink. Bargain \$4,000.00. Contact
SKATELAND
Kingsport, Tenn.
Contact by telephone from 7:00 p.m. to 10:30 p.m.: 29127.

FOR SALE 800 PAIR USED RINK SKATES Completely rebuilt like new. All sizes. \$2.25 per pair. F.O.B. L. A.
S. SCHAEFFER
1452 North Bronson, Hollywood 28, Calif. Phone: HO 9-5220

NOW... The new Orange Label skating records or tapes! Write for free, complete catalogue.
Orange Recording Co.
1253 Lewis Drive, Winter Park, Florida

The DE LUXE Custom Made Full Type Bearings Jumbo Wheels Single Rubbers Solid 10° Trucks Ball and Socket Action Jump Bars Polished and Buffed Aluminum Plates One of three NEW MODELS to be sold EXCLUSIVELY by Rink OPERATORS
4427 W. LAKE ST. "CHICAGO" CHICAGO 24, ILL. TRADE MARK REG. U.S. PAT. OFF.

'SWING-HI' Skating Skirts at swing-low prices The most popular sellers at rinks everywhere — Beautifully fashioned Skating Skirts (and Tights) for every taste — in Velvets, Corduroys, Luana failles and Plaid Reversibles. All colors — waist sizes 22 to 30. Rinks—write for prices and special promotions. IMMEDIATE DELIVERIES ON Skate Cases • Wheels • Laces Pom-Poms • Parts • Waltz Lights All at factory prices
JOHNNY JONES JR. Representatives for CHICAGO Roller Skate Co. 51 CHATHAM ST. • PITTSBURGH 19, PA.

"Fit-Factor" REMOVED! EQUIP NOW WITH KINGSTON... and Eliminate Odd Size Rental Stock ADJUSTABLE (Pos-Tiv-Lok) CLAMP TYPE RINK ROLLER SKATES
WRITE FOR COMPLETE INFORMATION
KINGSTON PRODUCTS CORP., Hdq. Div., B-3, Kokomo, Ind.

The Final Curtain

NEWS CAPSULES

WWJ-NABET Contract Untangles Disputes

Continued from page 6

strip, "Journey Thru Life," which goes into the 1-1:30 p.m. slot on March 23. Participations in this program have already been sold out on three days a week. Only two participations are available on other days.

CBS-TV EYEING NEW 'BAYOU' PUPPETS . . .

NEW YORK — The Columbia Broadcasting System's TV programming department will take a look soon at a kind of a new puppet show for which it has high hopes. The program, "Bayou Billie," has been co-operatively produced by four former top puppeteers on "Howdy Doody."

EXECES TO DISCUSS RATE CUTTING . . .

NEW YORK—Rate cutting will be the subject of the next workshop meeting of the Radio and Television Executives Society. Scheduled to participate in the panel next Thursday evening (12) are Tom Flanagan, Station Representatives Association; Mary McKenna, Benton & Bowles; Robert Reuchle, WHUM-TV, Reading, Pa., and Reggie Schuebel, Wyatt & Schuebel. The meeting will begin 7:30 p.m. in National Broadcasting Company Studio 6B.

ABC CUTS KINE OF "DOWN YOU GO" . . .

CHICAGO.—The American Broadcasting Company here cut a kine this week of Bergen Evans, Northwestern University prof and emcee of "Down You Go," for a 15-minute weekly show which would have Evans in talks and interviews.

FORREST DAVIS JOINS WLW-WLW-T, CINCY . . .

CINCINNATI.—Forrest Davis, veteran newspaper and former editor of The Freeman, has joined WLW and WLW-T as an observer and newscaster to augment the staff which already includes observers in Korea, Frankfurt and Washington.

'CONTINENTAL' ON WMGM DAY STRIP . . .

NEW YORK — WMGM here this week signed Renzo ("The Continental") Cesana to a four-year contract, calling for an 11 a.m. to noon strip show beginning next week. It's a guarantee-plus-percentage deal that could gross Cesana \$500,000 over the four years.

AFTRA CALLS WALK ON WJBK, WJBK-TV . . .

DETROIT — Local unit of the American Federation of Television and Radio Artists has again called a walkout on WJBK and WJBK-TV here. In the main, the controversy centers around the issue of freelance talent, with the union insisting that the contract should cover them. The union ban will affect appearance via transcription and film, as well as in person. A strike was originally called for December 5, but canceled to allow continuance of negotiations.

STATIONS FLOCK TO MIDWEST SEMINAR . . .

EVANSTON, Ill. — Execs from 16 stations have already registered for the First National TV News Seminar to be held here for five days beginning April 28. The meeting, featuring 20 lectures-discussion sessions and demonstrations, will be jointly sponsored by the Radio and Television News Directors Association and Northwestern University's Medill School of Journalism.

FURNITURE FIRM ON GRAY TV LIST . . .

NEW YORK—Modernage Furniture has signed to co-sponsor the TV Barry Gray show on WABD here. Deal was made thru The Getschal Company, which also handles the show's other sponsor, Sealy Mattress.

CANADA ABOLISHES SET LICENSE FEE . . .

TORONTO — Under the latest budget of the Government of Canada, radio license fees of \$2.50 have been abolished, and no license fees have been set for television. The publicly owned Canadian Broadcasting Corporation is to get its revenue from fees collected from the existing 15 per

cent tax on radios, television sets, and tubes in place of the license fees. Duty-free entry to Canada of TV sets bought by visitors to the U. S. has been stopped.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

William (Bud) Materne has been appointed national sales manager for ABC's owned radio and TV stations. . . . George Guerst has been named NBC-TV spot sales rep in San Francisco. . . . Everett Holles is now director of Mutual's Washington bureau, succeeding Hollis Seavey. . . . Andrew McLellan has been named TV consultant to the Canadian Association of Broadcasters. . . . Sam Henry Jr. has joined ABC as TV account exec. . . . Don Mersereau has resigned as general manager and veepee of Radio Daily. . . . William Arnold has joined WABC-TV, New York, as account exec. . . . Forrest Davis, former editor of The Freeman, has joined WLW, Cincinnati, as a newscaster. . . . William Stubblefield, station relations director of the National Association of Radio and TV Broadcasters, has resigned to join Blackburn-Hamilton, media brokers. . . . Paul Scheiner, sales manager of KGO, San Francisco, has been upped to station manager. . . . R. W. Wassenberg, formerly of KROW, Oakland, Calif., has replaced Sandy Spillman as program manager of KPIX-TV, San Francisco. . . . Sam Goldwyn, Jr., has joined CBS-TV as public affairs producer.

William T. Stubblefield has resigned as director of the station relations department of the National Association of Radio and Television Broadcasters to join the firm of Blackburn-Hamilton Company, Inc., TV-radio and newspaper brokers. . . . Everett Holles, Mutual Broadcasting System's Washington commentator, was named director of the web's Washington operations last week, succeeding Hollis Seavey. Holles, who was the "voice" of combined network radio on President Dwight D. Eisenhower's historic visit to the Korean war front, will continue as moderator on the MBS "Reporters' Round-Up" show. . . . Charles D. Bishop has been appointed Washington production manager of WMAL-Radio and Television, local outlet of the newly merged American Broadcasting Company - United Paramount Theatres. . . . Billy Repaid returned to the air Monday (9) with a daily quarter-hour newscast over WMAL. . . . George A. Bernstein, former assistant to the general manager of the Peoples Broadcasting Corporation, has been appointed manager of PBC's Station WOL, Washington. He succeeds Ben E. Wilbur.

Picture Business

Continued from page 2

theatrical motion pictures since a personality becomes identified with a certain sponsor and thereby automatically limits his availability for future sponsorship. A star hitched to a cigarette sponsor during one season must by necessity eliminate all other smoke manufacturers for the forthcoming season as prospective sponsors. An actor's potential box office was in no way restricted by the type of role he played in a previous picture or by the theaters that exhibited his films. Since this problem, peculiar to TV, enters the actor's consideration, producers have now agreed that this must be a factor in the player's demands. The problem becomes far more aggravated when the actor openly pitches the sponsor's commercial, thereby linking the personality even closer to the advertiser's product.

It is definitely a credit to both management and labor in the TV film industry that the problems are being worked on a sensible basis of give and take, indicating that the new industry has learned by the errors of the old that flare-ups and unrest take their toll from both sides of an industry. There have been a few strikes—very few by comparison to other industries—and these were settled around the conference table rather than in the picket line.

ALLEN—Leo.
veteran midway concessionaire, March 1 in Rolla, Mo. Burial in Sheboygan, Wis.

BECHERT—Paul.
64, concert manager for 25 years, March 2 in New York. Personally responsible for the careers in the U. S. of Nathan Milstein and Alexander Brailowsky, he has also represented Eugene Ormandy, Fritz Steinberg and Ania Dorfman. For 15 years he worked in co-operation with the National Concert and Artists Corporation. Bechert had also been associated with Schirmer Music. His sister survives.

CURTIS—Sherman L. (Red),
48, for many years an orchestra and band leader, recently at a Lansing, Mich., hospital following an emergency operation. He was a member of Local 303, American Federation of Musicians. Survived by his widow, a daughter, two sons, his mother and five grandchildren. Burial in Chapel Hill Cemetery, Lansing, February 28.

DANDY—
65, popular French music hall comedian, February 15 in Paris. The pint-sized Dandy started his career as a clown but soon switched to the music hall field in Paris, where he became a featured comic. After playing at the Moulin Rouge, Casino De Paris, Bobino and Gaite, he became a fixture at the Folies Bergere, where he remained for 15 years and where he continued his career until a few weeks ago when he collapsed after finishing his performance.

FOOTE—Richard J.,
70, veteran of 50 years in show business, February 15 at his home in Connelville, Pa., of cancer. Foote had appeared in vaudeville and dramatic stock. Later he directed and wrote historical pageants. Survived by his widow, son, four daughters and a sister.

FOREMAN—Mrs. Cella,
68, widow of Albert Foreman, for many years a Cincinnati theater concessionaire. March 5 in the Avon Rest Home, Cincinnati. Survived by a daughter, three sons, five brothers and a sister.

GALLAGHER—Maybell,
46, actress and widow of Leonard L. Gallagher, former general manager with Lee and J. J. Shubert, March 3 in New York. A graduate of Carnegie Tech and the Chicago School of Fine Arts, she appeared on Broadway in "The Merry Widow," "Exceeding Small" and many other light comedies. Her mother, a daughter and two sons survive.

HARPER—Henry H.,
81, actor and playwright, March 4 in Finchburg, N. C. He was secretary of the Bibliophile Society in Boston for 40 years.

In Loving Memory
of our dear Son and Brother
Geo. W. Hartley Jr.
Who passed away March 13, 1946
Sadly missed by
MOTHER, FATHER & SISTER IRENE

HERBST—Arthur,
82, former car boss under Charlie Bowles on the Hagenbeck-Wallace Circus and general agent for Sliding Billy Watson's Beef Trust, March 1 at his home in Canton, O. He was well known in Canton's musical and theatrical life, having organized the old Thayer Military band. Early in his career he became advance man for some of the leading circuses and later was in advance of many stage shows. He was one of the organizers and financial backers of the original New York Giants pro football team. Survived by his widow, a brother and two sisters. Services March 4 and burial in Forest Hill Cemetery, Canton.

Births

A son, Clark Richard, to Mr. and Mrs. Harold Edelstein February 23 in San Francisco. Father is bass player with the KCBS orchestra.

FULGHUM—
A daughter, Laura Jeanne, to Mr. and Mrs. Johnny Fulghum, Richmond, Va., February 24. Father is on the advance of Diano Bros.' Circus.

HENDRICKS—
A son, Michael Anthony, February 26 in Evansville, Ind., to Mr. and Mrs. Eddie Hendricks.

KING—
A daughter, Linda Sue, to Mr. and Mrs. Floyd King at Macon, Ga., March 4. King is co-owner of the King Bros.-Cristiani Circus, and Mrs. King is a former performer.

POTOCNEY—
A daughter, February 21 in Pembroke, Ky., to Bernard and Mary Potocney. Mother is the daughter of the late Frank Owens.

REITHOFFER—
A son, Julius Edward, February 21 to Julius and Joan Reithoffer in Hughesville, Pa. Parents were formerly connected with the Reithoffer Shows and now operated a gas station in Hughesville.

SCOTT—
A son, Eugene Jr., to Mr. and Mrs. Eugene (Arky) Scott at Sarasota, Fla., January 31. Father is superintendent of elephants on Ringling-Barnum circus, and the mother is a performer with the show.

SHORT—
A daughter to Mr. and Mrs. Tom Short at Tampa, recently. Parents are with the Ringling-Barnum circus.

WYLIE—
A son, John Myron, to Mr. and Mrs. Wilder Wylie March 1 in St. John's Hospital, Santa Monica, Calif. Father is a Young & Rubicam commercial writer, Hollywood.

HOGUE—William S.,
54, advertising salesman for KPLT, Paris, Tex. He had been with the station since 1951. His widow, his mother, a daughter and three sisters and brothers survive.

HORVATH—Joseph,
51, member of the American Federation of Musicians, February 26 in Milwaukee. He had been member of the union there for 22 years, and was a staff member of the WTMJ studio orchestra since 1934. His widow, three daughters, a son, his parents, two sisters and three brothers survive. Burial in Holy Cross Cemetery, Milwaukee.

JOHNSON—William
86, old-time circus performer, March 2 in the Home for the Aged, Shreveport, La.

JOHNSON—William,
86, retired circus aerialist, in Shreveport, La., March 2 after a long illness. He and his wife, the late Agnes DeEspe, were with the Mighty Haag Circus and other shows. They also played fairs. Burial in Shreveport.

KASTEN—Sam,
87, one of the oldest Yiddish actors in the U. S., March 4 in New York. Often called "the Jewish George M. Cohan," he had appeared in Yiddish musicals and other stage productions for more than 50 years. His last stage appearance was three years ago. A son, Lewis, survives.

KUHN—David,
83, Detroit musician, in the Motor City March 3. He was the first trombone player with the Detroit Symphony Orchestra when it was organized and was the oldest member of the Detroit Federation of Musicians at the time of his death. His son Theodore, also a member of the Detroit local, survives. Interment in Mount Olivet Cemetery, Detroit.

LEARMONT—Ed C.,
73, owner of a chimp and elephant act, March 2 in Los Angeles. Originally operator of parking lots in Los Angeles, he organized the act about 18 years ago. He joined the Pacific Coast Showmen's Association in 1947. Services in Inglewood, Calif., March 4.

MANKIEWICZ—Herman J.,
56, prominent motion picture producer who won the Academy Award in 1941. March 5 in Hollywood. He had formerly been the assistant drama editor and critic for the New York Times and later for the New Yorker, before taking an interest in the film business. Beginning with "The Road to Mandalay," starring the late Lon Chaney, his career as a producer included such hits as "Citizen Kane" and "The Pride of St. Louis." Also a playwright, he wrote "The Good Fellow" with George S. Kaufman in 1926, "The Wild Man of Borneo" with Marc Connelly in 1927, "The Meal Ticket" in 1937 and "The Number" in 1951. Mankiewicz was also a contributor to many national magazines. His widow, two sons, a daughter and a sister survive.

MCDONALD—Arehie
68, a director of the Connaught Agricultural Society, Tisdale, Sask., since 1920, recently. Survived by his widow, two sons, and a daughter. Burial was at Tisdale.

MILLER—William McKinley,
56, for the past nine years secretary of Tioga County Fair Association, Owego, N. Y., and chairman of the Republican Committee of Tioga County, March 3 in Ideal Hospital, Endicott, N. Y., of cerebral thrombosis. He was prominent in local business and civic affairs and a member of the I.O.O.F., Elks, Kiwanis Club, New York State Automobile Association, Tioga County Sportsmen's Association, the War Dads and Dads of Foreign Veterans. Survived by his widow, a son and a daughter. Services March 7 and burial in Tioga Cemetery.

MONJAR—Charles E.,
83, concessionaire who was with the Lee Becht rides the past season, March 1 at his home in Cincinnati. Survived by his widow, Ida, and two daughters, Mrs. Thirza Smith and Mrs. Thelma Edelman. Services March 4.

MORTELLARO—Mrs. Cora L. Bragdon,
37, who in the past had traveled with her husband, James J. Mortellaro, concessionaire in recent years with the Dumont, Lee's United, Wade, World of Mirth and Royal American shows, February 27 in Jackson Hospital, Marianna, Fla., after a long illness. In addition to her husband, she is survived by two sons, James E. Brown, Eglin, Fla., and Vona Brown, Grand Ridge, Fla.; four sisters, Mrs. Virginia Riddles, Pensacola, Fla.; Mrs. Lola Peel, Panama City, Fla.; Jamie Mae Brown, Grand Ridge, and Marie Pumphrey, Panama City; her mother, Mrs. Jamie Brown, Grand Ridge; her father, Dan Bragdon, Panama City, and two brothers, James J. Neel, Panama City, and Westbrook Neel, Port St. Joe, Fla. Services March 2 and burial in Carpenters Cemetery, Grand Ridge.

OSTUZHEV—Alexander,
actor and leading member of the Maly Theater Company inn Moscow, February 28 in Moscow.

PARKER—Day M.,
53, veteran shooting gallery operator with Frank Burke, Folk Celebration, Wilson's Greater and other carnivals, recently in Phoenix, Ariz., following a heart attack. A son, William M., survives. Funeral in Phoenix, with burial in Deadwood, S. D.

RAYSON—Ella M.,
80, former Lansing, Mich., dramatic and music teacher, in Detroit March 3. A daughter, Mrs. Jean Rose, survives. Interment in Acacia Park Cemetery, Detroit.

Marriages

TRAEGER-HART—
Irving J. Traeger, National Broadcasting Company film library supervisor, and Elaine Hart, March 3 in New York.

RHODES-CLARK—
Douglas Nelson-Rhodes III, former Billboard staff member in the Hollywood office, ex-carnival correspondent, and former radio publicist with the Earl Ferris-Bernie Milligan office, and Ruby Clark, non-pro, March 5 in Beverly Hills, Calif.

RHOADES—Arthur W.,
60, former musician and entertainer with name bands, March 4 in Colorado Springs, Colo., after an illness of several months. He had been a singer and drummer since he was 17 years old. He began his career as a singer in Dayton, O. theaters in the days of silent films. His first orchestra was the Wolverines. Later he joined Paul Whiteman's Leveathian Band in Chicago as drummer and singer. He played with the Ted Weems band for five years and then with Ted Florito until 1935, at which time he formed a band of his own.

RILEY—Sidney,
70, musician who once did arrangements for George M. Cohan, February 24 in Binghamton, N. Y. Survived by a brother, Arthur, Oakland, Calif. He was a member of a Masonic lodge in Lydon, Ill., and the OES, Lydon.

ROWETH—Oliver B.,
62, operator of a Mechanical Show with carnivals, February 28 at the Denver home of his sister, Mrs. Belle Gifford. His death was a suicide. Roweth placed a pistol, loaded with blanks, in his mouth and pulled the trigger. The blast blew out his cheeks. He formerly toured with the Browning Bros. and Forsythe & Davis shows. Also survived by three daughters and four granddaughters. Services February 23.

RUBE—Heinz
45, president of the New York animal importing firm of Louis Rube, Inc., February 30 in Freiburg, Germany, of a heart attack. (See Outdoor Department.)

SEE—Arthur M.,
63, who with George Eastman founded the Civic Music Association, Rochester, N. Y., in 1929 and who has been its executive director since, March 4 in that city. He had been under treatment for a heart condition. He had also been manager of the Rochester Philharmonic and Civic orchestras since 1939 and had been financial secretary of the Eastman School of Music in Rochester. See began his musical career in Rochester as a piano teacher at the old Institute of Music and in 1918 began his career as a concert manager. Survived by his widow. Services March 6 and burial in White Haven Memorial Park, Rochester.

SIPTON—Clifford Maclean,
34, editor of the Saskatoon (Sask.) Star-Phoenix, in Saskatoon February 26 after a brief illness. He was prominent in Canadian light horse show activities and had judged at the Chicago livestock show and the Devon, Pa., show. He was also a former director of the Royal Winter Fair, Toronto. Survived by his widow, two sons, two daughters and his mother. Burial was in Toronto.

SULLIVAN—Julia V.,
75, widow of the late Cornelius Sullivan and mother of the well-known Colleano family of circus performers, February 27 at the Miami home of a daughter, Winnifred C. Brown. Surviving are five other daughters, Mrs. Victoria Moser, Quakertown, Pa.; Mrs. Katherine O'Donnell and Mrs. Coral O'Donnell, both of Allentown, Pa.; Mrs. Mae Greer, New Orleans, and Mrs. Joyce Palmer, Cannes, France, and four sons, Con, Quakertown, Pa., and Bonar, Maurice and Lindsay, of London. March 2 services were followed by cremation.

In Loving Memory
of my beloved daughter
ADELE TATALI (Pruna)
Who was killed by a hit-and-run driver in N. Hollywood, Calif., March 14, 1952.
Mother-Brother-Sisters
LILLIE TATALI PRUNA

TERRY—John J.,
charter member of International Alliance of Theatrical Stage Employees, Local 84, at his home in Hartford, Conn., March 2. He had worked in various Connecticut theaters for over 50 years and had also been properties manager at Hartford's Bushnell Memorial Auditorium. He retired in 1948.

WATSON—Neil S.,
34, last year with the Ted Williams mid-way cafeteria on the James E. Strates Shows, February 27 in Memorial Hospital, Charlotte, N. C. Survived by her husband, Roy C. Watson, Spartanburg, S. C. Burial in Fairview Cemetery, Greer, S. C.

WINSLOW—Herman,
70, former advance publicity man for Cole Bros. Circus, recently in Kankakee, Ill.

Divorces

COPLEY—
Pamela Brown, actress, from Peter Copley, actor, February 23 in London.

Roadshow Rep

Continued from page 53

of the death of Norma Ginnivan brought to mind that I traveled to Fayette, O., in the early '40s to try to land a job as a character man, but the cast was full," writes A. B. Ackley from Buffalo. "As I recall, the cast included Norma, Howard and Peggy Ginnivan, the Balfours, Al Unrah, Beri Arnold, the Weirs, Mack Hopkins and a number of others. The best bill the show played, and the cast did them all as well as I ever saw tent shows do plays, was one that I had worked in the summer before called "Call Me Brother, Gerald." They were favorites in Steuben County, Indiana, as well as Southern Michigan and Northwestern Ohio. I fear that the old tent show has seen its best days and I regret it."

Canada Boosts Fees Of U. S. Showmen

Monthly Charges to Circuses Upped 50%; Side Show, Ride, Concession Ops Get Hikes

OTTAWA, March 7. — U.S. circuses, carnivals, thrill shows, concessionaires, Side Shows, ride ops and auto race promoters this year will pay a higher fee to the Canadian government, according to a recently revised fee schedule set by the Department of National Revenue.

Circuses moving on six or more railroad cars or in 12 or more motor trucks will pay \$3,000, compared to \$2,000 previously for each month or part thereof they show in Canada. Circuses that move on fewer than six cars or in less than 12 trucks will pay \$1,500 against \$1,000 previously.

Major amusement rides will pay a \$200 fee, double the previous charge. Kid ride ops will be charged at the rate of \$50 per unit. Side Shows, for which the previous fee was \$50, will be \$100, and concessions, heretofore charged \$25 per unit, will be required to pay \$100.

Text of the new fee schedule (Series D No. 109, Second Revision) follows:

Section 1

The equipment comprising the attractions specified hereunder may be admitted upon payment of the following fees, in lieu of Customs and Excise duties and taxes, for each month or portion thereof while in Canada:

(1) Circuses, with or without menageries, but not including amusement riding devices, side - shows and concessions intended to operate outside of the circus and menagerie proper, and for which a separate admission is charged, moving in six or more railway cars or in twelve or

more motor trucks... \$3,000.

(2) Circuses, with or without menageries, but not including amusement riding devices, side - shows and concessions intended to operate outside of the circus and menagerie proper, and for which a separate admission is charged, moving in five or less railway cars or in eleven or less motor trucks... \$1,500.

(3) Amusement riding devices, being individual units of what is commonly known as a carnival or midway outfit, whether imported with a circus or otherwise, each... \$200.

(4) Amusement riding devices, designed for use exclusively by children, being individual units of what is commonly known as a carnival or midway outfit, whether imported with a circus or otherwise, each... \$100.

(5) Amusement riding devices, to be operated as attractions at fairs or exhibitions held by any agricultural or other association, each... \$100.

(6) Amusement riding devices, designed

(Continued on page 62)

Chitwood and Wallard Hire Russ Moyer

READING, Pa., March 7.—Russ Moyer, veteran auto race publicist, will handle press for the two new auto race organizations now being set up by Joie Chitwood and Lee Wallard.

Chitwood and Wallard, both former big league drivers, will present speed programs this summer on several well-known Eastern tracks. Chitwood will operate at Hatfield and Heidelberg, Pa., and Wallard will operate at Altamont, N. Y.

Moyer plans to work with Chitwood and Wallard only during the summer, returning here in July to set up publicity machinery for the Reading Fair. He retains his post as fair publicity director.

Since 1946, Moyer has been affiliated with Sam Nunis Speedways, in addition to holding his fair job. He recently severed relations with Nunis to join Chitwood and Wallard.

Heinz Ruhe, Animal Dealer, Passes at 45

NEW YORK, March 7.—Heinz Ruhe, 45, president of the New York animal importing firm of Louis Ruhe, Inc., died February 20 in Freiburg, Germany, of a heart attack, according to reports received this week.

Death came while Ruhe was on his annual animal collecting trip for the firm, which was founded by his grandfather in 1830. His brother, Herman, manager of the Hanover, Germany, Zoo, is expected to arrive next week from Alfeld, Germany, to take over direction of the firm. He will also bring over the spring collection of birds and animals.

Another brother, Ludwig, a vice-president of the firm, who resides in New York, will also aid in operating the firm.

National Supplier

The Ruhe firm, which supplies zoos and circuses throughout the United States, has brought many famous animals to this country. One of these was Goliath, a four-ton sea elephant, which was sold to the Ringling Bros. and Barnum & Bailey Circus.

At one time, Ruhe supplied the National Foundation for Infantile Paralysis with 8,000 monkeys a year for laboratory purposes. He also helped solve the World War II and postwar shortage by importing animals and birds from South America when many normal sources of supply were cut off.

Surviving, besides his two brothers, is his mother, Mrs. Helena Ruhe, of Alfeld, Germany. Interment was in the family plot at Alfeld.

Tenn. Fair Inks Young Revue

CHICAGO, March 7. — Ernie Young, head of the Chicago agency bearing his name, announced that he had again been awarded the contract for the night grandstand show at the Tennessee State Fair, Nashville. The pact marks the seventh year for Young to play the fair. Included in the show will be the Dorothy Dordeb line of gals, a revue and acts.

NAAPPB Members See Need For Washington Listening Post

Association Hampered in Tax Battle; Hamid Urges Unified Effort to Gain Relief

NEW YORK, March 7.—A group of members of the National Association of Amusement Parks, Pools and Beaches, meeting here Wednesday (4) at the request of President George A. Hamid to discuss means of obtaining tax relief for the industry, will recommend to the legislative and executive committee that a Washington listening post be set up.

The need for a capital representative who will be charged with the responsibility of surveying all proposed legislation in the interests of the park association was generally agreed upon, it was reported. The vast amount of legislation confronting Congress, together with the unrelated efforts of many groups also interested in the reduction of taxes on their own particular enterprises, makes it imperative, the members feel, to have a representative with legal and government background to report fully on congressional activity that

might have any bearing on the park business.

Specific Recommendation

While the notice to the committees charged with the responsibility of setting up such an operation will probably include a specific recommendation, no announcement of the person or firm will be made before that time. The association has been without a representative in Washington for several years. The last person to hold the post was Melvin Sharp.

President Hamid and Paul E. Huedepohl, executive secretary, stressed the fact that the association representative would not be charged with lobbying and would not be registered as such. The service sought would be of a "watchdog" nature. When further action is indicated as the result of submitted reports, then those efforts would be arranged for, and financed separately.

Joseph Malec, managing direc-

tor, Peony Park, Omaha, and vice-chairman of the legislative committee, submitted a series of recommendations which included the appointing of a Washington representative. Malec also urged that members in each State be specifically appointed to contact their congressmen in Washington; that all members write directly to their congressmen and that the association write to all members of the House Ways and Means Committee.

Huedepohl Optimistic

Malec and Huedepohl spent three days in the capital before coming here for the meeting. Summing up their experiences, Huedepohl said that he was optimistic on securing tax relief for the park industry. While this may not come immediately, he said, there is evidence that the administration desires to eliminate this type excise tax as soon as possible. They were accompanied by Vic Sloan, of the National Ballroom Operator's Association.

Hamid said that the effort to secure tax relief must be a joint one, with all association members and all other interested parties expending every possible effort to marshal all-out support. Hamid said that even if the effort proves unsuccessful this season, the work done will not be wasted since, he maintains, success will eventually be achieved.

Hamid outlined the efforts to secure tax relief to date and gave his reasons for supporting the Dingle bill which calls for the elimination of taxes on admissions of 60 cents and under. However, many persons within the industry feel that the bill has little chance of passing.

May Need Special Bill

The feeling among some members is that it may yet be necessary to work toward the drafting of a separate bill designed to aid the park industry. In the meantime, it was reasoned, some other bill calling for tax relief may be introduced that will cover all phases of park operation.

It was also announced that the NAAPPB will expend every effort to secure the passage of H. R. 3421, a bill introduced by Representative King, Pennsylvania, which calls for the elimination of taxes on privately operated swimming pools, skating rinks and other places providing facilities for physical exercise.

Attending the meeting were Elmer Strunk, Philadelphia; Vernon D. Platt, Somerton, Pa.; Robert Guenther, Olympic Park, Irvington, N. J.; E. E. Foehl, Willow Grove Park, Willow Grove, Pa.; Gerald Price, Glen Echo, Md.; Irving Rosenthal and Bert Nevins, Palisades (N. J.) Park; A. B. McSwigan, Kennywood Park, Pittsburgh; H. P. Schmeck, Philadelphia; Col. Allan MacNicol, Playland, Rye, N. Y.; Edward L. Schott, Coney Island, Cincinnati; Robert Plarr, Dorney Park, Allentown, Pa.; Hamid and Huedepohl.

BAILEY TO START GRANDSTAND TREK

Manager Stevens Announces Acts, Staff; Gray Interest Reported

GAINESVILLE, Tex., March 7.—Bailey Bros.' Circus, managed by Robert (Big Bob) Stevens, will move out of winter quarters here to open at Kilgore, Tex., March 30. The show will play in front of grandstands, in buildings and at parks, stadiums and rodeo grounds.

About 35 towns, mostly in Wisconsin and Minnesota, have been signed with auspices. Seven phone crews have been working since January 1.

It is understood that the circus will be operated as a unit of Gil Gray's enterprises. Outfit is being framed at Gray's quarters here. It will carry six poles for rigging, three rings and platform;

cookhouse, sleeper, prop and concession trucks.

Performers Signed

Signed for performance are Loretta LaPearl, dogs; the Duke Family, juggling and rolling globes; Vern Colvert, boxing dogs and clown; Tony Gentry, elephant, chimps and riding dogs; Mario Rojas, unicycle; Hartley Family, comedy, roly boly and acro; Paul and Beverly, Roman ladders; Sylvia Gregory, iron jaw; Maurice Marmolego, wire; Guiterrez Sisters, wire, iron jaw, Roman rings; web and ladders; Peter Romearo, bounding rope; Gillis the Great, high pole; Eddie Hodgini, comedy car; and six-girl ladder and web acts.

The staff is to include Stevens, manager; Tom Kennedy, assistant manager; James Schneck, general agent; Ben Thomas, press; Jelly Duke, equestrian director; Tommy Comstock, calliope and organ; Nick (Bad Eye) Bengor, props, and Willie (Tangle Eye Blue) Lundy, cookhouse. Promotion bosses include John Sturky, Pat McKenna, C. A. Taliaferro, Ballard Baron, Sidney Presson, George James and George Sheehan.

Sportsmen's Show Is 7% Behind 1951

NEW YORK, March 7.—Attendance at the National Sportsmen's and Vacation Show, held at Grand Central Palace February 21-March 1, ran 7 per cent behind the 220,000 1951 gate. Officials were pleased, however, at the showing, because last year's gate totals were exceptionally good.

Tentative 1954 dates are set for February 20-28, and officials do not anticipate government acquisition of the Palace, a move which was a recent strong possibility. If the government were to take over the present exhibition hall for Internal Revenue Department purposes, the show, plus others, would have to seek new space.

Williams-Lee Contract N. D., Wyo., Mont. Fairs

ST. PAUL, March 7.—Williams & Lee Attractions, has closed to provide grandstand attractions at two North Dakota, five Montana and three Wyoming fairs, Gladys M. Williams, announced. North Dakota annuals are at Fessenden and Flaxton; Montana events at Havre, Shelby, Lewistown and Dodson, and Wyoming dates at Basin, Powell and Douglas.

Hagan-Wallace Set For Friday Start

Sturmak Named Manager By Martin; Sportservice, Inc., Has Concessions

DE LAND, Fla., March 7.—Hagan-Wallace Circus will open here Friday (13) with a revised staff, enlarged program and several new pieces of equipment. Frank J. Martin, who purchased the show from Dub Duggan this winter, is president, and Art Sturmak, former owner of the Biller and Howe's shows, is manager. C. C. Smith stays on 'as office manager.

Concessions on the show have been sold to Sportservice, Inc., a Buffalo outfit which has had concessions on the Clyde Beatty show as well as in stadiums, ballparks and arenas in many cities.

Cole & Walters Opens April 2 In Oklahoma

HUGO, Okla., March 7.—Cole & Walters' Circus is scheduled to start its season April 2 at Antlers, Okla. The show will move on 13 trucks plus two in advance, with Pete and Al Lindemann in charge of the advance and Herb Walters as show manager and part owner.

All trucks have been newly painted and lettered. The show will carry seven elephants this season. Included in that number will be the Miller's Baby Elephants three-act, with Bill Woodcock as elephant superintendent.

Harry Chipman will return to the circus field as press agent for H-W. Tom Gunnells will manage the brigade. Dee Aldrich moves from Wallace & Clark to Hagan-Wallace as Side Show manager. Billy Hunt will be ticket superintendent. Richard Spencer will represent Sportservice on the show.

Bert Ewing is to be transport boss; Carl Mooney has the cookhouse, and Jack Koffron again will be band leader. Jack Wright, carpenter, has completed work on new cages, new red ticket wagon and other equipment. Trucks have been repainted.

Two specs are scheduled for the performance, which is scheduled to include the Riding Conleys (8), the Silverlake Troupe, the Sanchez Troupe, Charles Allen and wife, Dorothy Hill, Roy Bible's chimps and bears, Vera Greer, and Shorty Bix's animal displays. Betty Biller, assisted by Georgia Lake and Charlotte Martin, have completed work on new wardrobe.

Jersey Boosts Ad Budget to 100G

TRENTON, N. J., March 7.—New Jersey will increase its advertising budget to \$100,000 this year. Sen. A. J. Cafiero sparked the move for the increased appropriation to sell the State as a vacationland. He pointed out that the shore resort town of Wildwood alone spent \$75,000 annually to advertise itself.

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a 3 1/2¢ Profit on a 5¢ Sale!
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You Can EARN MORE MONEY selling Hot, Crispy Popcorn from Victor's HOT POP.

Capacity: Slightly more than 1 bushel of popped corn.

Approved by Underwriters' Laboratory equipped with 7 ft. of electric cord operates on A.C. or D.C. current

Hot-Pop Also Vends SHOESTRING POTATOES

1/3 Certified Deposit, Balance C.O.D., F.O.B. Chicago. Or Send Full Amount and Save C.O.D. Charges.

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THAR SHE BLOWS!

Whale Show for Gotham; Report Big European Gross

NEW YORK, March 7.—A railroad whale show is in the offing with the announcement this week of the impending arrival of a 60-ton sea mammal in New York March 7 from Europe. This will mark the first rail whale show in the States in a number of years. Antique dealer-owner Lief Soegaard will set exhibition plans shortly after March 13. He ships his whale from Antwerp, Belgium, on that date, and flies to New York.

Unloading Plans

The 75-foot mammal is to be unloaded at dockside in Brooklyn onto a railroad float car and transported to Manhattan. Soegaard plans to exhibit in Manhattan first, to be followed by dates in Brooklyn and the Bronx. Two months will be spent in New York City showings.

The whale has racked up big attendance records during a 13-month tour of Europe. Showings in Denmark, Germany, the Netherlands, Norway, Sweden, Switzerland and Belgium brought a reported attendance of 5,025,000 paid admissions for a gross of \$1,750,000.

Special Flat Car

The attraction toured Europe in a special 16-wheel, 90-foot railway flatcar which utilized four special axles at each end. The car was rented from the German government, who refused to continue the rental basis if the car were to be removed from Europe. German authorities were not adverse to selling it, however, so Soegaard purchased it for a reported \$50,000. New York Central officials, who will first move the car, advised him that there would be no difficulty in moving the car over U. S. rails.

Admission prices are tentatively pegged at 50 cents for adults and 25 cents for children. With good European results in establishing cut-rates for school classes accompanied by teachers, it is believed that a similar plan will be tried here. "Whale-of-a-sale" store tie-ins may also be utilized, according to Axel Tegelvad, Danish importer of New York, who is handling plans for Soegaard.

Because of the excellent results from the seven tons of special embalming fluid used to preserve the whale, no odor problems are expected. Specialists from the Royal Museum of Copenhagen, and from other European museums, have inspected the whale for

deterioration, and reported it in perfect condition.

A touring whale show was discussed last year by Art McBride, owner-operator of the Ocean Aquarium, Hermosa Beach, Calif., who discussed embalming methods with the Danish owner while on a European trip. Pickled "fish" were big business during depression days.

Seek Change In New York 'Safety Code'

ALBANY, N. Y., March 7.—An amendment to the so-called "safety-code" pertaining to the appearances of high acts in this State has been introduced in the Senate.

In effect, the amendment will serve to eliminate the criminal responsibility which managers or operators charged with the safe performance of any attraction working 20 feet or more above the ground now face should a performer suffer injury while appearing under their direction.

The amendment provides that the Labor Department, charged with the administration of the law, may now . . . take into consideration the availability, in whole or in part, of practicable safety devices for a particular type of performance or exhibition and the history and nature of the accidents incurred in such performances or exhibition."

Tiernan Niece Contests Will

WEST HAVEN, Conn., March 7.—Mary Jane Tiernan filed notice this week in West Haven Probate Court, contesting the will of her late uncle, Jack Tiernan, who owned and operated a major portion of Savin Rock Park here. Tiernan left an estate valued at \$281,578. It lists real estate valued at \$44,225 and personal property of \$237,353.

Miss Tiernan, who is engaged in public relations work in Boston, was bequeathed \$500.

ORDINANCES A PROBLEM

Increased Demand Reported For Truck-Mounted Rides

NEW YORK, March 7.—Orders for truck-mounted rides are running 25 per cent ahead of last year, according to builder Arthur Nelson, head of the Weld-Built Body Company.

Nelson expects to deliver about a dozen more rides this year than last. In 1952, deliveries ran over 25 units. An innovation this year will be a galloping Merry-Go-Round truck ride, featuring the up-and-down motion of the horses. Nelson's first such ride comes off the line March 16, and is a 10-aluminum-horse unit.

Price for the new ride, without the truck, will be nearly \$3,200. With the truck the total cost will be approximately \$5,000. All truck rides come equipped with a 7-watt

p.-a. system and 78 r.p.m. record turntable and speaker. Other rides, such as the regular rotating-only Merry-Go-Round and Whisp, for instance, cost \$1,700 upward, without the truck. Ride purchasers either provide the trucks or Nelson buys them for them.

Ordinance Problem

Nelson, who entered the truck-mounted ride field as a side-line to his wrecking truck body business, cautions prospective truck ride operators to investigate local ordinances before negotiating for equipment. In several cases, Nelson learned of operators who failed to investigate before ordering, and subsequently found themselves in the peculiar situation of owning equipment which they could not operate in certain locales, usually their home towns. Consequently, they had to resell the equipment or were forced to operate in nearby communities not having restrictive ordinances.

An attempt to get specific ordinance information from officials of cities from which heavy operator inquiries were received has not proven fruitful, according to Nelson.

The Brooklyn firm, which also manufactures stationary kiddie rides, entered the coin-operated ride field this year, but halted production due to receipt of U. S. Navy defense contracts.

A kiddie park in Queens is operated by Nelson, who inaugurated the park set-up as a test location. Information concerning kiddie park operation obtained by Nelson thru this operation is made readily available to prospective equipment purchasers.

NEW! KIDDIE RIDES



- ★ Rodeo Ride
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Introducing . . . "FARPLY"
Horses for Kiddie Rides
NEW TYPE, REINFORCED THROUT
Made entirely of Select, Weather-Proofed Wood with All Laminated, 35 Ply, Cross-banded construction.

LEGS WILL NOT CRACK OR SPLIT!



Overall Size: 35" L, 24" H, 6 1/2" W.
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Horses come equipped with a full depth hole in front of saddle for rod suspension mounting. Also equipped with a pocket in underside for underneath mounting.

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Manufacturer of all Kiddie Rides. Details and photos, write.

S. A. ROLLER WORKS
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Bill Ballantine authored a yarn in the March issue of Holiday magazine about a visit to Juan Sanchez's circus in Peru. Story mentions Santos Egred, who said he had been with Barnum and Hagenbeck shows.

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bers, etc. 60c
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MENTAL TELEPATHY Booklet of 21 p. 25c
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Our Label. No checks accepted C.O.D. 25%
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Pool, Beach, Rink Ops Meet at Somerton, Pa.

SOMERTON, Pa., March 7.—Some 250 Mid-Atlantic operators of pools, beaches and roller rinks gathered at Somerton Springs Swimming Club here Monday (23). The one-day event was the first annual convention and trade show of the Participating Sports Association of America.
Vernon D. Platt, president of the organization and operator of the club, welcomed members and guests on behalf of the organization, whose purpose is to fight the "inequity of tax treatment" and to improve "private enterprise in recreation."

Speakers included C. W. Dingle of the Du Pont Company; David Barnhardt, area director of water safety for the American Red Cross. Carl Lienau, New York, inventor of water safety devices, and Mike Naigles, of the Dolphin Swim Supply Company. Dingle spoke on the value of color in pool and rink decoration while Naigles discussed new developments in plastic diving boards and pool equipment.

The 20 per cent admissions tax drew fire from President Platt, who blasted the present bill which exempts federal and municipal recreation facilities from payment of the tax. Privately owned pools and rinks are subject to the tax law provisions.

Platt later reported the receipt of a wire from Rep. Karl C. King, Pennsylvania, announcing that he had introduced a bill to amend the present Internal Revenue Code, insofar as applicable to municipal swimming pools.

Representative King's bill, as yet unnumbered, would free from "any admissions to swimming pools, bathing beaches, skating rinks, or other places providing facilities for physical exercise."

Among those present were Mr. and Mrs. George A. Hamid Jr., David Sternbergh, Playland York, Pa.; W. C. Worthington, Playarena, Crovdon, Pa.; Mr. and Mrs. Charles Blank, Pine Lakes, N. J.; Mr. and Mrs. Eric Arneith Fischer's Pools, Lansdale, Pa.

Committee
The committee on displays included Paul Diller, Lancaster, Pa., pool owner; Fred Espenshade, Olympia Lakes, Burlington, N. J.; Oscar DuMont, Sunset Beach, N. J.; Arthur Litzberger, Crystal Palace Roller Rink, Philadelphia, and Al Wooley, Brookline Swim Club, Brookline, Pa.

Mrs. Robert Koch and Mrs. Paul Diller headed the welcoming committee, while program arrangements were handled by Roland Randall, Mermaid Lake Norrisown, Pa., and President Platt.

Exhibitors were the Coca-Cola Company, Fischer & Porter Company, Tillinghast Rubber Com-

pany, Chunk-E-Nuts, Gaby Lotions, Hires Root Beer, Pepsi-Cola, Ed Coopersmith Pool Supplies, American Playground Device Company, Spartan Paper Company Pioneer Salt, Creative Chemical Company, Jantzen Knitting Mills, Rankin Beach Furniture, Milbury-Atlantic Company, Globe Ticket Company, Marvis Equipment Company, Cooper Lotions and Eric Belar Fountain Syrups
After a buffet luncheon, plans were discussed for a future meeting

Capell's Unit Plays La. Date

RUSTON, La., March 7.—H. N. (Doc) Capell's animal show, a winter unit, closes a week's run at Delhi, La., Saturday (7). Title is Capt. Buck's Wild Animal Exhibition.

The unit is using two elephants, 10 head of lead stock and several cage animals with the Capell Bros.' Circus Side Show top, a 60 with four 30s. Delhi date is for a State stock show.

Meanwhile, in Capel, Bros.' quarters here, a recently acquired elephant died. Arrangements were made with fairgrounds officials for the show to return here next winter. Capell said some shop equipment would be left in the quarters and that Bill Capell might remain to build equipment for 1954.

Woman Heads New Acme Org

AUGUSTA, Ga., March 7 — Chief stockholder and manager of the proposed Acme Trained Wild Animal Circus will be Mrs. Minnie Hopkins, and other stockholders will be W. K. Walker, James A. Andrew and Tex David. It was reported by Walker this week.

Walker said he was contracting the show into towns of from 1,000 to 5,000 population. He said the outfit was to move on about 15 trucks and would open about April 1. Winter quarters are in Augusta. Animal acts are to make up the program. David will have the concert.

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Blackfoot Sets
129G Budget;
Plans 42G Hall

BLACKFOOT, Idaho, March 7.—Eastern Idaho State Fair will operate its '53 event with a budget of \$129,500, which includes \$42,500 to be spent to construct a new Commercial Building. The total budget was okayed at a recent meeting of the board of directors and commissioners of three member counties in the district.

The board will immediately take under advisement plans for the new structure which will probably be started early this spring. Fair dates are September 15-19.

Mrs. Ruth C. Hartkopf was renamed secretary-manager of the fair. She has served since 1949. New appointment to the board was E. R. Buehler, Pocatello, who replaces Hiram Bilyeu. Buehler formerly served on the board from August, 1946, to January 1, 1952.

The Commissioners' and Clerks' Association of Idaho has been extended an invitation to attend this year's fair as guests of the management. The organization will be meeting in Idaho Falls during fair week and will turn out to see the fair on Friday, September 18.

Other members of the fair board attending the meeting included Jack Moir, president; Claude G. Johnson, vice-president, and Commissioners A. J. Christensen, C. J. Wright, Cantril Nielsen, R. T. Hale, Harold West and Perry Bingham.

Clown Club Names
Lewis to Thump
For Circus Week

BERNARDSTON, Mass., March 7.—Ray Binsford, general chairman of the Circus Clown Club's observance of National Circus Week, June 1-7, announced this week that George Lewis had been named public relations director for the event. Joint sponsors of the observance are to include the Circus Saints and Sinners, National Association of Gag Writers and the Museum of American Comedy.

Marge V. Kelly, of Los Angeles, secretary of the Clown Club, announced that F. Darius Benham, of the CSS; Bill Treadwell, chairman of National Laugh Week and director of the comedy museum, and George Lewis, director of the joke writers group, were made honorary members of the clown organization.

Banner Bros.
In Hugo Barn

HUGO, Okla., March 7.—Jack & Kelly Bros.' Circus, which formerly wintered at Marshall and Jefferson, Tex., has moved its quarters to this show center to Banner Bros. for the 1953 season. Last year the outfit moved on several trucks and its program was a combination of circus turns and movies.

PSAA DATES
FOR '54 CONFAB

NEW YORK, March 7.—Vernon D. (Bud) Platt, president of the Participating Sports Association of America, announced here this week that the success of the first annual convention staged February 23 at Sommerton Springs, Pa., had prompted directors of the organization to formulate plans for a 1954 show. Next year's event will again be held at Sommerton Springs, a recreation spot operated by Platt. The date will be February 22.

Platt reported the organization's membership at 350, and said that new applications were being received each week. If interest in the second annual meeting indicates an overcrowding of the facilities at Sommerton Springs, the meeting may be moved to some other location, but the date will remain the same, Platt said.

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Replacements, Numbered Balls, ea. .30
3,000 Jack Pot Slips (strips of 7 numbers), Per 100 1.25
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3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5. M 1.50
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Featherweight Thin Bingo Sheets, Size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed M... 2.25
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**Edmonton Ex
Studies 125G
Bldg. Plans**

EDMONTON, Alta., March 7.—Edmonton Exhibition is studying plans for an addition to its sales pavilion that would cost an estimated \$125,000, according to James Paul, manager. This would provide an additional 500 stalls for show and sales animals and Paul urged that immediate consideration be given the plan so that construction can be started after this year's fair.

L. S. Williams, chairman of the racing committee, asked that consideration also be given the addition of 60 more stalls for race horses. Paul said this would be possible if the heavy horse show, now conducted during exhibition week, was combined with the light horse show in the spring.

Edmonton will not have an oil show in conjunction with its fair this year. It has been found that the event would require more space than the exhibition has to offer. The Tulsa, Okla., oil show is scheduled for 1953 and oil officials say a similar show here this year would be impossible.

Donald Gordon, president of the Canadian National Railways, has been invited to open the 75th exhibition here this year.

The Edmonton Flyers' hockey team, sponsored by the fair, wound up the first half of its season with a \$20,000 deficit. This figure, however, is expected to be considerably reduced before the season's end, Paul said.

**Mansfield, O.,
To Add Rides,
Attractions**

MANSFIELD, O., March 7.—Richland County Fair, heretofore almost solely a local show for the youth of this country, will this year undergo an expansion that will include an upped attraction program.

According to members of the board, free acts will be booked, at least four rides will be added and concession rights will be sold. More exhibits are also planned and pony and bicycle races are being scheduled. The board is also considering a parade.

Herman Mathes is president of the board and Glenn Guthrie is secretary. Fair opens August 12 for four days.

**Honolulu Event
Nets \$23,605**

HONOLULU, March 7.—A net profit of \$23,605.61 was realized from the 30th annual Maui County Fair held here last October, it was announced by fair officials. The realization of the net profit enabled the fair to be free of debt for the first time in a decade.

Gross receipts totaled \$38,409.90, compared to expenses of \$14,804.29. Receipts consisted of \$16,816.04 net in admissions; \$11,557.76 from concessions; \$2,170.50 from parking, and \$1,782.06 from stock car racing, while miscellaneous earnings comprised the balance.

**Swenson Adds
Ill., N. D. Fairs**

CHICAGO, March 7.—Swenson Thrillcade has added four Illinois and three North Dakota fairs to its season's thrill show route, Aut Swenson, org's topper, announced here recently.

Illinois annuals include the Augusta Livestock Show and fairs at Highland, Knoxville and Belleville. Dates closed in North Dakota are Rolla, Fessenden, and Langdon. In addition, Swenson announced signing with W.E. (Bill) Preston, to stage two shows at Riverside Stadium, Kansas City.

Show, which this season will use Kaiser-Frazer automobiles, was featured in the firm's dealer news recently for the second time in two months.



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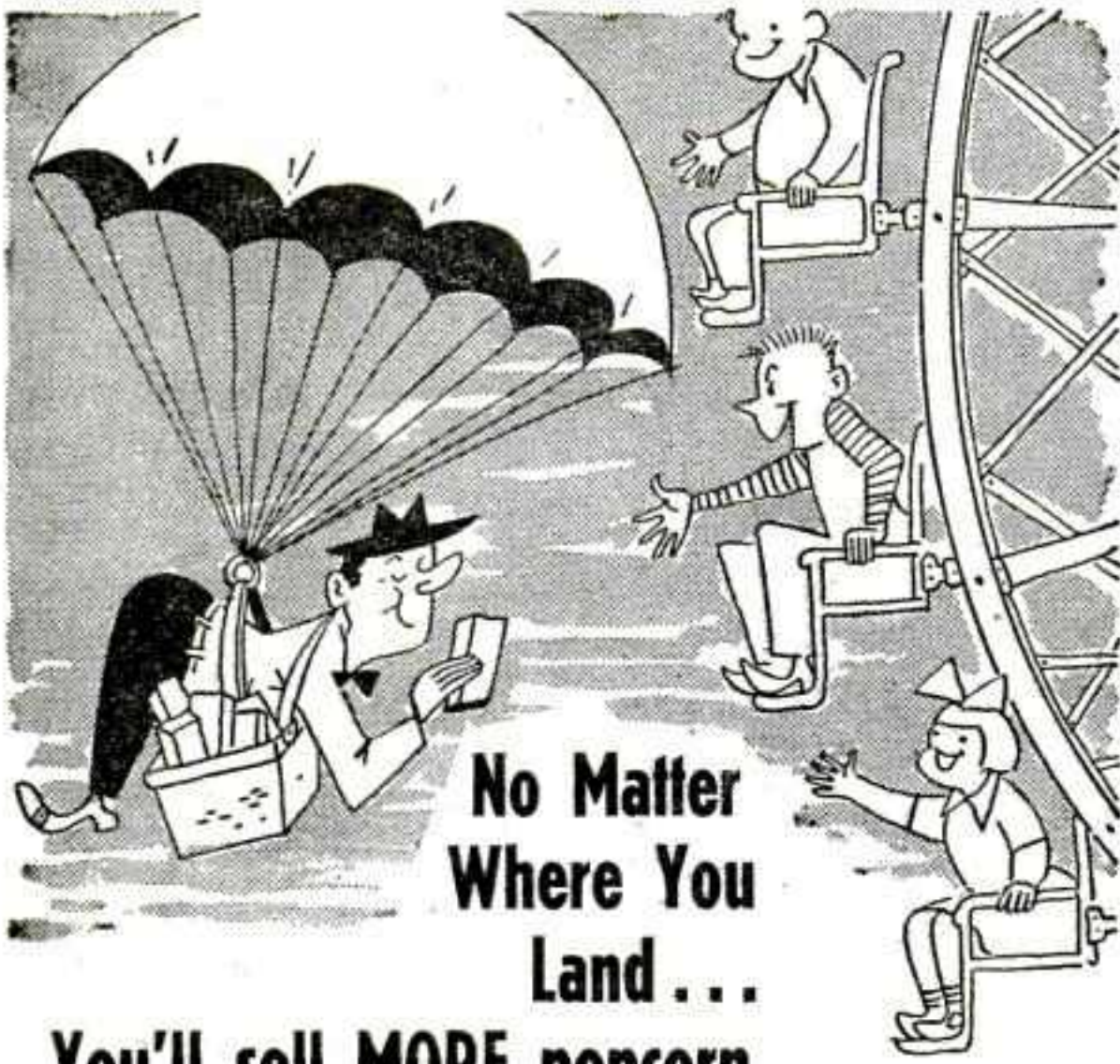
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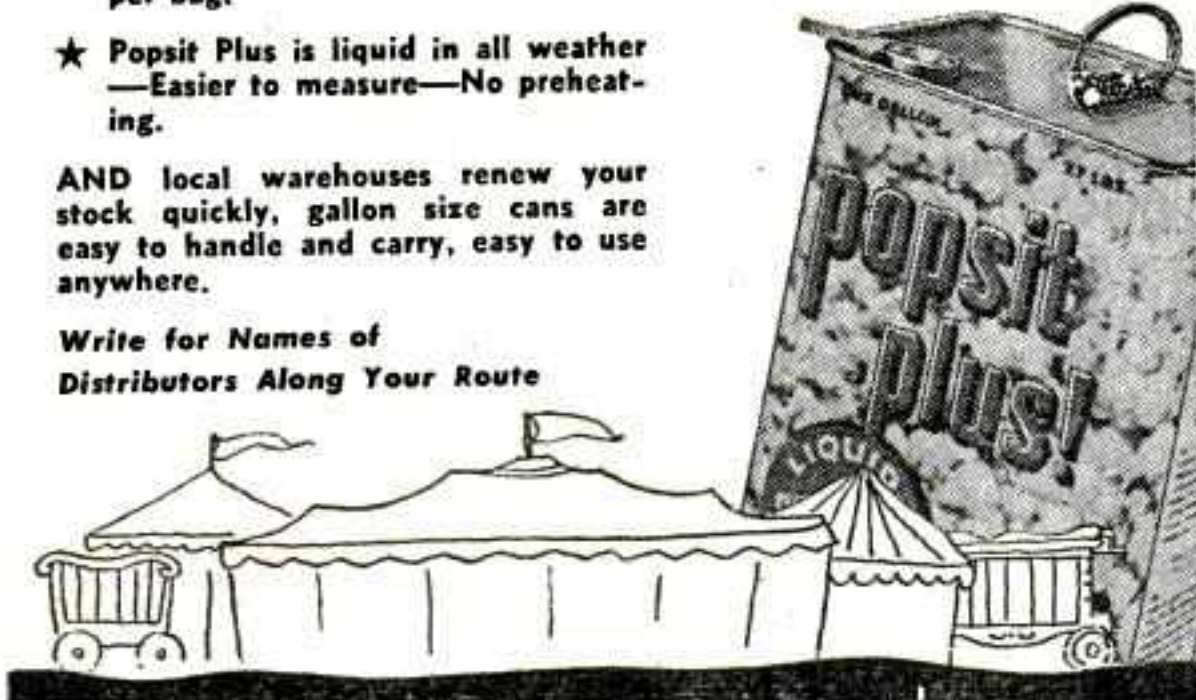
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FEW CHANGES LIKELY IN NAAAPPB INSURANCE RATE

NEW YORK, March 7.—The insurance committee of the National Association of Amusement Parks, Pools and Beachs, officers of its official insurance carrier, and John Logan Campbell, the group's insurance consultant, held their 17th annual meeting at the Hotel New Yorker here Thursday (5).

At the conclusion of the meeting, Campbell announced that "the industry is looking forward to a stabilized rate situation for 1953." This was interpreted to mean that there would be little or no change in the rate schedules which prevailed last season. Several association members said that they were well pleased with the outcome, particularly in view of the fact that almost all other costs appeared to be continuing on the upgrade.

At the meeting, all factors having a relationship to liability insurance coverage and rates, such as accident frequency, increased cost of claim settlements, higher judgments, etc., were analyzed and discussed. Steps were taken to fortify the plan and to protect the individual policy holder against these adverse conditions, Campbell said.

April Announcement

The complete definite rates for the 1953 season will not be published until approximately April 1, Campbell said. It was pretty much agreed by the committee and the officers of the carrier that there would be little change in the rate situation.

Representing the association at the meeting were George A. Hamid, president; Paul H. Huede-

pohl, executive secretary; Edward L. Schott, chairman of the insurance committee; Edward J. Carroll, Herbert P. Schneck, Elmer Strunk and Robert L. Plarr.

Carnival Routes.

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- Alabama Amusements: Mobile, Ala.
- American Eagle: Waynesboro, Miss.; Heidelberg 16-21.
- American Midway: (Fair) Cuero, Tex., 17-21.
- B & H Amusement Co.: Sumter, S. C., 18-21.
- Bohn's United: Mathis, Tex.
- Borderland: Karnes City, Tex.
- Brown & Wallace: Savannah, Ga., 19-28.
- Cavalcade of the West: Walnut Creek, Calif.; Broadwick 16-22.
- Crafts Exposition: (Fair) San Bernardino, Calif., 19-29.
- Empire State: Barwick, Ga.
- Gentsch, J. A.: Port Gibson, Miss.; West Point 16-21.
- Glades Amusement Co.: (Fair) Homestead, Fla., 9-14.
- Great Southern: Zapata, Tex., 9-15.
- Helman United: New Orleans.
- Jollytime: Blackshear, Ga.
- Keystone Exposition: Saluda, S. C., 14-21.
- Milliken Bros.: Jesup, Ga., 16-21.
- Palmetto: Kershaw, S. C.
- Prell's Broadway: Sanford, Fla.
- Raley Bros.: Ridgeville, S. C.
- Rocky Mountain Empire: (Fair) Odessa, Tex.
- Royal Crown: (Fair) Plant City, Fla.; (Fair) Eustis 16-21.
- Royal Expo.: Auburndale, Fla.; Williston 16-21; Orlando 23-28.
- Sickel's United: Berlin, Ga.
- Siebrand Bros.: Phoenix, Ariz.
- Southern Valley: Vicksburg, Miss.
- State Expo: Buckatunna, Miss.
- Stephens, C. A.: (Fair) Daytona Beach, Fla.
- Tassel, Barney: Ocala, Fla.; Hawthorn 16-21.
- Tidwell, T. J.: Midland, Tex., 8-13; Snyder 15-21.

Talent Topics

Hodges-Hodgini Trio are in Phoenix to launch their outdoor season with Siebrand Bros.' Circus and Carnival. The threesome made the long trek to Arizona after closing at the Pageant of Light in Fort Myers, Fla., where they were on the bill with Pape and Renee, perch; Johnny and Phyllis Gibson, high act; Jimmy Millette, head balancing traps, and the Lopez Trio, casting.

Los Gatos, acro, opened on the stage bill of the Chicago Theater, Friday (6). . . . George Hanneford family spent a few days in Chicago last week en route from Orrin Davenport's Rochester, N. Y., date to his St. Paul circus. . . . Also in Chicago was Harold Boise, of the flying return troupe.

The Heerdink Trio, horizontal bars, is now a quartet since the addition to the family of a son, David Zachary, February 23 in an Evansville, Ind., hospital. Pauline is doing well as is the proud dad, Dick.

Sue Armond, dancer and wife of Larry Armond, has been on a three-week leave of absence from Bill Bailey's Minstrels while she had extensive dental work done. Sue was scheduled to rejoin the troupe at Beaumont, Tex., Friday (6).

Miss Happy Harrison looked in on the Fort Myers, Fla., light festival recently where she spent time visiting with Johnny and Germaine Gibson, high performers, and Pape and Renee among others. Gibsons left from Fort Myers to play Minneapolis for Edna Curtis. Glen McIntosh, dog and monkey trainer, stopped off at Cleveland, Fla., to visit with Happy, who is taking it easy there.

Talent line-up for the Sioux Falls, S. D., Cosmopolitan Club's benefit show, March 11-14, will include the Musketeers (5), songs; Barney Grant, comic; Clark and Bailey, comedy knockabout; Joe Termini, comedy; Jeffreys, acro; Four Magnolias, cyclists, and Rochelle and Bebe, comedy dance. Show was set by Ernie Young, who also will provide talent for the Marshfield, Wis., home show, March 17-19. Acts for the latter include Gene Colin, emcee, songs and music; Cadets, trampoline, and Hank Sieman, ventriloquist.

The London Girls journey to Canada for four weeks' work after closing a stint at the Revere Club, Revere, Mass., last week. Two weeks of the Canadian bookings are set for Montreal.

The Ceplar Family, high wire, plans to leave San Antonio headquarters soon to play the Shrine Circus in Omaha for Rink Wright. Then the unit heads for St. Louis where it plays the Police Circus for Frank Wirth.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Circus Enterprises: Hawthorne, Fla., 10; Palatka 11; Lake Butler 12; Baldwin 13; Maccenny 14; Waycross 16.
- Davenport, Orrin: St. Paul; Sioux Falls, S. D., 23-28.
- Gran Circo Americano Loyal Repensky: Santiago De Cuba, Provincia Santiago, Cuba, 10-12; San Luis 13; C. Almeida 14; Ermita 15; Guantanamo 16; Calmanera 17; Entroque San Antonio 18; Yateras 19; San Antonio 20; Belona 21; C. Miranda 22; Cueto 23.
- Hagen Bros.: Texas City, Tex., 10; Angleton 11; Edna 12; Victoria 13-14; Corpus Christi 16; Kingsville 17; Raymondville 18; San Benito 19; Brownsville 20; Harlingen 21.
- Hamid-Morton: Wichita, Kan.; Oklahoma City, Okla., 17-20; Pittsburgh 23-28.
- Polack Bros.: Eastern: (Armory) Flushing, N. Y., 10-13; (Armory) Olean 16-17; (Aud.) Erie, Pa., 19-21; (Aud.) Clarksburg, W. Va., 25-27.
- Polack Bros.: Western: Chicago 10-15; (Armory) Decatur, Ill., 16-21.

Out in the Open

The estate of Murray C. Sells, former chairman of the Glade-water (Tex.) Roundup, will be shared by 10 colleges and universities in Arkansas, Texas and Oklahoma. The estate is valued at \$4,000,000.

Publicist Emmett W. Sims is soaking up Miami sunshine after a jaunt to Cuba.

Hiram McCallum, general manager of Canadian National Exhibition, Toronto, and Jack Arthur, producer of grandstand shows for that event, were in New York last week shopping for talent. . . . Lorraine and Irish Horan and their agent, Bob Conto, are relaxing in New York after a hectic few months booking the Lucky Hell Drivers.

Alberta Rodeos Revive Bulldogging

MEDICINE HAT, Alta., March 7.—The Medicine Hat Stampede is seeking two carloads of long-horn steers for a revival of bulldogging on the Southern Alberta rodeo circuit this year. The event would replace steer decorating.

Dirk Scholten, event's managing director, left for Texas to contract for the steers. The Wyoming sheriff's posse of 32 riders will be invited to attend the three-day stampede in July.

3 PHONEMEN 3

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AUG. 5 DATE

Palisades Host To NAAPPB Summer Meet

NEW YORK, March 7.—An in-
vitation to hold the summer meet-
ing of the National Association of
Amusement Parks, Pools and
Beaches at Palisades (N. J.) Park
on August 5 was accepted here this
week by officers of the association.

The invitation was extended to
members of the group, including
George A. Hamid, president, and
Paul H. Huedepohl, executive sec-
retary, by Bert Nevins on behalf
of Jack and Irving Rosenthal, park
owners.

Tentative plans call for the ar-
rival of visitors on Tuesday, Aug-
ust 4. On Wednesday, August 5,
parkmen will be treated to a tour
of New York by bus and a visit
with the mayor followed by lunch
at Palisades. With the afternoon
free for examining park features,
the visitors will be treated to a
cocktail party and dinner in the
evening and a show.

Huedepohl reported that he has
already arranged for a block of
rooms to be set aside at the Hotel
New Yorker, meeting headquarters.

NY Parks to Install Coin-Operated Rides

Outside Ops to Run Rides on P. C.
Basis; Others May Follow Suit

NEW YORK, March 7.—Rock-
aways' Playland, Queens, and
Palisades (N. J.) Amusement
Park this week announced that
coin-operated Kiddie Ride equip-
ment will be installed in their fun-
spots within the next 30 days.
Neither park will operate the
equipment, but will work on a
percentage basis with the opera-
tors, who will install, service and
maintain the rides.

While two parks do not consti-
tute a trend, both Playland and
Palisades are among leaders in
the East, and, if the set-up works
out financially, there is a strong
likelihood that other parks will
follow suit.

Capitol Projectors will operate
the 20 rides to be installed at Pa-
lisades in time for the park's April
4 opening. Scientific Machines,
Inc., will operate 12 Kiddie Rides
at Playland, while Capitol will
operate about 10 rides and 10

Midget Movies at the Queens
park.

No Investment

Dick Geist, Rockaways' vice-
president, said that a Kiddie Ride
operation would tie in well with
the park's policy of staying open
week-ends thruout the winter. He
pointed out that the rides repre-
sent no investment on the part
of the park and that there are no
service problems.

(Continued on page 78)

PSA Seeks Support for New Tax Bill

NEW YORK, March 7.—Ver-
non D. (Bud) Platt, president of
the Participating Sports Associa-
tion of America, this week called
on members of that group and all
other interested parties to back a
bill, HR 3421, introduced by Con-
gressman King of Pennsylvania.

Passage of the bill, Platt said,
would provide for the exemption
of Federal taxes on admissions
to privately operated swimming
pools, skating rinks, and other
places providing facilities for
physical exercise.

Members of the PSA legislative
committee are Arthur Litzen-
berger, Charles Blank, David
Sternbergh and Platt.

Servicemen Still To Get Discount At Rockaways'

NEW YORK, March 7.—A 50 per
cent discount on all rides and at-
tractions will continue this year
to members of the United States
and United Nations armed forces
visiting Rockaways' Playland.

The park inaugurated the policy
in 1940, according to President
A. Joseph Geist, who reported
World War II service personnel
attendance records were broken
last year when an estimated 185,-
000 service men and women vis-
ited the park.

seasons he had Sons of the Pio-
neers, Little Jimmy Dickens,
Minnie Pearl, Moon Mullican, the
DeMarco Sisters, George Morgan
and Tom Mix. Outdoor stage,
with lighting and sound system,
is used for these attractions, and
admission usually is 40 or 60
cents. Top turnout has been 9,276
paid admissions, he stated.

Mutter Readies Hillbilly Spot For 16th Year

GILBERTSVILLE, Pa., March
7.—Lester G. Mutter, owner of
Hickory Park here, is preparing
to open the spot for its 16th year.
It is located between Philadelphia
and Reading, Pa., and features
hillbilly attractions.

Two rides and 15 concessions
are operated on the 38-acre site.
Parking for 3,500 cars, several
fireplaces and 110 picnic tables
are included.

Mutter said that talent for 1953
had not yet been booked. In past

Hampton's Herbert Waxings May Aid Casino Patron Tempo

NEW YORK, March 7.—John
Dineen, operator of the Hampton
Beach (N. H.) Casino, and Ted
Herbert, long time ork leader at
the resort, were in town this week
peddling waxings of the band
leader.

Herbert has a couple of ace-
tates, featuring Jean Perry, vo-
calist, that appeared to be win-
ning some attention. A number,
with the emphasis on the Casino,
authored by Dineen, his wife,
Eileen, and Herbert, is a pet pro-
ject of all three, and while lack-
ing in popular appeal, will cer-
tainly be pressed for sale to ball-
room patrons thruout the season.
The other recordings are also ten-
tatively set for the same treat-
ment.

Herbert has peddled his own
recordings, some on the London
label, at the dancery in the past
and done well. His following thru-
out New England is extensive.

Preps For Season

Dineen, after a winter of skiing
is set to prepare his extensive

Hampton holdings for the coming
season. Last year the biggest in-
flux of Canadian visitors in the
history of the resort boosted earn-
ings considerably. The Dominion
residents were loaded, holding
their own dollars which, for the
first time in history, were worth
more than U. S. currency.

The Herbert platters, packed
away as souvenirs by the thou-
sands, perhaps serve as year-
round reminders of Hampton and
its Casino operation. The leader
and his band are synonymous with
the ballroom operation, and the
family trade which the resort at-
tracts is a natural for a build-up.

The crowning of a Queen and
her court and promotional con-
tests that reach out thru New
England, Canada and New York State,
are projects that Dineen has gone
all out for since the war. The re-
sults have been apparent and well
worth while and an increased pro-
gram is in line for the coming
season.

"Super Circus" television show
from Chicago on Sunday (15) will
include Six Antonettes, Risley and
trampoline; Valentinos, aerial
perch, and Jean Jacobs and his
single elephant. Vic Brown has
set Dalton and Bailey, comedy
perch, and Jean Jacobs and his
single elephant.

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Coney Island long range, latest design,
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moving duck pond, flying-falling airplanes,
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last word in park gallery, cost about ten
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STAFF SHUFFLED ON WALLACE-CLARK

Wilcox, Lynn, Jenniers Return To Anderson Show; Opens April 11

CHERRYVALE, Kan., March 7.—Norman (Luke) Anderson, owner of Wallace & Clark Circus, this week announced changes in the staff and said the show would open April 11.

Jack Turner would be general agent, he said, succeeding Joe Foss. Bill Wilcox will be special

agent while Sam Price will be in charge of the brigade.

Shorty Lynn will return as general superintendent. Ted Milligan will have the Side Show, and Sweaters McFarland will be in charge of kid show canvas. Wally Ross will be in charge of elephants and ring stock. Charles H. Johnston again will be buyer and will have the novelties.

Jennier, Powell

Walter Jennier and Miss Aerialetta will return with seal and aerial numbers for their third season with the show. Bill Powell will do his wire act and also is to have a pit show. GeeGee Engesser will work elephants and assist Red Hovious in the concert. Wayne Newman Family, who joined in mid-season last year, will bring their riding and posing horse acts back for 1953.

Anderson stated that Bill Mitchell, transportation boss, is in quarters here and his crew is getting the trucks in shape. Mitchell also is building a new cage for leopards and other animals which were purchased recently. Show also has a new light plant.

Red Rumble is to have the pie car on the show.

English Acts Sail to Join Mills Troupe

CLEVELAND, March 7.—First contingent of imported performers bound for Mills Bros. Circus sailed from Southampton, England, aboard the Ile de France Friday (6) and was expected at the show's quarters at Greenville about March 15. They will travel from New York to Greenville by chartered bus. A civic welcoming program is being planned by Greenville for the English clowns and girls.

Sandor Beketow, Swedish horse trainer, and his wife, dressage rider, are to sail next week. Jake Mills, upon returning here from New York, announced the Droguetts, juggling trio, and Dolores and Olga Sanchez, traps and bounding rope, have been signed. Jack LaPearl will return as producing clown. He and Jack Sweetman recently visited at winter quarters.

Jack Mills received word from U. S. Tent & Awning Co., Chicago that the new big top, a 130 with three 40s, will be completed about March 15. It will be delivered at Greenville about April 1.

In New York, Jake Mills arranged with John Morgan Theatrical Costume Company for production of wardrobe for web, ladder and spec numbers. Show's policy of introducing feature acts with girl ensembles will be expanded, he said.

Gil Gray Opens At Sioux City

GAINESVILLE, Tex., March 7.—Gil Gray Circus, indoor unit which has been in winter quarters here, will open its season with a week's run at Sioux City, Ia., starting Monday (9).

Before closing down for Holy Week, the circus will play St. Joseph, Mo., starting March 16, and Springfield, Mo., starting March 23.

Hartford Shrine Sets Show Dates

HARTFORD, March 7.—The annual Shrine circus will be held at the Hartford State Armory, April 27-May 2, according to Potentate Lincoln Young of Sphinx Temple, sponsoring organization. Frank Wirth, New York booker, will again produce the show.

King Enlists Employment Office Aid in McCarran Act Tangle

MACON, Ga., March 7.—Officials of King Bros. & Cristiani Circus here obtained help from the Federal-State employment service in the importation of an English aerial act.

Under the new McCarran immigration law, which is causing complications for several shows and agencies which import acts, the employment office provided immigration officials with a certificate that the circus was unable to supply 14 women and two men as an aerial acrobatic troupe.

The certificate cleared the way, it was reported, for issuance of

immigration papers authorizing the importation. The English troupe is scheduled to be with the circus this season.

Meanwhile, Elmer Yates, promotion director, reported advance sales opened strong for the show's initial stand of the season here, April 4.

Floyd King, co-owner of the show, passed out cigars this week. A child, Linda Sue King, was born to Mr. and Mrs. King on Wednesday (4). They have two other children, Sharon, 2, and Floyd Jr., 1.

LUCIO MUFFS WALK-THRU

MACON, Ga., March 7.—Lucio Cristiani, who has called with candy butchers and taken some tumbles during his riding act, tried an unintentional new stunt here this week and came off with 20-stitch injuries.

Rushing out of a store to his double-parked car, Cristiani made a wrong guess about which side of a pillar the door was on and crashed through a modernistic plate-glass window. Stitches were taken to close gashes on a leg and over one eye.

Said Floyd King, Cristiani's partner in the King-Cristiani Circus, "He's used to getting banged up from time to time; it's an occupational hazard."

Clown Club Sets Contest

BERNARDSTON, Mass., March 7.—Circus Clown Club will stage a "Queen of the Circus" contest in connection with its observance of National Circus Week, June 1-7. The contest was announced this week by Ray Binsford, chairman of the club's Circus Week committee.

He said nominations would be accepted from each circus and should be mailed to him at Bernardston.

R-B Rehearses Spec; Flag, Indian Scenes

SARASOTA, Fla., March 7.—Ringling Bros. and Barnum & Bailey Circus will complete its first week of full rehearsals for the 1953 edition Saturday (7).

Dick and Edith Barstow are in charge again of all dance numbers. Antoinette Concello is director of the web number, which is to have an American Indian theme. Show's main spec is to be called "Candyland."

Spec floats are being turned out here by the Circus Hardware & Supply Company, and include some horse-drawn models and some to be fitted over jeeps. The pageant will include a number of persons with head masks.

Most of the new wardrobe has arrived and is being fitted. Max Weldy, who made the costumes

in Paris, and designer Miles White are on hand.

Show's finale will be a patriotic number using 10 girls on each of four riggings. Girls will stand on platforms which will be elevated to about 40 feet by power winches. For the wind-up, a flag will be unfurled in a manner similar to that used in the show during World War II seasons.

Ringling Launches N.Y. Ad Campaign

NEW YORK, March 7.—Display ads announcing the opening of the Ringling Bros. and Barnum & Bailey Circus at Madison Square Garden, April 1, appeared in local papers Sunday (1). Additional ads in dailies appeared during the week, stressing the opening of ticket sales Monday (9) at the Garden's 49th Street windows.

Prices range from \$6.50 to \$1.50, tax included, for the 40-day, 79-performance run. Opening night benefits the Heart Fund, and general tub-thumping can be expected to begin with the arrival of Roland Butler, publicity director, Monday (16). The show runs thru Sunday, May 10.

Minneapolis Gross Runs Even With '52

MINNEAPOLIS, March 7.—The 35th annual Shrine Circus in Minneapolis Auditorium here was running even with 1952 on gross and attendance but 20 per cent ahead on concessions, thru Wednesday night (4). L. F. (Bud) Johnson, general chairman, reported.

The 22-display circus, built by Noel Van Tilburg, opened Thursday matinee (26), running two a day, with no Sunday shows. After three performances today (7), the run will close after 19 performances.

Johnson said the estimated gross receipts thru Wednesday night were \$100,000. Attendance for the period was 85,000, 300 less than at the same time a year ago. Total 1952 attendance was 137,000. Sellouts were recorded Friday night (27) and Saturday matinee (28).

Concessions for the first 12 shows were running 20 per cent better than last year. Receipts from this source thru Wednesday totaled \$18,300. A year ago at this point they were \$14,990.

Admission prices remained the same as in 1952 for the 8,700-seat house. These were 40 cents for kids purchasing ducats at the schools; 60 cents for kids at the door; \$1.20 for general admission for adults; \$2.40 for reserved seats.

About 30 Minneapolis schools participated in the annual tie-up to bring kids in for matinees at the reduced price. In addition, participation by out-of-city schools grew to 20 this year, Johnson said.

Publicity this year was more extensive than before. Newspaper feature space was greater, radio

Canada Boosts Fees Of US Showmen, Ops

Monthly Charges to Circuses Upped 50%; Side Show, Ride, Concession Ops Get Hikes

Continued from page 55

for use exclusively by children, to be operated as attractions at fairs or exhibitions held by any agricultural or other association, each...\$50.

(7) Side-shows and concessions, being individual units of what is commonly known as a carnival or midway outfit, whether imported with a circus or otherwise, each...\$100.

(8) Portable lighting units, including the vehicles by which transportation is effected, for the illumination of baseball and other grounds

(a) With electric generators...\$200.
(b) Without generators...100.

Section 2
(1) Automobiles and motorcycles for competitive racing purposes are subject to the following fees in lieu of Customs and Excise duties and taxes for each calendar month in any one year while in Canada:
(a) Racing automobiles, each...\$10.
(b) Racing motorcycles, each...5.

(2) Fees paid pursuant to this section are not refundable upon exportation of the equipment from Canada and the importer must advise the Collector at the port of entry as to the proposed use of the vehicles; Collectors shall maintain a record of the temporary importations of each racing automobile or racing motorcycle, as the fees are payable for periods of calendar months and exportation and re-importation during such months may be permitted.

Section 3
(1) For the purpose of computing the fees provided for in sections 1 and 2 the owner or manager of the show, circus, carnival or midway outfit, or of the individual unit of such outfit, shall present a copy of the itinerary for Canada to Customs at the port where Customs entry is passed.

(2) Where, after entry at Customs, there is any change in the itinerary which will result in a longer stay in Canada than the period covered by the fee paid, the owner or manager shall at once advise in writing the Collector of Customs and Excise at the port where the Customs entry was passed, and forthwith pay to him the additional fee required for the prolonged stay in Canada, and send a copy of such advice to the Department of National Revenue, Ottawa.

Section 4
The fee in lieu of Customs and Excise duties and taxes provided for in sections 1 and 2 shall be paid and Customs entry passed.

(a) If moving by railway, at the Customs port on which the goods are manifested from the frontier and where unloading in Canada first takes place; all cars, which can be sealed shall be placed under Customs Tyden seals at the frontier port, and manifests for cars not sealed shall contain detailed descriptions of the contents:

(b) If moving by highway, at the point where unloading in Canada first takes place; if such unloading does not take place at the frontier port of entry into Canada, the show, circus, carnival or midway outfit, or the individual unit of such outfit, shall move under Customs

convey from the frontier to the point in Canada where unloading first takes place, where examination will be made by Customs officers, and the Customs entry shall be passed and the fee paid at the Customs port under the survey of which the unloading takes place; if such unloading takes place at a Customs port or outpost where there are not sufficient Customs officers to handle the show, circus, carnival or midway outfit, or the individual unit of such outfit, or at a point where there is no Customs office, the owners shall pay the salary, overtime, meals, transportation and other expenses of the Customs officers specially assigned and of the conveying Customs officers.

Section 5
Tickets, advertising matter, programs, books, consumables and articles imported for sale or distribution, are subject to the regular duty and/or sales tax.

Section 6
Where any goods specified in section 5 are imported beyond the requirements for the stay in Canada, and the owner or manager is not prepared to pay the duty and taxes thereon, such goods shall be removed from the cars or trucks and placed in warehouse, there to be held until they are entered for exportation or for home consumption; such goods may be forwarded in bond under Customs manifest to another port in the usual manner by a bonded carrier, on receipt of a written request, but in no case shall such goods be permitted to go forward from the port where Customs entry was passed or from the point of first unloading in the cars or trucks of the show, circus, carnival or midway outfit, or of the individual unit of such outfit.

Section 7
(1) A Collector of Customs and Excise, upon learning that a show, circus, carnival or midway outfit is about to enter Canada at his port or any outpost, under his survey, shall immediately notify the Department of National Revenue, Ottawa, giving all available particulars, including the nature and size of the show, circus, carnival or midway outfit.

(2) Upon receipt of instructions from the Department the Collector will immediately assign the number of officers necessary, and such officers shall make a complete check, at the port where Customs entry is passed and at the time of the first unloading, of all goods brought into Canada by the show, circus, carnival or midway outfit.

Section 8
Shows, circuses, carnival or midway outfits brought into Canada temporarily to be operated as attractions at fairs or exhibitions held by any agricultural or other association, shall not be admitted duty free under bond, under Tariff Item 700, not being "bona fide" exhibits, but shall be subject to the fees prescribed by Section 1.

Section 9
The Minister of National Revenue may reduce the fees in lieu of Customs and Excise duties and taxes provided for by sections 1 and 2 in such proportion as he may see fit, where it is proved to his satisfaction that amusement, riding devices, side-shows and concessions are not available in the immediate vicinity in Canada for the specific period desired, and where such units are operated in Canada for less than one month.

Harvey, Goe, Robbins Sign For Diano Trek

GONZALES, Tex., March 7.—R. M. Harvey, veteran advance agent, will be press agent for the new Diano Bros. Circus, it was learned this week. Skinny Goe, who had the band on Rogers Bros. and Circus Enterprises until recently, is to come on as Diano's bandmaster. Milt Robbins, last season with Hagan-Wallace and formerly with Dailey Bros., is to be Side Show manager.

Meanwhile, Gonzales reports were that more than 15 of the trucks had been processed thru the paint department and were decorated with much art work. Elaborate harness for draft horses, scheduled to be used in a street parade, is being made in quarters. It was reported that 16 head of stock would be carried for this purpose.

and tigers; No. 5—Johnny Gibson's Hollywood Sky Ballet (6); No. 6—Johnnie Laddie & Company (2), unsupported ladders; The Four Zoppas, unsupported ladders; The Dunwally Duo, ladder perch; No. 7—Miss Fay Kirkwood and "Crown Jewel," dressage; No. 8—Clowns; No. 9—Hubert Castle, tight wire; No. 10—Four Phyllis Sisters, Spanish webs; and the Three Tonis, aerial perch; No. 11—The Flying Zucchini (3), aerial return; No. 12—Clowns; No. 13—Roland Tiebor's sea lions, Francis Hogan, trainer; No. 14—Elly Ardely, single trapeze; No. 15—Clowns; No. 16—Baudy's Greyhounds; No. 17—Zoppe-Zavatta Family (7), bareback riders; No. 18—The Tokayers (6) and the Valentines (6), acro; No. 19—Tom Pack's six baby elephants, featuring James (Silvers) and Jo Madison; No. 20—The Sensational Kays (2), high wire; No. 21—Clowns; No. 22—The Zucchini Sisters, cannon.

Under the Marquee

Jimmie Watts and family have gone to Florence, S. C. The Lamppans (5) are in Birmingham. Eddie Doyle has gone to Worthington, Ind. Max Maurer went to Terre Haute, Ind., and J. C. Admire is in Brazil, Ind., following close of the Admire-Watts indoor unit.

Whimsical Walker. English clown with Mills Bros. last season, has a long article in the World's Fair, British trade paper, about his season in this country. He comments on the Mills cookhouse, sleepers, and his contract with a booker.

Harry N. Cole, of Detroit, boasts Fred Bradna's new book and recalls the days of James A. Bailey. Cole states that Bailey had a private telegraph wire strung on the lot daily... **Bozo Lamont** is making TV and radio shows out of New Orleans. He met Jack Leontini of the Packs show there this week. Tom Packs

was reported in Baton Rouge on business.

Boswell Bros.' Circus has been clicking in South Africa. Show has added an electric organ and a Diesel light plant. **Gentleman Jack,** pickpocket act, is feature.

Otto A. Zange, McKees Rock, Pa., journeyed to Cleveland for a look at **Orrin Davenport's** Grotto show there. . . . **Fan Elmer Michaud** is vacationing in New York. . . . **Sylvia Doves,** English performer who lost an arm in a bus accident while with Ringling at Baltimore, is living there now with her parents and brother, **Terry,** who's training to be a pro boxer. Sylvia was with the **Abbott Sisters** act. She was a guest of the Ringling show, **Pat Valdo** and the act during R-B's Cuban run in Havana. She was given an artificial arm by Baltimore Shriners, who sponsor Polack Eastern, show she was with in 1951.

Palace Theater in Dallas is using a circus act each Saturday morning. Policy started recently, with the Gainesville Community Circus elephant booked. . . . Brief Magazine for February carried a story about **Annie Oakley** by **George Hamid** as told to **Augusta Blinck.** April issue is to have a story about **Emmett Kelly.** . . . **Ora Parks** has gone to Macon, Ga., to start work on King Bros. & Cristiani press material.

Tige Hale, circus bandmaster, worked tickets at the Florida State Fair. He caught Circus Enterprises at St. Petersburg. . . . **Norman Hanley** is joining Hagan-Wallace as 24-hour man.

Bozo Kelly, who clowned with several circuses, has been named marshal of clowns for the 1953 Barnum Festival in Bridgeport, Conn. Kelly, a Bridgeport resident, has given up trouping but is still active in territorial and club work. In the summer he works the drive-in theater at Milford, Conn., with his son, **Bozo Jr.**

A son, **Marcel,** was born to the **Geraldos, Madeleine** and **Rene Rousseau,** at Sarasota, Fla., February 2.

The **Kriel Family** of circus acts, formerly with Bisbee's Comedians and the **Kelly-Miller** and **Cole Bros.'** circuses, are in their sixth week in and around Chicago for the Mike Taflin office of that city.

. . . **Jimmie O'Donnell,** who has been wintering in Mt. Pleasant, N. C., writes that he will be in clown alley with a circus this season. O'Donnell is discarding his table act this year and will reorganize his teeterboard act formerly known as the **Five Donnellos.**

Frank T. (Cookhouse) Kelly, vet of 32 years on the road, expects to join a circus before long. Meanwhile, he would like to hear from old-timers who may write him at 202 South First Street, La Fave Rooms, Ponca City, Okla. . . . **Bill Green,** former press representative for the Eastern unit of Polack Bros.' Circus and other shows, has been named publicity director for Cinerama in the Great Lakes region. He is currently handling the March 23 Detroit opening for the three-dimensional outfit.

Pvt. William G. Valentine, formerly of the **Flying La Vals** and now stationed in Germany, has been visiting European circuses. He recently caught Circus Krone in Munich and reports a good program. The show carries a menagerie of about 450 animals. He had a talk with Co-Owner **Carl Sembach,** who inquired about German acts now in the U. S. Valentine also visited Circus Brumbach in its quarters at Ingelstadt. Valentine reports that Owner **Gustav Brumbach** is related to **Mrs. Fritz Huber,** of the **Sensational Kays.** Circus Brumbach, which escaped from the Russian zone last year, recently participated in the making of a 20th Century-Fox movie. Valentine also caught the Circus **Althoff-Bouglione** last November in Frankfurt.

E. R. (Pops) Gray, veteran circus producer and street decorator, is in Deaconess Hospital, Evansville, Ind., where doctors believe he will have to have a toe, and possibly a foot, amputated. Mrs. Gray reports that he has had to cancel four weeks of indoor circus dates for April and May. However, she says he hopes to continue with his fall dates for the Shrine clubs in Western Kentucky.

Bob Snodgrass is still in Korea with the Army and doesn't expect to be back for the circus season. It had been reported he would be with **Kelly-Miller.** . . . **Mrs. Herb Walters** and **Mrs. Bill Woodcock** left Hugo, Okla., recently for a few days' vacation in Hot Springs.

Dressing Room Gossip

Hamid-Morton

Altho threatened with bad weather, the jump from Memphis to Milwaukee was made without any trouble. However, cold weather brought on many cases of flu and colds.

Aerial ballet was increased to 10 girls. Those participating are **Elsbeth Rengies,** **Eva Corona,** **Terry Nachamkin,** **Joyce Breidenbach,** **Helen Harrington,** **Gracie Hanneford,** **Bertha Nonnenmacher,** **Joyce Vidbel,** **Ann Robbins** and **Joane Letty.**

Visitors in Memphis were **Bo Bo Barnett,** **Mr. and Mrs. Felix Morales,** **Mr. and Mrs. Walter O'Hara.** Visitors in Milwaukee were **Earl Shipley,** **George and Eddie Zacchini,** and **Mr. and Mrs. Charles Zamater.** —**JOYCE BREIDENBACH** and **JOANE LETTY.**

Bill Bailey's Minstrels

Audiences have been very responsive on our tour thru Mississippi and Arkansas. Business has been good.

In Columbus, Miss., the Municipal Auditorium was 75 per cent full for two shows. In Meridian, Miss., at the College Auditorium, the matinee was 75 per cent and the night was 65 per cent. Jackson, Miss., gave a near-capacity house for each of the two shows. In Vicksburg, also, business was good and the audience responsive.

In Eldorado, Ark., the show had no sponsor but pulled an 80 per cent house for the one show.

New additions to the show are **Possam Gill,** end man; **Pauline Penny,** dancer, and **Vince Bor-**

Santos & Artigas

At Santiago, the circus played to capacity houses. Our ancient circus train is traveling thru the interior of Cuba, where you see modern diesel locomotives and long strings of pack mules side by side, trucks and oxcarts, grass huts and television aeriels.

Bad lots are the rule rather than the exception. A lot of energy and money is spent leveling ground to make a ring surface.

Children are shouted at, knocked down, beaten on the shoulder by soldiers with sheathed bayonets, but still, they come. In Santiago the kids were hurling rocks. One missile struck **Senora de Manolin,** wife of the Mexican comedian. Another rock struck clown **Polidor's** little dressing tent but did no damage.

In the sugar mill towns the audience is mostly bleacherites. They file into the big top an hour before the show and immediately set up wolf howls, whistling, hooting, stamping their feet.

The performer's entrance curtain is embellished with words extolling the merits of a local beer, and the show's announcer cuts the gap between acts splicing commercials of various products the circus has contracted to advertise.—**LOU NELSON.**

relle, piano and band leader. **Bob Stephens** is back with us, a free man, after taking exam for **Uncle Sam.** **Dave Anderson,** tenor, has a new number in the minstrel first part. —**LARRY ARMOND.**

WANT WANT WANT DIANO BROS.' CIRCUS

This show is all new and features an old-fashioned street parade with 16 elephants and the finest menagerie on the road this year.

We want good Men, Agents and Promoters to start and assist in building the advance. Those assisting now will be sitting on top a little later. Those I know, this is a fine show. Promotion and public relations department, wire or write **Phil Streit,** Equestrian Director wanted. Good Clowns who play in Clown Band, Electrician, Grooms, Cage Men, Workingmen in all departments, contact **Harry Hammond,** Cooks, Waiters and Kitchen Help, contact **Frank Francois Stewart.** **Bob Lynch,** contact me. All people joining now will benefit with bonus this fall. Side Show People, contact **Jimmy Haviter,** Good Cannon Act. Man with Funny Ford. Outstanding people for big show. Contact

DIANO BROS.' CIRCUS
BOX 54, GONZALES, TEX.

RUDY BROS.' CIRCUS

WANTS AT ONCE—PROMOTERS, PHONEMEN

Plenty towns. Grotto and Optimists auspices. Steady work. UPC and programs. Must be able to finance yourself (give phone number where we can call you). **HARRY MASON**—Please contact me again. Have good deal for you. ACTS—Any good Novelty Acts. Pony Drill. Can use good Family Troupe that can do two or more. Answer letter only:

Rudy Jacobi—Rudy Bros.' Circus
ROOM 214, 6758 HOLLYWOOD BLVD. HOLLYWOOD 28, CALIF.

Al G. Kelly & Miller Bros.' Circus Wants

Boss Canvasman for Side Show or Menagerie, also good Kid Pusher and Watchman. Need 3 more Bull Men; sending elephants to Hollywood to make a picture soon. Can use Side Show Band Leader and Musicians.

Al G. Kelly & Miller Bros.' Circus, Hugo, Okla.

THE TOMMY SCOTT SHOW

"America's Largest Hillbilly and Western Show"

Can Place Immediately

2—Contracting Agents—2
If you can contract live auspices on Phone Promotion Contracts will offer top compensation and year round work. (No advances to join.) Write, wire or phone **MANAGER**
Brownwood, March 11; Coleman, 12; Ballinger, 14 (All Texas)

Crew Managers and Phonemen
Plenty of dates under strong auspices. U.P.C. Program and Banners. We pay 35% to Crew Managers payable daily. Contact: **GENERAL PROMOTION MGR.**
The Tommy Scott Show
Texas Hotel, Brownwood, Texas

LAST CALL—WANTED—LAST CALL

Can place one or two more Aerial Acts, also Trampoline and Bar. **Lucy Gillette,** contact me. All those contracted contact. Opening date has been moved up.

FRANCO RICHARDS
CIRCUS WINTER QUARTERS, ROUTE 2, BOX 1, PENSACOLA, FLORIDA.
Phone 8-3409—No Collects.

WANTED CIRCUS AND RODEO

Must be a packaged unit and able to play either July 14th or July 16th date. Contact **Martin R. Green,** Ohio County Fair Assn.
Rising Sun, Indiana

PHONEMEN . . . Office Open

Louisville, Kentucky

A CERTIFIED DEAL

10 Weeks' Work—10 Phones
This is a (Roundup) deal with Moving Picture and TV Stars.
Seelbach Hotel **TERRELL & TERRELL** Louisville, Ky.

"CANADA CALLING" Odyson's Circus

WANT

Boss Canvasman or one who can set up and tear down Big Top, 60x200 ft.; also Trapeze Act. Eighteen weeks' contract in Canada, starting May 25th. State salary per week in first letter.

Odyson's Circus
10643 103 St., Edmonton, Alta., Canada

Beers-Barnes Circus

WANTS

Acts or Family, Clowns (Happy Holmes, write), Working Men who drive. Open April 22nd in South Carolina. All mail or wires to 591 NORTHWEST 63 STREET, MIAMI, FLORIDA.

Wallace & Clark Circus

Wants two Billposters who can drive, one Lithographer and Banner Tacker; salary \$85.00 per week. Answer to **SAM PRICE**

Brigade Agent
Webb Hotel Hugo, Oklahoma

FOR SALE

White Horse Liberty Act—Palomino High School and Liberty Horse; pink skins, glass eyes, five to eight years old. New ring curb, new trappings. Will sell separate. Bargain prices for immediate sale. No curiosity seekers.

NIPPER BROS.' CIRCUS
Suite 240, Delmar Loop Bldg.
6651 Enright Ave. St. Louis 5, Mo.

PHONEMEN

State Convention. Office open. Just starting. Advertising and tickets. Call **Bridgeport, Conn. 6-62115 or 7-83686**

CIRCUS ACTS

All Descriptions

Acts doing two or more. Dates April 16-17-18-19. **CHAIRMAN NOTRE DAME COUNCIL**
#2901 KNIGHTS OF COLUMBUS
Park Plaza Hotel Bldg.
Charles and Madison
Tel.: **Vernon 2073, Baltimore, Md.**
P.S.: **Capt. Eddie Kuhn,** get in touch. Can place top bannerman.

Wallace & Clark Circus WANTS

Workingmen in all departments. Winter quarters now open. Can use one more act doing two or more. Two more Clowns, two more Butchers who can drive, one Groom. **Enoch Bradford,** contact me. **BOX 130, CHERRYVALE, KANSAS**

WANTED AT ONCE

One more Dancing Girl. Also Girl to assist Magician. Want Colored Musicians. (Ike Donnelly, Trumney, Pop Eye, Sam Raselle, contact **Johnnie B. Williams** at once.) Show opens De Land, Fla., March 13. Ray Amy, contact. One Impersonator in vicinity of Miami, answer.

Hagan-Wallace Circus
Box 787, Sky Harbor Station
De Land, Fla.

WANTED FOR MILLS BROS.' CIRCUS

24-Hour Man with car, Chevrolet Mechanic with tools, Head Usher, Cook, Workmen, Riggers, and Seamen, come on now to Winter Quarters, Greenville, Ohio. Cookhouse open. **JACK MILLS**
2900 Edgemoor Rd., Cleveland Hts., O.

PHONE SALESMAN

Experienced Producers who desire all year round work on only strong sponsor repeat deals. Our 14 years of clean know-how into principal cities west of Des Moines assure earnings \$150 to \$250 weekly. 5 units kept busy under most pleasant surroundings. Check new deals. Military Order, Purple Heart, Tucson, Ariz., opens this week; State Convention Ad Year Book, Disabled War Veterans, Phoenix, Ariz., opens March 23; State Convention Ad Year Book, Bldg. Trades Council, AFL, Fresno, Calif., opens March 23; Directory Temple Sign Board. Do you mean business? If so, contact by mail:

J. Bankendorf
Jefferson Hotel Phoenix, Ariz.

PYTHONS—KING COBRAS COBRAS

For delivery between March 15th and April 15th. Also **Gibbon Apes, Hornbills, Fairy Blue Birds, India Hill Mynahs, Japanese Tumblers, Parrakeets, Canaries, White Doves,** etc.

BIRD WONDERLAND
P. O. Box 90, Van Nuys, Calif.

PROMOTERS

—Get on our Mailing List.
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write **Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.**

ACTS WANTED HART BROS.' CIRCUS

Can use a few more Acts for 1953 season. Wire, Bar, Trapeze, Trampoline, Ponies, Monkeys, small Elephant Act. **Hap Henry,** contact.

HART BROS.' CIRCUS
181 1/2 Rt. #1 El Centro, Calif.

WANT BOOKKEEPER-ACCOUNTANT

Must handle daily reports, complete books and tax reports for motorized circus. Available immediately. **BOX D-11, c/o The Billboard**
2160 Patterson St., Cincinnati 22, O.

PHONEMEN

Three more weeks here on Moose Convention Program, then to Pennsylvania. Pay daily if you can sell you can get well. **AL LANE,** call 6-2403, Charleston, W. Va., week days.

PHONEMEN

Fastest money in the East; dollars every hour; plenty of bona fide taps, not just names. Our people making \$200.00 a week. Must be capable.

Phone: Emerson 5-5000
Camden, New Jersey

2—PHONEMEN—2

Got a honey here. 4th year. Ads and list. Phones waiting. If I know you, call me.

HARRY BEANE
Nashville, Tenn. 5-6149.
Where are you, A. Y.?

PHONEMEN

For Labor News, Ed O'Neil, Red Friend, call me collect. Any other boys who have worked for me before, come on in. Daily pay, top commission.

BILL ARMAND
704 Hermann Bldg. Houston, Texas
Tel.: Preston 9522

SYRACUSE DROPS HARNESS RACING

Lack of Interest, Expense Cause New York State Fair to Nix Sport

ALBANY, N. Y., March 7.—The 1953 New York State Fair at Syracuse will drop harness horse racing from its program. Announcement that the event will eliminate the hay burners was made jointly by C. Chester Du Mond, agricultural commissioner, and Harold L. Creal, fair director. The announcement is in line with the unanimous recommendation of the fair advisory board. Auto racing and thrill shows will continue as attractions on the one-mile dirt track.

The tremendous expense, with purses pyramiding the total close to an estimated \$100,000, and with only meager public support at the grandstand turnstiles, were given as reasons for the decision. The decline in attendance at races has been especially noticeable since reopening of the fair after the war, the commissioner said, but he emphasized his great reluctance to terminate this traditional part of the State event.

Du Mond explained that pari-mutuels are not available to the State Fair while it is in progress, just as pari-mutuels are not available to any New York county or town fair while it is being conducted. Several county fairs also have abandoned horse racing for economy reasons.

Betting Needed

Without that form of wagering, Du Mond explained, horse racing seems to be falling off in popularity. He pointed out that a new track, offering pari-mutuel betting, is opening this year in Vernon, about 30 mile east of Syracuse. That track, in the committee's opinion, will satisfy all area demands for horse racing.

The committee said that perhaps some of the earliest State fairs failed to offer horse races, but the records show that for many years the trotters and pacers have held forth on the Syracuse track, with only a few exceptions, immediately preceding and following the last war. Running horse races took over as a substitute attraction several times in the prewar years. The "limited" State Fair in 1948 had no events on the race track, and no horse races were presented at the 1949 fair.

The fairs in 1950, 1951 and 1952 produced trotting races, but the patronage in the grandstand was disappointing to exposition officials.

The State Fair advisory board consists of Henry D. Sherwood, Pine Plains; Monroe Babcock, Ithaca; Daniel Dalrymple, Lockport; Jane H. Todd, Tarrytown; Dr. Elizabeth Lee Vincent, Ithaca; Robert F. Soule, Syracuse; James M. Beiermeister, Troy; Warren W. Hawley, Batavia, and Lawrence F. Cuthbert, Ogdensburg.

Sedalia Sets Attractions

SEDALIA, Mo., March 7.—Missouri State Fair has completed its attraction program for this year's fair, August 22-30.

Contract for four days of auto and motorcycle races was awarded National Speedways (Al Sweeney-Gaylord White) with fireworks to be presented by Thearle-Duffield Fireworks, Inc. Desplenter Bros., have been given the ex on novelties while advertising material will be purchased from Regalia Manufacturing Company and ribbons from E. G. Staats Company.

Midway and night grandstand contracts were previously awarded to Cetlin & Wilson Shows and Barnes-Carruthers Theatrical Enterprises. Swenson Thrillcade and Tournament of Thrill will stage one thrill show each and the usual five days of Grand Circuit "arness racing will round out the program.



CLIFFORD C. HUNTER

Cliff Hunter Named to Fair Post in Ill.

SPRINGFIELD, Ill., March 7.—Clifford C. Hunter, veteran Illinois fair executive, has assumed the post of Administrative Assistant in the Division of State Fairs of the Illinois Department of Agriculture.

In that capacity, much of Hunter's time will be spent in connection with the supervision of State aid to agricultural fairs. He also will serve in the distribution of rehabilitation aid to fairs.

In addition, Hunter will be administrative assistant to the general manager of the Illinois State Fair.

Brunsons Ink Hemet, Calif., Phoenix Events

HOLLYWOOD, March 7.—Hollywood Theatrical Agency, headed by Jo and Newton (Carolina) Brunson, will supply the talent for the Farmers Fair of Riverside County in Hemet, Calif. Contracts have also been signed for the agency to present its "Hollywood on Parade" at the Arizona State Fair in Phoenix for the third straight year.

Brunson said that the show for Hemet had not been selected. But, he added, it would feature a television star, Larry (Bozo the Clown) Vallie, and the Shafton Puppets among other acts. This is the first year that this office has supplied this fair. In past years it was booked by the late Neal Abel, who was with his own agency, Nelson and Abel, and later Fanchon & Marco.

Eastern Mass. Fair Meeting Scheduled

SOUTH WEYMOUTH, Mass., March 7.—The Eastern Massachusetts Agricultural Fairs Association will hold its annual meeting in Grange Hall here April 29. All persons connected with fairs east of Worcester are invited to attend.

Purpose of the association is to advance, encourage, and protect the interests of agricultural fairs. The group has full support of the Massachusetts Department of Agriculture. Annual dues are \$2.

Wapping, Conn., Names Foster

WAPPING, Conn., March 7.—The Wapping Fair has elected Walter Foster to the presidency. Other officers: Walden Collins, vice-president; Levi Dewey, treasurer; Mrs. John Porcheron, corresponding secretary; William Park, financial secretary; Mrs. George Potterton, recording secretary; Harry Welles, superintendent of grounds, and William Leonard, superintendent of catalog and commercials.

The 1953 fair will be held September 12.

Iowa State Skeds Night Auto Races

Big Cars Set for Labor Day Evening In Attempt to Hypo Finale Attendance

DES MOINES, March 7.—Iowa State Fair, in an effort to build its final night, will close its run with a Labor Day evening program of big car auto races, Lloyd Cunningham, fair secretary, announced. The decision came out of a two-day board meeting here this week and will mark the first time night auto racing has been held at the big Iowa expo.

Cunningham plans to utilize the lighting system already installed around the infield, which can be expanded with little expense. National Speedways, Inc., (Al Sweeney-Gaylord White) will produce the meet in addition to two other big car and two stock car programs on four afternoons.

The balance of the fair's attraction program will follow the format of recent years. Barnes-Carruthers Theatrical Enterprises will again provide the night grandstand show and Amusement Company of America the midway attractions. Leo Cremer will again produce the rodeos and one thrill show performance each will be staged by Swenson Thrillcade and Tournament of Thrills. Harness races will take up two after-

noons and Thearle-Duffield Fireworks, Inc., will again fire the nightly pyro displays.

Action was also taken to double the capacity of the present fair-ground electrical system. This has been made necessary by the increased number of exhibits, the expanded use of modern lighting, greater use of refrigeration by exhibitors and the overall growth of the fair itself.

A number of new department superintendents were named at the meeting. John W. Cory Jr., Spencer, a board member, will take over as superintendent of 4-H and FFA cattle, in addition to his duties as general cattle superintendent. C. S. Macy, Grundy Center, also a board member, was named superintendent of industry and machinery, and C. C. Wagler, Bloomfield, a new board member, was appointed superintendent of admissions.

Other superintendents include Mrs. W. L. Van Peurse, Mitchellville, textiles; Ralph Pim, Lucas, poultry, and Dewey Jontz, Runnells, sheep.

Premiums for this year's fair will be in the neighborhood of \$200,000, one of the largest on record.

Victor Borge Set as CNE Night Feature

TORONTO, March 7.—Comic Victor Borge was chosen to star in the 1953 Canadian National Exhibition grandstand show by the attractions committee here Tuesday night (3). The piano-playing comic got the nod over comedians Danny Thomas and George Fromsby, the latter an English music hall favorite.

Borge will get a reported \$20,000 on a contract calling for performances on 14 out of 16 days. Also considerable supplementary talent remains to be booked, the net, as of now, appears to be heading for the lowest total in the postwar era of CNE grandstand shows. Olsen and Johnson, Jimmy Durante and Danny Kaye, who brought in their own packages and cut percentages over heavy guarantees, accounted for staging costs upward of \$100,000.

Formsby, reported a short odds favorite as Hiram McCallum, general manager, and Jack Arthur, producer, headed back to Toronto last week after a talent hunt in New York, reportedly lacked the backing of Mayor Lampion, an ardent supporter of domestic talent.

Dancing Waters, a water spectacle introduced recently at the Radio City Music Hall, was booked previously.

Winter Fairs

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- California**
Imperial—California Mid-Winter Fair, Feb 28-March 8 D. V. Stewart
- Florida**
Eustis—Lake Co Fair, March 16-21. Karl Lehmann, Courthouse, Tavares, Fla.
Fort Lauderdale—Broward Co Fair, March 3-7. B. E. Lawton.
Sanford—Seminole Co. Fair, March 9-14
West Palm Beach—Palm Beach Co. Expo March 6-14. Lamar Allen.
- Montana**
Bozeman—Montana Winter Fair, March 21-27. George T. Sime
- Texas**
Mercedes—Rio Grande Valley Livestock Show March 5-9. Carl A. Blasig

Fair Assn. Meetings

Association of Connecticut Fairs, Mount Carmel Parish House, Mount Carmel, March 21. Mrs. Joseph Bartlett, North Haven, secretary.

Eastern Massachusetts, Agricultural Fairs Association, Weymouth Grange Hall, South Weymouth, April 29. Mrs. Augusta Kay, 605 Bedford Street, Whitman, secretary.

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George Colours, Director
204 Chamber of Commerce Bldg.

APRIL
YOUNGSTOWN, OHIO, April 7 thru 12
Charley Coffey, Director
405 Home Savings & Loan Assn.

JACKSONVILLE, FLA., April 28 thru May 3
Edgar V. (Bud) Smith, Director, 317 West Forsyth St.

NORFOLK, VA., April 26 thru May 3
Jack T. Craig, Director
P.O. Box No. 6156

MAY
SAN ANTONIO, TEXAS, May 10 thru 17
Carl Olson, Director
819 Gunter Building

KNOXVILLE, TENN., May 5 thru 10
Paul Waters, Director
317 Gay Street

MONTGOMERY, ALA., May 5 thru 10
E. H. Auerbach, Chairman
First National Bank Bldg.

CHARLESTON, S. C., May 19 thru 24
J. Walker Owens, Chairman
Chamber of Commerce Bldg.

DALLAS, TEXAS, May 2 thru 10
H. F. VanHorn, Director
"Penthouse," Stoneleigh Hotel

WACO, TEXAS, May 12 thru 17
Dorothy Godfrey, Director
620 North 5th Street

NASHVILLE, TENN., May 20 thru 24
Paul Waters, Director
205 Exchange Building

TACOMA, WASH., May 20 thru 24
George Colours, Director
1103 1/2 North Division St.

CEDAR RAPIDS, IOWA, May 27 thru 31
Paul Waters, Director
406 Guaranty Bldg.

CHATTANOOGA, TENN., June 8 thru 15
C. B. Osborne, Chairman
Electric Power Company

NEW ORLEANS, LA., Aug. 22 thru 30
H. F. VanHorn, Director
c/o Municipal Auditorium

DENVER, COLO., Sept. 22 thru 27
Carl Olson, Director
c/o Rocky Mountain News

SOUTH BEND, IND., Sept. 22 thru 27
Dorothy Godfrey, Director
c/o Waco Home Show, Waco, Texas

BILLINGS, MONT., Nov. 3 thru 8
Carl Olson, Director
c/o Don Jewell, Box 744

BOOKED BUT DATES NOT ALLOTTED: BATON ROUGE, LA-FAYETTE, COLUMBIA, ROANOKE, LYNCHBURG, ALEXANDRIA, LAKE CHARLES.

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Cliff Mullins Springs New Org April 6

HAMPDEN, Me., March 7.—Mullins' Royal Pine Shows will make their debut under the aegis of Clifford W. Mullins, April 6 in Providence. The new organization was formed here this winter and Mullins, a veteran cookhouse and concession operator, will take it on the road in New England this summer and then head south for the late season.

Mullins, who was formerly on Ben Williams and King Reed shows, this winter purchased most of the Columbia Shows from Thomas Keefe and added several rides he picked up last year. According to Mullins, show will open with a Merry-Go-Round, Ferris Wheel, Octopus, Auto Ride, Comet, Chairplane and four kid rides including a Train, Boats, Planes and Autos. A circus Side Show is planned for the back end with upward of 40 concessions gracing the front end of the midway.

Staff, in addition to Mullins, includes Pat Hanlon, veteran outdoor showman, as general agent, and Ray Merritt, ride foreman. Route will include the American Legion convention, Rockland, Me., and plans are to also play the VFW convention in Bangor. The show owner said the shows have eight weeks of fairs following Labor Day, after which the org will head south.

9 New York Annuals Sign Reithoffer Units

NEW YORK, March 7.—Nine New York fairs have been signed for the Reithoffer Shows, it was learned this week. Reithoffer, a 55-year-old organization, currently includes three units.

R. E. Reithoffer Jr., Unit No. 3 manager, reported the following fairs booked: Angelica, Caledonia, Whitney Point and Walton. Credited to the Reithoffer organization in a previous story were: Owego, Henrietta, Morris, Watertown and Rochester.

A Reithoffer unit last year played Angelica and Caledonia.

Majestic Bow Set for Macon

MACON, Ga., March 7.—Sam Goldstein's Majestic Shows will reportedly jump here from their Florida winter base to make the official bow this year. Org is expected to remain here to play several lots in and around the city before heading toward its regular area around Detroit.

Contracts for the show to open at Maynard and Mitchell streets in East Macon were recently signed here with C. W. Sellers representing the sponsoring group. Tentative opening is set for March 23.

Harris Inks Paoli, Ind.

FINDLAY, O., March 7.—Royal Midwest Shows have signed to provide the midway at the Orange County Fair, Paoli, Ind., Bill Harris, org's general manager, announced here in winter quarters. Dates are July 26-August 1.

According to Harris, this is the ninth fair contract signed by the show, with several others still pending. He also said that the Paoli event this year would include high and platform free acts, livestock and horse shows, a queen contest, junior fair and commercial exhibits.

CARNEY TOWN

Sat. Eve. Post Pays Tribute To Gibsonton

GIBSONTON, Fla., March 7.—This town and its carnival population received excellent treatment in the Saturday Evening Post of February 28.

The story pays tribute to the community, which in addition to being 90 per cent populated by active and retired show folk, is peculiarly rich in humanity and tolerance.

Aurelio (Al) Tomaini, eight-foot, four-and-a-half-inch deputy sheriff, assisted by Casper (Colonel) Balsam, less than four feet tall, are mainstays of the police department. The write-up describes the social center of the town—the bar and grill of Eddie and Grace LeMay, and their waitress, Georganna Sundeval.

Mentioned

Lee Erdman, Zeke and Virginia Shumway, Tommy Allen and Harry Wilson are mentioned in the story, along with Frank Allen, a former concessionaire now turned real estate agent.

The assistance given Lloyd Serfass, a town resident, by Doc Cann, Jack Galuppo and Joe Hilton, when he was burned out of his carnival a few years back, was used to illustrate the helping hand of carnival people.

Snapp Wyatt and his torture show comes in for mention, along with the tonsorialist, Tinker Jim Eastman, former official barber for the Ringling show, who has set up shop here.

History of the town's growth, whose first citizens were the LeMays, is traced. Doc and Betty Hartwick's wildlife exhibit is among the attractions mentioned.

Pictures show Tom and Dot Blackhall in their kitchen, Earl and Ethel Purtle being stopped in their car by Casper Balsam, Al Tomaini and fellow firemen at work, a portion of the trailer area and Eddie and Grace LeMay in their restaurant with its photo-papered wall of show business friends.

Tinsley Org Will Preem At Air Base

GREENVILLE, S. C., March 7.—Johnny T. Tinsley Shows will open their season at a Special Services celebration at Donaldson Air Force Base here. The four-day run will include two open houses.

The celebration opens April 2. The show will be set down in the center of the base, adjacent to the main buildings. According to Tinsley, past open house days here have drawn upwards of 25,000 people in two days. In addition to the show a name band is expected to be brought in.

R. F. McLendon, show's new agent, handled the contract, while the Air Force was represented by Maj. Leslie McLaurin and Lieut. Bill Schulenberg.

Hold Last Rites For Leo Allen

SHEBOYGAN, Wis., March 7.—Funeral services were held here Friday (6) for Leo Allen, veteran concessionaire, who died Sunday (1) in Rolla, Mo. During his many years in outdoor show business, Allen was with most of the big shows in the Midwest. He was last with Great Sutton Shows. Burial was here. Surviving is his widow.

Model Popcorn Maker

NASHVILLE, March 7.—Cretors Corporation, manufacturer of popcorn makers, has announced a new Olympic model machine now in production. According to officials, the machine has two three-cubic feet elevator wells, new forced-air heat, automatic push-button seasoning pump, and is topped with an 8-inch Formica counter, 46 inches long.

Patty Conklin To Build 185G Roller Coaster

Will Erect, Operate Ride at CNE on P.C. In Long-Term Deal

TORONTO, March 7.—J. W. (Patty) Conklin, of the Conklin brothers, holders of the midway contract at the Canadian National Exhibition here, this week closed a contract to erect and operate a \$185,000 Roller Coaster on the CNE grounds.

Under the terms of the contract, Conklin will build the ride in return for a 10-year percentage deal, which also gives him an option to renew for an additional 10 years.

Construction will start in the near future, Conklin said, with completion expected for the opening of the 1953 CNE.

The Coaster will be designed by Jack Ray, long-time Conklin staffer in charge of designing, decorating, etc. Toronto firm, Stanford and Wilson, have been picked as architects. Construction will be under the direction of Joe McKee, U. S. expert in this field.

The ride will occupy an area 100 by 565 feet. All timber used will be pressurized, Conklin said.

Erection of the ride will boast the number of full-scaled Roller Coasters in operation in Canada to six. A Coaster had operated at the CNE up until just before World War II when after many years of operations it was razed. After closing the contract Monday (2), Conklin left for a vacation in Miami Beach.

Reynolds-Wells Set May 1 Bow

MUSKOGEE, Okla., March 7.—World of Today Shows will not make its '53 bow until May 1, owing to an extensive rebuilding program currently under way here in winter quarters at Davis Airfield.

Only four still dates are planned before the show goes into its fair route June 25. Fairs signed include the early circuit of Minnesota annuals at Ada, Hallock and Fosston as well as other Minnesota fairs at Wadena, Brainerd, Austin and Rochester. Other fairs include Sioux Falls, S. D.; Miami and Muskogee in Oklahoma, and Fort Smith, Ark.

H. Wells, co-owner, announced that four new wagon-type show fronts had been completed and the new kiddie attraction, Tinkertown, is under construction.

R. F. McLendon Joins Tinsley Org

GREENVILLE, S. C., March 7.—R. F. McLendon, former show executive, has come out of retirement to join the staff of Johnny T. Tinsley Shows. McLendon was with Tinsley for a number of years before he became associated with Atlanta and Savannah, Ga., newspapers eight years ago.

Ernest Sylvester, veteran outdoor showman, has also joined Tinsley to handle the office.

Gerald Anderson Completes Route

TOLEDO, March 7.—Anderson Amusement Company has completed its bookings for the season and is making ready to hit the road, according to Gerald R. Anderson, manager. Included in the show's '53 route are the Holland (O.) Strawberry Festival and the Stryker (O.) Labor Day celebration.

Show will carry 7 rides, 2 shows and upwards of 25 concessions, Anderson said. Also on the staff are Brynolf A. Anderson, assistant manager, and Pat Harris, lot man.

Metropolitan Turns West for Still Dates

Switch From Trucks to Rails Begun As Org Prepares for May 1 Opening

FLORENCE, S. C., March 7.—Officials of the newly formed Metropolitan Shows this week announced that they would turn to the West for still date territory. The report answers the rather intense speculation involving the spring and summer booking plans of the new railroader which is being fashioned from the Lawrence Greater Shows, a mobile unit operated by Sam and Shirley Levy thru last season.

Manager R. C. McCarter made the announcement at winter quarters here after a conference with the Levys. McCarter and the Levys have both tramped in the West before, and the territory should be well known to them.

The formation and basing of the Metropolitan unit in the East brought the total of railroad shows in that territory to five, a figure regarded by many in the trade as one too many. However, the big booking problem has to do with still dates, rather than fairs, since all of the units have put fair routes together in the East.

Showcase Route

The Cetlin & Wilson Shows also have a number of important early fairs, including the Indiana State Fair, Indianapolis, on its route. A big part of Metropolitan's fair booking effort was centered in the West, including an all-out effort to bag the Indiana event, and it is likely that the Levy-McCarter combine is anxious to show off the new unit to Midwest fair execs.

Most of their fair booking effort, next year as this, will have to be directed at lifting choice spots from other railroad organizations, East or West, if a route that will foster continued growth is to be secured.

The building effort went into high gear here this week with the arrival of the Levys. Some 10 men are employed in the shop, under the supervision of Jess Warren, and nine flat cars, all equipped with new brakes, have arrived. A total of 30 persons are in quarters and this number is expected to be increased weekly because of the big job in switching over from trucks to rails.

All major work is scheduled to be completed well in advance of the May 1 opening. The owners are still shopping for an additional coach and a box car.

Harry Schreiber was due in this week. He has allotted himself

Program Set For Crafts' PCSA Outing

LOS ANGELES, March 7.—With Showmen's Day at the National Orange Show definitely set, Orville N. Crafts, show owner, will be host to members of the Pacific Coast Showmen's Association at the San Bernardino event March 24. With Sam Dolman serving as chairman and Nina Rodgers as co-chairman, a show-within-a-show will be featured. Crafts will host the group and those attending will be his guests at lunch.

Dolman said that no motorcade would be used this year. Ribbons will be mailed to the membership within 100 miles of Los Angeles and these will afford free admission thru any gate at the Orange Show on the date set.

In addition to the fund-raising show to be held in Crafts' big top, the club will present five acts and a five-piece band. Of the receipts, the Ladies Auxiliary will receive one-third and the PCSA two-thirds for its welfare and cemetery funds.

Serving on the committee with Dolman are Charles Walpert, Mike Doolan, Eddie Harris, Art Anderson, Sam Steffins, Hunter Farmer, Alex Freedman, Joe Archer, Al Flint and Frank Warren. Nina Rodgers heads the committee for the Auxiliary and 25 of its members will sell show-within-a-show tickets and handle the food and bar.

ample time in which to ready all front end units. A. R. Whiteside has the cookhouse operating.

Bobby Mack, general agent, is also due in. Final booking plans are likely to be set here this week.

Mac McCollin Back at Helm For '53 Tour

SALT LAKE CITY, March 7.—R. D. (Mac) McCollin, owner-manager of State Fair and Great Western Combined Shows, will be back in action again when his show opens this spring. He left the show in September last year to undergo leg operations and after spending five months on crutches, is up and active again.

McCollin is a veteran outdoor showman and was formerly with a number of shows operating in the New England States. He was former manager of Benson Animal Farm, Nashua, N. H., and for many years had his own animal act on the road which included pumas, elephants, seals and chimps. In addition he was director of Hogle Garden Zoo here in Salt Lake City.

For a number of years, before he framed State Fair Shows in 1951, McCollin was yardmaster here for the Union Pacific Railroad. The show will go out this year for its third season. McCollin is a veteran of World War I. He was a captain in the Field Artillery Corps.

Legion Post Named for Herm Archer

LOS ANGELES, March 7.—An American Legion Post is being formed here and will be named in honor of Cadet Herman Archer, son of Pearl and Joe Archer, who died in an airplane crash in December, 1951. Cadet Archer was in his second year at the U. S. Military Academy and was returning to West Point with a group of cadets when the plane went down in Arizona.

The post will be named Cadet Herman Archer Post No. 762. With Arthur G. Treuhof as commander, the group will meet first and third Tuesday of each month at the Hotel Statler.

Cadet Archer's parents are well known in show business. Prior to moving to the West Coast, where they operated candy concessions and Archer has handled promotions, they were active in the Chicago area. Last August, Archer handled the Navy Relief Carnival in San Diego free of charge in honor of his son. The event raised a peak \$300,000 and pulled nearly 400,000 people in five days.

Retail Doll Sales Hit All-Time High

NEW YORK, March 7.—Retail sales of dolls will reach a record high of about \$100,000,000, a gain of 10 per cent over 1952, according to David Rosenstein, president National Association of Doll Manufacturers.

Orders are heavier this year in advance of the American Toy Fair, which bows Monday (9) at the New Yorker and McAlpin hotels, in an apparent move to insure prompt deliveries and adequate supplies. An acute shortage of some items was felt last year because of hesitant buying earlier in the season.

Following the four-day stand at the air base, the show will hold its regular opener, April 6, on the courthouse lot in downtown Greenville.

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GIRLS for Girl Show. Top salaries paid. State experience.

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ALL REPLIES AT ONCE TO: C. A. GOREE, MGR.
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Club Activities

Greater Tampa Showman's Association
Tampa, Fla.

TAMPA, March 7.—President Lloyd Serfass presided at his last meeting of the season before going north to ready Penn Premier Shows for tour. On the rostrum with him were all the club's officers and past presidents, the first time all of them have been present at once since the inception of the club.

Chaplain George Ringlin reported that Jimmy Crews is in St. Joseph's Hospital and that Jean Porter has been taken to Bay Pines Hospital, St. Petersburg, Fla.

During the past week two members died. Charles (Shep) Sheppard passed away after a short illness and was buried Tuesday (24) in Tampa Showmen's Rest. W. H. Hayes died after a prolonged illness and was buried Wednesday (25) in Garden of Memories Cemetery, Tampa.

Joe Sciortino, chairman of the blood bank committee, reported that the bank was at the highest point since it was started with 87 pints on hand.

A group plan for accident and sickness insurance has been set up, believed to be the first such venture by any showmen's organization. Harry Julius, treasurer, is handling applications for insurance.

Ed Hunter, year book chairman, reported that over \$13,000 has been made from advertising in the 1953 edition, a new high for the year book. Five more debutures were drawn for the cemetery fund.

Ladies' Auxiliary
President Bette Rodgers called the meeting to order. Also on the rostrum were Hazel Maddox, second vice-president; Mae Serfass, third vice-president; Grace Fillingham, secretary, and Elise Owens, treasurer.

A letter was read from Marie Caughey, who is at home with a broken leg. Joy Brown, Vaughn Pease, Eloine Selby and Faye Pelai are ill. Thanks were extended to the Ladies' Auxiliary of the Miami Showmen's Club for a donation to the Madeline Daniels Fund. Vera Anderson won the stole which Helen Fields donated to the fund.

Myrtle Jettors, ways and means chairman, turned in a favorable report from Ida Rovitz, Bonnie Norman and Jean Delebrates of the James E. Strates Shows. Membership Chairman Leona Plas passed out copies of the new amendment for application qualifications. Earl Bennett spoke about a group insurance plan.

Esther Young, press committee chairman, called attention to the article in the Saturday Evening Post about Grace and Eddie LeMay's hut in Gib Town. The Clover Garden Circle, composed of members of the auxiliary, is beautifying the club grounds.

With Bertie Perrot as chairman, members volunteering to work March 24-25 in the mobile x-ray unit include Helen Julius, Elsie Johnson, Esther Young, Gretie Wiess, Arlene Diaz, Mary Cain, Grace Fillingham, Evie Belew, Dixie Gordon, Ida Morin, Blanche Zeiman, Iona Young, Dorothy O'Conner, Vera Hauck, Neva Warrington, Pat Richards, Margaret Porter and Joy Puris.

Vera Barkoot won the dark horse. Refreshments were served, and Vona Arger showed movies of past events.

Show Folks of America, Inc.
145 Turk Street, San Francisco

SAN FRANCISCO, March 7.—Harry G. Seber reported receiving a letter from Mike Doolan, past president of PCSA containing a check for \$100 toward the purchase of the 300 additional graves at Olivet Memorial Park Cemetery. First payment on the new plot was made this week.

Mike Krekos returned from Fresno and Southern California to attend the board meeting.

Whitey Monette, chairman, says all professional acts will present the stagershow at the annual High Jinks on March 16. Phil Sapiro will furnish the music. More than 35 prizes have been donated, and at least 75 are expected. Monette announced that many civic officials would

Pacific Coast Showmen's Association
1235 South Hope Street, Los Angeles 15, Calif.

LOS ANGELES, March 7.—Moe Levine, president, conducted the regular Monday night (2) meeting. On the rostrum with him was Al Flint, executive secretary, who acted for Dave Friedenheim, secretary, and Al Weber, treasurer.

A report was read on the renovation work being done to the rooms. The front windows were replaced with new ones. At present the rooms are undergoing redecorating.

President Levine told the membership that he had made a tour of the City of Hope in near-by Duarte. The management there has agreed to accept PCSA members in the hospital. In return the club will assist the Duarte organization in its fundraising programs.

Plans were outlined for the annual Showmen's Day March 24 at the National Orange Show in San Bernardino. Orville N. Crafts, whose show will be featured on the midway, will be the host to the entire membership. Ribbons, good for admission, will be sent to all PCSA members in and around Los Angeles, Sam Dolman, committee chairman, said.

Ladies' Auxiliary
Unveiling of the copper Heart Fund chest was a solemn affair. It is a memorial to our recently deceased past president, Madge Buckley. Mr. Buckley was agreeable to the idea, the brainchild of Peggy Steinberg and Edith Walpert. On the committee assigned to select the chest were Leona Cook, Margaret Farmer, Peggy Steinberg and Edith Walpert. Rectangular, it has a heart on top of it and an inscription reading, "In Memory of Madge Buckley." Proceeds from the memorial will be given to the Heart Fund.

Guests introduced were Eve Dowling, San Francisco; Alice Wilson, Mrs. Gleason, Miss Boyle and Mrs. Bellows. On the sick list are Midge Holding, Mabel Hendrickson, Norma Burke, May Stewart, Gladys Mackey, Margaret Farmer, Nell Ziv, Jenny Parker in Arizona and Olga Webber, who recently underwent a serious abdominal operation.

Door prizes were won by Ruth Wolfe Woods, Nina Rodgers, Raie Banard, Ruth Ostrov and Ann Doolan. Members who had dinner at New China Town after the board meeting were Faye Prosser, Nina Rodgers, Ruth Shapran, Lucille Dolman, Gladys Mackey, Grace Merkel, Doris Stoltz, Madison Hopes, Marie Tait, Opal Manley, Mary Taylor, Dot Cronin, Edith Hargraves, Esther Carley, Trudi Di Santi, Ona Le Marr, Ann Doolan, Mable Brown and Peggy Forstall.

Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.
HOT SPRINGS, March 7.—At the February 26 meeting it was decided that a membership drive be started. The campaign has gotten off to a good start, with a number of applications received, and if the momentum carries thru the summer, membership should double. Credit for the campaign idea goes by Guy Dodson, who left immediately after the meeting for his home in Savannah, Ga.

Doc O'Kelly and M. Betzer have horses in training in Oaklawn and both expect to enter them in races soon. The club is sponsoring one handicap, to be known as the Showmen's Handicap, and has agreed to present the winner with a blanket. Brother Ebel is handling details.

Preparations are under way for an elaborate ceremony in connection with the unveiling of the monument purchased for Showman's Rest. Chairman Goss expects delivery about April 10.

Attending the meeting were 125 members and guests. Mr. and Mrs. Teddy Texiera are back from Calgary, Alta., where they visited Mrs. Texiera's sister. Visitors included Harry Golub, general agent for the Clyde Beatty Circus; Gene Rosencrantz, Portland, Ore.; Relley Burlton, Parker, Arizona, and Dan Dix, contracting agent for Clyde Beatty Circus.

Missouri Show Women's Club
St. Louis

ST. LOUIS, March 7.—Cards and games were played Saturday night (28) at a party in the club-rooms. An electric roaster was won by Ed Schantz, a large ham by John Francis, and a jewelry set by Beatrice Giulliam. Verna Schantz greeted the 85 members and guests, and Arlene Sidenberg and Mary Russo gave prizes to all.

Nora Gdynia was in charge of lunch, with Faye Heinze and Virginia Von Brehran serving coffee and cakes baked by the ladies. Table prizes were Pyrex baking sets. Faye Davis was in charge of the cloak room.

All officers and 25 members attended a short meeting Thursday (26). Clara Campbell assisted Estelle Regan, entertainment chairman, in serving baked beans, hot dogs, cake and coffee. Betty Hutchinson donated the prize won by Florence Cobb.

Members of the club honored Helen Tremain with a baby shower.

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GERALD R. ANDERSON, Mgr.
1488 South Ave., Toledo 9, O. P.S.: Wish to buy Rides and Equipment. Must be priced right. Send picture and state condition.

RIDES FOR SALE

On account of making some changes we have the following Rides and other equipment for sale: One Sunshine Choo Choo Train complete, 4 coaches; one 12 M. T. Streamline Train complete, engine and 3 coaches; one Single Loop-o-Plane, ready to go; one 24-Seat Chairplane, one 8-Car Kiddie Auto Ride, several Concession Frames and Tents, 3 Chevrolet Trucks, Tractors or Semis. All the above can be seen at winter quarters. Will buy for cash Rolluplane or any other Major Ride not conflicting with what we have. Will also buy Kiddie Water Boat Ride or Roller Coaster. All replies to

JOHN B. DAVIS
SOUTHERN STATES SHOWS
Route 3, Box 1136, Tampa, Fla.
Winter Quarters on U. S. Highway 41, one mile south of Tampa city limits.

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CONSISTING OF:

1 10 Kw. D.C. Generator powered by Ford Motor
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Show Fronts, Banners, Seats, etc.
Concessions—Frame and Tops. All kinds of Concession Equipment.
Wire Cable, Junction Boxes, etc.

All replies to
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637 Bergman St. Louisville, Kentucky

GIRLS—WANTED—GIRLS

For Posing Show and Dancing Girl Show. Experience unnecessary; costumes furnished. Finest of treatment, top salary; good, attractive bonus and the finest opportunity in outdoor show business. Write

LESLIE KIESTER
Hotel Nuville Rochester, Minn.

WANTED

Rides for American Legion Sponsored Brimfield Old Settlers' Picnic, Aug. 20, 21, 22. Ferris Wheel, Whip, 3 Kiddie Rides or what have you. Contact

PETE TALMAGE
Box 251 Brimfield, Ill.

CAN PLACE NOW

For four spots in Jacksonville. Opened March 9. Grab and Hanky Panks of all kinds.

Jack Gallagher
Jacksonville, Fla.

Midway Confab

H. F. (Smokey) Johnson, last year with the B. & B. Shows, will not return to the road this year, according to Fred Owens. Johnson is operating a drive-in cafe and dance hall on Manning Highway, Sumter, S. C. . . . After a year off the road, Willie Lewis, former advance man for the B. & C. Exposition Shows, will return to the business as advance biller and publicity man for the King Reid Shows on its Canadian route. Later he expects to join the Ross Manning Shows on its Southern tour.

Lucille Newman Reiley is leaving Butte, Mont., to join Hotcha Hinten's girl revue on the Liberty Shows at Barstow, Calif.

Mr. and Mrs. C. I. Levin, owners of the Midwest Merchandise Company, Kansas City, Mo., are in Harlingen, Tex., on the last lap of their winter vacation, according to Walter Whitmer. . . . Lou Pease reports that he has booked his Girl Show with Harrison Greater Shows, opening March 28. Pease is going to Harrison quarters at Bishopville, S. C., two weeks ahead of time to rebuilt his equipment. Mrs. Sandy Betts will dance and emcee the show; Esther Bray will be featured, and Howard Betts will sell tickets and handle canvas. . . . Pat LaVerne, ex-girl show performer, is going into her third year as organist-pianist-vocalist at Lloyds Tavern, hang-out for showmen in Waterloo, Ia.

Jack Adams, who will manage the Athletic unit on Royal Mid-

west Shows this season, is currently in Indianapolis assembling his boxers and wrestlers for the tour.

Charlie Walpert, concessionaire who became ill while playing the Riverside County Fair and National Date Festival in Indio, Calif., is recuperating at his home in Los Angeles. . . . Sam Dolman, who had a concession at the Riverside County Fair and National Date Festival in Indio, had to leave before the close of the latter's run because of illness. Returning to his home in Monterey Park, Calif., Dolman was confined for five days by a virus infection.

Gladys and Jerry Mackey and their son leave soon for Portland Ore., where they have interests. Mackey, former president of Pacific Coast Showmen's Association, and his family spent the winter in Los Angeles.

Howard S. Haft, son of Morris A. Haft, attorney for the Showmen's League of America, recently passed the Iowa bar examination. The younger Haft is a graduate of Drake University. . . . Mrs. Edgar G. (Jeanette) Hart, is convalescing in her home at 1641 S. Spring, St. Louis, following several weeks' illness.

Harry Corry, veteran St. Louis jewelry auctioneer, plans to join United Exposition Shows following the sale he is currently handling in Mound City. . . . Bobby Kork will be with George Vogstadt's Side Show for the second consecutive season this summer.

Sam Greco, of Greco Bros.' concessions, is still playing Florida fairs while brother Don is back at their Springfield, Ill., base making ready to jump off with Gem City Shows. . . . W. G. (Gillie) Pittman, former cook, ride operator and talker, infers he'll remain off the road again this season. Pittman is managing a liquor store in Rock Hill, S. C.

Jimmie Barnes, who has been visiting Mr. and Mrs. Warren Kenter in Lansdale, Pa., leaves New York March 15 for Greensboro, N. C., to join George Pappas' cookhouse.

Execs of the Metropolitan Shows are set to travel in style this season. Mr. and Mrs. Sam Levy showed up with a new Cadillac and Mr. and Mrs. R. C. McCarter with a Lincoln Cosmopolitan at Florence, S. C., winter quarters last week.

Ethel and Earl Purtle are back in their Richmond (Va.) home after spending several weeks in Florida. They plan to go to Palisades (N. J.) Park Sunday (15) to make ready their Motordrome for the April 4 opening. Meanwhile, they will prepare the kiddie rides and Motordrome which they operate on the Cetlin & Wilson Shows. Ethel and Earl were pictured in the recent Saturday Evening Post article on Gibsonton, Fla.

Bill Powell, world touring showman, writes from Sudan that on one river trip two hippos had to be prodded out of the way of the boat. Camels, he says, are a "dime a dozen" (American).

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F. W. PAULI WANTS
Men and Women Agents for Pitch-Till-U-Win, Electric String Game, Fish Pond, Duck Pond, Set Spindles. Capable Agents for flashy Concessions. Mike, answer. Opening March 19th.
F. W. PAULI, P. O. Box 315, Savannah, Ga., or B. and W. Winter Quarters.

Thank You
LOUIS R. STANLEY
With the Penn Premier Shows
for your Roadmaster Riviera purchase.
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THE MINIATURE BASKETBALL GAME
This game has been worked successfully at some of the best Fairs in the country, and proven to be the top money-getter on the Midway.
Those interested get in touch with
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1006 Fletcher Avenue Indianapolis, Indiana
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Don't be misled, this game is brand new. I am the only one who has worked this game. This is the same game seen in Tampa.

MAJESTIC GREATER SHOWS
OPENING MACON, GEORGIA, MARCH 23
Wanted—Grab, Class Pitch, Hanky Panks of all kinds. No Flats, Snake Show, Jig Show, Set of Kid Rides, Ferris Wheel Foreman. Three locations in city, then north to industrial areas.
SAM GOLDSTEIN
JACKSONVILLE, FLA., THIS WEEK.

California's Biggest Spring Event
NATIONAL ORANGE SHOW
March 19th to March 29th inclusive
SAN BERNARDINO, CALIF.
250,000 Attendance—Fair Grounds—Close in—Plenty of Parking and Transportation
NOW BOOKING SHOWS AND CONCESSIONS. No PC, Flat ties or Gypsies.
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WEST COAST SHOWS, INC.
OFFICIAL OPENING APRIL 7, BAKERSFIELD
(WEST COAST SHOWS WILL OPEN IN MADERA, APRIL 1, FOR FIVE DAYS)
All people holding contracts report as follows: Concessionaires and Show People for West Coast Shows report to Harry Myers; Ride Help to Virgil Latiker. Concessionaires for Exposition Show to Eddie Harris, and all others to Eddie Helwig.
RIDE HELP: Foremen and Assistants wanted with semi-drivers given preference. If desired we will use your wives as ticket sellers. Also Ride Help for all rides and useful Show People in all departments.
ATTENTION, SHOWFOLKS: This season is our Silver Jubilee Tour; our 25th consecutive year on the road. I am proud to announce the greatest carnival route ever put together in the Pacific Coast Area. West Coast Shows will tour the "first-in" spots of California and Oregon and play such outstanding Fairs as Gresham, Ore.; San Jose, Cal., and Bakersfield, Cal., plus the big Klamath Falls 4th of July date. In addition we will play five more Fairs and seven bona fide celebrations including the Silver Dollar Fair at Chico, the Madera County Fair, the Santa Cruz County Fair, the Siskiyou County Fair and the Columbia Empire Fair. West Coast Exposition Shows will open April 15th and from that date until October 11th will play but 3 STILL DATES in the entire route and will be "first-in" on those 3 dates. Included in the route are NINE top California Fairs, 3 "Community Fairs" including Reno, Nevada; the spring Home & Sport Show at Bakersfield; Stockton for the 4th of July, plus 12 bona fide celebrations including the Canteloupe Festival, Hayward District Free Fair, Modesto District Free Fair, Citroy Gymkana (downtown location) Delano Wine & Harvest Festival. In addition the Exposition Show joins with West Coast for San Jose & Bakersfield. I welcome real "showpeople" to join us now for our big 25th annual tour.
MIKE KREKOS, Gen. Mgr.
(Winter Quarters at Madera is open)
Winter Quarters: c/o Fair Grounds, Madera, California
Our new General Offices are now located: Roosevelt Hotel, Suite 101, 240 Jones Street, San Francisco, Calif.

SPRING FESTIVAL, MOBILE, ALA.
15 DAYS
CITY BOOMING HARTWELL FIELD BALL PARK DOWNTOWN LOCATION PLENTY MONEY HERE
ELKS' CRIPPLED CHILDREN'S FUND
ALL PEOPLE holding contracts please report immediately.
CAN PLACE legitimate Concessions of all kinds. Especially want Photos, String Game, Hanky Panks of all kinds.
WANT capable Operator for Snake Show; will furnish all equipment except banners.
WANT Operator for Glass House and Fun House.
WANT Ride Foremen for Caterpillar and Octopus.
CAN PLACE Man to handle Jig Show Front. Also Boss Canvasman.
WANT Train Hands, Polers, Chalkers, Tractor Drivers, Mule Skinners.
WANT capable Man to handle Light Towers.
CAN PLACE Electrician capable of handling Railroad Show Equipment.
CAN PLACE Trainmaster; must know his business. Salary no object.
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VIRGINIA GREATER SHOWS
Want exclusive on Custard, Novelties, Age and Scales, strictly American Mitt Camp (Harry Harrison, answer), Long and Short Range Gallery. Want Ball Games, Pitch-Till-U-Win, Basket Ball, Penny Pitch, Cigarette Pitch, Hoop-La.
Want Girl Show Manager with two or more girls for one or two Girl Shows; Side Show Manager with Acts, have complete Side Show with wagon; Minstrel Show People, have complete Jig Show with wagon front; Snake Show, Wild Life Show, Funhouse, Monkey Show, Pony Ride. Have Super Roll-o-Plane for sale cheap, come and see, now set up in shows' winter quarters here in Suffolk, Old White County Fairgrounds. Show opens season Suffolk, Virginia, first week in April. All mail and wires to
WM. C. (BILL) MURRAY
BOX 461, SUFFOLK, VIRGINIA

MULLINS Royal Pine SHOWS

**OPEN THEIR NUMBER ONE SPRING UNIT
PROVIDENCE R. I., APRIL 6—LOT IN HEART OF CITY
FOUR WEEKS RHODE ISLAND—TWO WEEKS CONNECTICUT
THEN WILL COMBINE SPRING UNIT WITH NUMBER TWO UNIT FOR SUMMER IN
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AMERICAN LEGION STATE CONVENTION, ROCKLAND, WEEK JUNE 15. FIRST SHOW IN FIFTEEN YEARS ON DOWN-TOWN LOT. V. F. W. CONVENTION WEEK, JUNE 22—V. F. W. BREWER, 22 TO 27. MAIN'S OLDEST AND BEST ADVERTISED JULY 2, 3 AND 4TH CELEBRATION. FIREWORKS EVERY NIGHT—PARADES—BEAUTY CONTEST, ETC.

This show carries two Billposters, Free Act, and Sound-Car at all times

WANTS WANTS WANTS

CONCESSIONS: Photo, Scale, Novelties, French Fries, Custard; some P.C., still open and all types of Hanky Panks. No grift. Frankie Allen wants to hear from Danny Lawton and Wife, Cappy Martin, Tommy Patti, Toni and Monica Barris. Girls for Girl Show, good pay, good treatment; two Good Men to put up and take down, anyone who has worked for me before, contact at once. Letha Price would like to hear from Vickie—Have good deal for you. Also need few good Hanky Pank Agents. SHOWS: Drome, Fun House, Glass House, Snake, Wild Life, Mechanical City, Unborn, Arcade, or what have you. RIDES: We carry eight office owned Rides. Will book Tilt, Caterpillar, or any Ride that does not conflict. Must have own transportation. WANT: Live Elephant for Rajah Ride. HELP: Foremen and Second Men for all Major Rides—Must be licensed semi drivers. Top salary and working conditions. Drunks, chasers, prima donnas, stay where you are, save yourself a return trip.

Address after March 22, A. W. PAT HANLON, General Delivery, Providence, R. I.

C. C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
FEATURING THOROUGHbred ENTERTAINMENT
OPENING THURSDAY, APRIL 16, OWENSBORO, KY.

WANT WANT

HELP: Foremen and Second Men for Tilt, Merry-Go-Round and Wheels. Help in all departments. Must be licensed Semi Drivers. CONCESSIONS: Can place Hanky Panks of all kinds. Will sell "EX" for Short Range, Derby Racer, Diggers (without slots), High Striker, French Fries and Novelties. SHOWS: Good deal for Monkey, Snake, Unborn, Wild Life or any good Grind Shows with own equipment and transportation.

All Address: C. C. GROSCURTH, Mgr.
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FOR GIRL AND POSING SHOW
Top salary and pay day every week, salary guaranteed out of office. Want Candy Pitchman. Can use Bally Girls and Posing Girls without experience. Also Ticket Seller and Canvas Man. Show opens March 14th. Write or wire
F. W. MILLER
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WANT WANT
Nicely framed Cookhouse, also flashy Bingo

Can also place Ball Games, Novelties, Watch-La, Age and Scales, Heart Pitch, Duck Pond, Glass Pitch, High Striker, Fish Pond, Clothes Pins, Roman Target, String Game, Duck Pitch, Fish Bowl, Add-Em-Up-Darts, Balloon Darts.

Eddie Coy wants Side Show Acts: Fire Eater, Pin Cushion, Sword Swallower, Knife Throwing, Novelty Acts of any kind.

All address: P. O. BOX 2725, POWDERHORN STATION MINNEAPOLIS, MINN.

THOMAS Joyland SHOWS
WINTERQUARTERS NOW OPEN
CAN PLACE FOR 1953 SEASON

HELP: Foremen for Little Dipper, Kid Rides, Flying Scooter. Also Second Men on all Rides. All must drive semis. Want Man to handle Light Towers and Front Gate, also Carpenter work. Want Operator for Glass House on P.C. Can place Married Couples on Grind Shows. Sidney Thomas wants Readers for Camp. Can place Hanky Pank Agents, Bingo Help. CONCESSIONS: Can place Concessions, Balloons, Huckley Buck, Hoop-La, French Fries, Short Range, Buckets, Pitch-Till-You-Win, Add-a-Ball, Penny Pitch, Spot-the-Spot, Milk Bottles, Custard, Derby, String Game, African Dip, Bumper, Coca-Cola.

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Want to hear from Marvin Hyland, Chet Brown, Jack Button, George Royce, Kaulibough. All replies to
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WANTED
Sober reliable Wheel Man, top wages, also Electrician guarantee of fifty dollars per week. Legitimate Concessions of all kinds are wanted for Apple Blossom Festival opening May 15, St. Joseph, Missouri.

WANTED TO BUY FUN HOUSE
Contact Sonny Myers Amusements, 2615 Fairleigh Terrace, St. Joseph, Missouri

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OPENING APRIL 4, HIGH POINT, N. C.

Concessions: French Fry, Pitch Till You Win, Novelties, High Striker, Long Range Gallery, Ball Game. Ride Help: Want Foreman for Ferris Wheels, Rolloplane, Second Men for all Rides. Must drive semis. Shows: Le-Ola can place for Side Show—Working Acts, Ticket Sellers, Man to operate Monkey Show. Write Le-Ola, address below. Rides: Tilt or Caterpillar. To all Concessionaires contracted: Lot will be laid out April 1st. Write

ROSS MANNING
NEW WAREHOUSE, INC. KINGSTREE, S. C.

Wilson Greater Shows
OPEN MARCH 27
First Man for Wheel and Merry-Go-Round. Hanky Panks of all kind. Will sell X on Short Range, Mug Outfit. Want Agents for Six Cat, will frame; capable Agents any kind of Stock Store 50-50 after stock; no nut.

WILL BOOK Set of Kid Rides. Now booking Rides and Concessions for Flagstaff Fourth of July Celebration. Shows opens March 27.

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FOR SALE DE LUXE CONCESSION TRAILER
BARGAIN—Ready to go. Complete with Jumbo Giant Popper, Electric Coffee Urn, Gas Grill, Ice Box, Stainless Steel Water Tank, Electric Brakes, Screens. \$1200 cash. Write
FOBER & SILL
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RIDE EMPLOYEES WANTED
Have opening for Foremen on Merry-Go-Rounds, Ferris Wheels, Tilt-a-Whirls, Looper, Caterpillar, Flying Scooters. Can also use Helpers. Must be sober, reliable and industrious. Good references required. Semi drivers preferred. Wages good if you can produce. The best of treatment and finest equipment in show business. Howard Ward, contact us immediately. We are expecting you to take charge of our Caterpillar Ride. Address Inquiries

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WANTED
High-class Freak Show with own equipment. Can furnish top if necessary
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Box 44, Mobile, Ala. (Phone: 4-9553)

HELLER'S ACME SHOWS, INC.
Winterquarters Open Winterquarters Open
OPEN APRIL 17 TO 26—10 DAYS—2 SATURDAYS—2 SUNDAYS
Ten miles from New York City in New Jersey

Want Ride Foremen and Help on six Major and four Kiddy Rides. Want Mechanic and Electrician; Ivan Paxton, write; will give you Thurman's job, he is not with us any more. All Help with me before write; semi drivers preferred. Want Shows and Concessions, all open. Don't want any Rides. Bull Martin, Girl Show Ryan; good proposition for real show folks. Address: Read ad below this one.

PALMIST AND GENERAL READER WANTED IMMEDIATELY
Knowledge of Astrology preferred. for high-class show. Now playing until November. Write
ZULIEKA
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J. A. GENTSCH SHOWS
WANT SHOWS AND CONCESSIONS
CAN PLACE HANKY PANK CONCESSIONS OF ALL KINDS. WANT AGENTS FOR GRIND STORES. (JACK PLATT, GET IN TOUCH.)
J. A. GENTSCH, Owner **JOE GOODWIN, Bus. Mgr.**
Address: Port Gibson, Miss. (Stock Show), this week; West Point, Miss., next week.

LAURENCE HARBOR AMUSEMENT BEACH
2000-foot boardwalk, 2 acres free parking lot. One million people to draw from radius of 20 miles. Plenty lights.

Want Help on 8 Rides, no ups and downs; oldtimers, come on. Want Painter and Carpenter. What's wrong, Harry? Top salaries. We own and operate Dance Hall, Skating and Tavern, Bowling Alleys. (Miniature Golf and Rides closed for winter, everything else open all winter.) Have booked Eating Stand, Dolls, Cigarettes, General Merchandise Wheels, Bingo. Want Arcade, Ball Games, Custard, Pop Corn, Apples, Candy Floss; few Wheels open. Want Games of Skill, all in buildings. What have you for this wonderful new Amusement Beach? Attractive rates. All address:
HARRY HELLER
P. O. BOX 6, CAMPGAW, N. J. Phone: WYcoff 4-0333-M

BURKHART SHOWS
Opening March 28 in Hoxie, Ark. Want Cookhouse, Glass Pitch, Short Range, Darts, Age, Fish or Duck Pond, Cork or any other Hanky Panks, \$20.00. Want Second Men on Tilt and Merry-Go-Round. H. N. Nielson and Mike Zuvan, set in touch at once.
CARL BURKHART
Piano, Ill., Hill March 15; then Turrell, Ark.

FOR SALE USED C-CRUISE MAJOR RIDE
Four Boats and four passenger-controlled Tubs revolving on an irregular circular track • Self-loading and unloading • 32-passenger capacity • Electric motor driven.
SPECIAL SALE PRICE.....\$3,500.00
WRITE—WIRE—PHONE
WEST SALEM MACHINERY CO. 7TH & MURLARK SALEM, OREGON

ROYAL MIDWEST SHOWS
Opening April 25-May 2, Southern Indiana, 15,000 defense workers, \$250,000 weekly pay roll; followed by 12 Fairs starting July 14.

Want Stock Concessions, Lead Gallery, Penny Pitch, String, Hoop-La, Cork, Six Cats, Glass Pitch, Ball, Mouse and Pan Game, Scale, Age, Basket Ball, Photo, Darts. Can place Grind Shows, Fun House, Girl, Monkey, Motor Drome, Side, Snake, Arcade. We have taps and equipment. What have you? Jack Adams wants Boxers and Wrestlers. We can place Ride Help on all Rides; contact Bud Birchman below address.
ROXIE HARRIS
P. O. BOX 142, FINDLAY, OHIO

FOR SALE
1 8-Tub Octopus and transportation. Tractor has power wrench for loading center pole; 1 Kiddie Rocket Ride, 18 passenger, run by electricity; 1 Transformer, 50 KVA. Will work on 24, 48 or 72. Truck is conducted. Lots of ground cable and junction boxes. 1 14'x14' Sit Down Grab outfit fully equipped for grab or eat house. All replies to **BRUCE CRITTENDEN, R. L., Midland, Mich., Phone 4066J3.**

FOR SALE FLY-O-PLANE
Mechanically, flash, earning power, there is no better used ride in show business. Priced to sell, a real bargain, \$5,000.00 cash. With transportation—2 Trucks and 2 Semi Trailers, \$6,500.00 cash, F.O.B. Hot Springs, Ark. No collect wires. Write **CHAS. T. GOSS** 200 Prospect St., Hot Springs, Ark.

For CARNIVAL Use

You'll get more return for your money . . . show more profits . . . with our RIFLE SPORT and CHALLENGER. Write today!
A.B.T. MANUFACTURING CORP.
715 N. Kedzie Ave., Chicago 12, Ill.

ELECTRIC RING TOSS
See us at the
AMERICAN TOY FAIR
See our new aluminum life-time wheels.
March 9 to 18
ROOM 635
HOTEL McALPIN
New York
Price \$40 ea.
Complete Line of
Wheels. Ask for
1953 Catalogue.
CARDINAL MFG. CORP.
430 Keap Street Brooklyn, N. Y.
Evergreen 7-5027

SHOW
T-E-N-T-S
Concession—Circus—Carnival
AMERICAN TENT & AWNING CORP.
132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

WANTED TO BUY USED FLAG STOCK
In good condition, fast colors, red-white and blue. Sizes 3x5', 4x6' & 5x8', flat pieces, also Flags of All Nations in sizes 3x5'. Contact.
SOUTHWESTERN DECORATORS
6225 St. Augustine, Houston Texas

GOLD BOND SHOWS
NOW CONTRACTING FOR 1953
Rides — Shows — Concessions.
MICKEY STARK, Owner
P. O. Box 229 Mt. Sterling, (Ky)
(Phone: 320)
Winter Quarters at Fairgrounds.

FOR SALE—REASONABLE
(On account of other business)
Ready to go—real money getter. Mack bus framed for exhibiting on streets. **LAST OF PREHISTORIC MAMMALS.** A live family of three Sloths (upside-down animals). Can be seen at the Circus Animal Farm. Contact
PHIL (SMILING IRISHMAN) O'HARA
Box 385, Gibsonton, Fla.

Chuck and Jane Overby
invite you to visit their new showroom
HENRY CHARLES ENTERPRISES
607 WEST SOUTH STREET
RALEIGH, NORTH CAROLINA
Write for new Carnival Price List.
Slum, Flash, Toys, Beach Novelties,
OAK Balloons.

FOR SALE
Light Plants, Westinghouse, 35 KVA, 110-220 volts, AC, like new, run about 50 hours, mounted on Ford truck, sides and back of closed body open up, cost over \$ grand, sacrifice \$2,250. Also 30 kw. 110 volt Plant mounted on trailer, sacrifice \$1,000 or trade for Merry-Go-Round.
F. ALLEN
1400 Brewerton Rd. Syracuse 8, N. Y.
Phone 2-5332

RIDE FOR SALE
Jones Merry Mix-Up, in good condition, with motor. Price \$500.00. Come and get it.
DICK TAYLOR
141 Faneuil St. Brighton, Mass.

WANTED
Can use a good Puppet Show or a Punch and Judy Act. Also can use a good Magician or any other small Shows. Will give 6-month guarantee. Playing in New York State and furnish complete outfit. Will give a small guarantee. Write, wire or phone.
GANGLER BROS.' CIRCUS
1400 E. 88th St. Brooklyn 36, N. Y.
CLoverdale 7-0793

Have Excellent Location
For good, sober Tattoo Artist, man or woman; also Fry Cook and D. P. Operator; liberal commission or rent. For information call 7986, Clarksville, Tenn., 3 to 4:30 p.m.

FOR SALE
12x20 COOKHOUSE
Canvas in good condition, new last year. Kitchen on 2-wheel trailer. Price to sell, will almost give it away. Can be seen at City Trailer Park, or write
BOX 748, DADE CITY, FLA.

CARNIVAL WANTED
Need first-class Carnival for well established Fire Dept. July 4th and "Old Home Week" Celebration at Livingston Manor, N. Y., in the heart of the Catskill resort area. Contact **LEONARD SHERWOOD, Chairman**, P. O. Box 16, Livingston Manor, N. Y., or Phone: Liv. Manor, Bus.—101, Res.—63.

From the Lots
Gladstone
JACKSON, Miss., March 7.—Otis Howell has purchased a semi-trailer and is readying his concessions. Johnnie O'Conner is painting and adding flash to his bowling alley. Shag, his three-year-old son, is adding finishing touches. Floyd Aldrich, assistant manager, is supervising the repairing and painting of rides. Chuck Alexander has rebuilt his six-cat. General Manager Jack Oliver has recovered from recent illness and is a daily visitor. Concessionaires Pepi Stanley, Russell Phillips, George Ringling and Glen Clennenden are expected to arrive here soon from Florida, along with Ted Dunlap, electrician. Owner Forrest Poole and Mrs. Poole, The Billboard agent, returned recently from a business trip.

Jack Elam is repairing his bingo and other concessions. Ernie Murray has replaced L. H. Hardin as lot man. He will also handle publicity and kiddie matinees. Clarence Krug will be back with his concessions for the third season. Wallace Bros.' Shows also winter here, and Owner E. E. Farrow is getting ready for the Memphis Cotton Carnival. — **MRS. ELSIE POOLE.**

Virginia Greater
SUFFOLK, Va., March 7.—Season's first snowfall this week temporarily halted outside work on equipment.
Bob Milliken's crew rebuilt two wagons into van bodies. Both have been painted and lettered by General Agent W. C. (Bill) Murray. Horace Stewart also is assisting with painting. Mrs. Dor Prue is aiding Manager Rocco Masucci with the cookhouse.
Bill Sanders, of American Tent & Awning Company, Norfolk, visited recently. He and Manager Masucci visited shows which opened recently in Georgia and South Carolina.
Tom Metts and Charles Hubert are repainting the Ferris Wheel and Octopus. Happy Arnold will have the French fries this season, with his son-in-law, Calvin Nelson, in charge. Mr. and Mrs. Arnold will operate their own string game and fish pond. Arthur Christian booked his darts, pitch-til-u-win and duck pond.

Tivoli Exposition
JOPLIN, Mo., March 7.—W. H. Kennedy and his Side Show and Girl Show personnel arrived in quarters and are busy framing new fronts for the units. C. R. Frazier, electrician, is assisting General Manager H. V. Petersen in supervision of work in quarters. The Tivoli Shows front is being remodeled to have the appearance of a huge ball of fire, operating with electric flashers.
Richard Ryder, head of mechanics and transportation, is getting trucks and other power units in shape for the tour. Recently added to the staff are Bill Murray, billposter and promotions, and Whitey Luz, lot superintendent. H. M. Booth, now in Hot Springs, is expected here soon to resume his duties in lining up concessions. Recent visitors were Mr. Stipe, of the Stipe Shows, and Charlie Elders and Mr. Reynolds, World of Today Shows. — **H. V. PETERSEN.**

B & H Amuse. Co.
SUMTER, S. C., March 7.—Work is near completion and equipment is about ready for the March 20 opening here. Business Manager E. A. Murray, Pearl Shields and Bill Sargent were recent visitors. The writer returned to quarters four weeks ago to finish painting work. Manager W. E. Hobbs is out of town.
Personnel makes Smokey Johnson's cafe in town the hangout at night. Johnson will not be on the road this year. Tex and Jean Dowdy returned from Cairo, Ill. — **FRED OWENS.**

Why Flameproofing Pays Big Dividends
... one of more than a dozen valuable special feature articles and lists.
in The Billboard's 1953 SPRING SPECIAL
coming April 11th

PENN PREMIER SHOWS
worlds • cleanest • midway
OFFICIAL OPENING 11 DAYS—ESSEX (BALTIMORE) MARYLAND, APRIL 8-18—11 DAYS OFFICIAL OPENING
CONCESSIONS Can place Novelties, Hats, Derby Racer, Water Games, High Striker, Ball Games, Coke Bottles, Dart Balloon, Fish Bowl and any other kinds of legitimate Concessions. Can place some percentage if you have Hanky Panks. Applequist, answer.
SHOWS Can place Snake Show, Fun House, Wild Life, Fat or Midget Show or anything not conflicting. **WANT MANAGER WITH GIRLS FOR WAGON FRONT GIRL SHOW.** Must have sound and wardrobe. Positively no drunks or one-nighters. We have an unusual route to offer. **EARL MEYERS WANTS SWORD SWALLOWER, FIRE EATER, KNIFE THROWER, PIN CUSHION** or any Acts to feature in the Side Show. Also place good Half and Half who can stand to work every week and not get independent. Address all Side Show mail to Earl Myers, c/o Greater Tampa Showmen's Assn., Tampa, Fla.
HELP Can place good, sober, reliable Foremen and Second Men for Twin Wheels, Tilt-a-Whirl, Merry-Go-Round, 8 Kiddie Rides, Roll-o-Plane, Octopus, Fly-o-Plane and Swings. The following men come on to quarters: Cross, Cramm, Vaughn, Jeff Bryant, Gillispie, Cokley, Carter, Hutchins, Frank Grove and others who worked for me. Preference given Semi Drivers. All men report here to Winter Quarters. 32-week season guaranteed.
For Sale—1 Miniature Train, newly painted, in excellent shape. Address:
Lloyd D. Serfass, Gen. Mgr., Penn Premier Shows HENDERSON, N. C.
P.S.: We are booked solid and will furnish route cards to responsible people. 16 Fairs booked, none pending. 4 Celebrations.

JOHNNY T. TINSLEY SHOWS
"America's Most Modern Midway"
OPENING THURSDAY, APRIL 2, THRU SUNDAY, APRIL 5
IN THE HEART OF DONALDSON AIR FORCE BASE
Followed by Courthouse Lot, Downtown Greenville, April 6
WANT: Ride Foremen for Merry-Go-Round, Caterpillar, Wheels, Fly-o-Plane, Rock-o-Plane; also Help on all rides. Want Man to take charge three new Kiddie Rides. Man and Woman to handle big Python Show. Beautiful flash. Can use one or two flashy Grind Shows.
CONCESSIONS: Can place Long and Short Galleries, Frozen Custard and a few Hanky Panks.
WILL BOOK: Miniature Train, Sky Fighter, Water Boat Ride. Nice proposition and outstanding dates.
WE WILL PLAY DURHAM CENTENNIAL
In the heart of the city on street and lot in front of city hall. First carnival permit in 20 years. Also hold contract for Salisbury Bicentennial Celebration, right on Main Street in the middle of all activities.
All replies to JOHN T. TINSLEY, 22-A East Court Street, Greenville, S. C.
(Phone: 5-8973)

VIVONA BROS. Combined SHOWS
All those contracted, report. Official opening March 23, Kingstree, S. C. Sponsored by four civic organizations and all merchants. 25,000 free tickets given away.
CONCESSIONS—Will sell exclusive on Glass Pitch, Novelties, French Fries, Age & Scales, American Palmistry. Will book Swinging Ball, Buckets, Punk Ball Game, Penny Pitches and all other Hanky Panks.
RIDES—Will book or buy complete set of Kiddie Rides. Ride Help on all rides report immediately to Kingstree.
SHOWS—Want Man to handle Snake Show. Will book Glass House, Unborn or any other good Grind Show. Help for Cookhouse. Agents for Hanky Panks. Tommy Carson wants Help for Pan Games, also Man to handle Concessions who drive. Happy Hawkins wants Help for Bingo. Those who worked before, contact.
This week JOHN VIVONA, Barnwell, S. C.
Sumter, S. C., March 30; New Bern, N. C., to follow.

WORLD OF TODAY SHOWS
★★ Truly the Aristocrat ★★
WANT FIRST-CLASS ATTRACTIONS ONLY FOR TOP MIDWESTERN ROUTE
GRAND OPENING MAY 1. FAIRS START JUNE 25 IN MINNESOTA—SOLID TO MIDDLE OF OCTOBER IN ARKANSAS
REASONABLE PRIVILEGE AND PERCENTAGE
HAVE OPENING FOR FEW MORE STOCK AND SLUM CONCESSIONS—PLACE 2 OF A KIND
(Mpls. Arcade Peewee contact)
SHOWS—Can place complete, organized Jig Show for new wagon front, must have own transportation and wardrobe. Grind Shows, Ding Shows—with or without own outfits. Due to disappointment can place first-class Motor Drome—virgin territory. Want capable Operator to take charge of Fun House and Glass House (man and wife preferred).
RIDES—Can place any new Ride. Good proposition for Coaster and Dark Ride. Will book or buy Skooter.
HELP—Can place Foremen, Second and Third Men on all Rides, must be semi drivers. General Help in all departments. Can use first-class Mechanic, must have own tools. Come in now—Cookhouse open.
WANTED—Young, experienced, attractive Girls for Girl Revue.
WANT TO BUY two Searchlights, will buy more Kid Rides to augment large Kidland (Baby Merry-Go-Round and Sky Fighter especially). All people contracted acknowledge this ad—report in winter quarters not later than April 15.
All replies to WORLD OF TODAY SHOWS, Box 782, Muskogee, Oklahoma

WANT CARNIVAL
With 6 Rides or more, 35 Concessions or more and other attractions for big American Legion Spring Festival, second week in May. Write or wire
L. C. Cunningham
American Legion Lee-Wilkin Post #134
Humboldt, Tenn.

HUTCHENS MODERN MUSEUM
OPENING IN ROSEWOOD PARK, AUSTIN, TEXAS, JOIN MARCH 20.
Want Attractions of all kinds. Especially want Musical Act, Knife Thrower, Tattoo Artist. Two Ticket Sellers who can drive trucks. Also want Lecturer who can sell inside. One strong Freak and other Attractions to feature in main show. Also good Annex Attraction. **PEOPLE CONTACTED, ANSWER THIS AD.** Can place two Girls. Married people given preference. Address:
JOHN T. HUTCHENS, 2822 Pleasanton Road, San Antonio, until March 12; then Austin, Texas.

MOUND CITY SHOWS
LOTS OF FAIRS AND CELEBRATIONS
Want Ride Foremen on all Rides. Also good all around Help on all Rides. Can place Hanky Pank Concessions. Address:
1417 Grattan St., St. Louis, Mo.

WANTED—C. A. STEPHENS SHOWS FOR DADE CITY, FLA.
LOT ACROSS FROM PASCO PACKING PLANT, 3500 WORKERS.
CONCESSIONS working for ten or fifteen cents. SHOWS, get in touch if you want a week's work. RIDES—Ferris Wheel Foreman, must drive. Have for Sale—75 KVA 2300 Volt Transformer; two Light Plants, 18 KVA and 7½ KVA. Will sell framed Bingo with stock, semi and book on show for season. Plenty stock to open. Have too much for me—reason.
C. A. STEPHENS SHOWS, DAYTONA BEACH, FLA., THIS WEEK.

LOOPER FOR SALE
Perfect condition. Never been on road. Best offer over three thousand takes it. Manufactured by Allan Herschell.
EARL PURTLE
7612 Sweet Briar Rd., Richmond, Va.

EMPIRE STATE SHOWS
Want Stock Concessions of all kinds. Bingo, Cookhouse, Photos, Custard, Lead Gallery, Glass Pitch, Mitt Camp; Agents for Pin Store, Six Cats and Percentage. Louise Langford, answer. Want Shows: Girl Show and Side Show; Managers for Animal and Snake Show. Will book any Show that does not conflict. Will book Kiddie Rides. Want Ride Help and Foremen for Merry-Go-Round, Ferris Wheel, Octopus, Rolloplane and Chairplane. Want Electrician.
BARWICK, GEORGIA, THIS WEEK.

NORTHERN CENTRAL NEW YORK FIREMEN'S CONVENTION

JUNE 24-25-26-27
PORT BYRON, N. Y.

WANTED—CONCESSIONS

Ice Cream, Custard, French Fries, Snow Cone, Candy Floss, Long and Short Range, Pitch-Till-You-Win, Cork Gallery, Fish Pond, String Game, Balloon Dart, Cat Rack, Age and Weight, High Striker or any Hunky Pank working for stock. All replies

JOHN D. MEYERS

101 West Miller Newark, N. Y.

Park Amusement Shows

WANTED

RIDE HELP: First & Second Man for Ferris Wheel, Octopus, Merry-Go-Round, Kid Ride, Mix-Up. Concessions all open except Popcorn & Snow Cone.

Open April 4 Sapulpa, Okla., 2 Saturdays. Several spots around Tulsa. Things booming. 18 contracts booked in Okla., Ark. and Mo. Fairs & Celebrations. Want Shows with own transportation. Address

W. M. (Bill) Pike, Mgr.

100 N. 8 St. Ft. Smith, Ark.
Phone 2-3006

WANTED

All types of Show Equipment. Building a complete amusement park and will pay cash for all types of Rides and Concession Equipment. Send all information, including age, make, condition and price, in first letter. Photos appreciated if possible. Contact

DON REMSNYDER

Box 399 Colonial Beach, Va.

DELAWARE AMUSEMENT CO.

Now booking for second unit of 1953: Two Major Rides and Ferris Wheel, guarantee on Wheel for season's work, and Hunky Panks for Maryland opening first week in May. Guarantee season's work. Also two Bingo Operators. All replies to

T. E. JONES

15 Center Place, Dundalk 22, Md., or
Phone 9786, Dundalk.

MERRIAM'S MIDWAY SHOWS

Want for Season starting May 4.

Legitimate Concessions and Shows. All Help that have worked for me before, answer.

ALVA MERRIAM OGDEN, IOWA

L. J. HETH SHOWS

NOW BOOKING SEASON 1953

Want Shows with or without outfits. Ride Foremen all rides. All address:
3109 North 28th Place
North Birmingham, Ala.

Miami Showmen's Association

233 W. Flagler St., Miami

Ladies' Auxiliary

The March 2 100th meeting was called to order by President Ruth Schreiber. Also on the rostrum were First Vice-President Sydney Thomas, Second Vice-President Ada Cowan, Third Vice-President Freda Wilson, Treasurer Lillian Tucker, Recording Secretary Ann Whitehead and Corresponding Secretary Ethel Weer. Invocation was delivered by Edna Lockhard, followed by a salute to the flag.

Ethel Weer read a letter from Dolly Young. Rita Binder was welcomed to her first meeting this year. Ida Cohen sent \$25 for the Kay Edwards Memorial Fund. Phil Cook addressed the club and told of plans that are under way for the new clubhouse. It is hoped to break ground for it within a few weeks. The auxiliary pledged support.

Election was held for the nominating committee for the coming year, with the following named: From the board—Lois Hanson, chairman; Louise Endy, Ella Dodson, Ann Tara and alternates Hilda Roman and Sue Walters. From the body—Micky Hawkins, Lola Kocheour, Emma Rocco, and alternates Lois Weiss and Pearl Schultz.

The dark horse was won by Leona Harris Ellis. The penny parade brought in \$14.79. Bea Truesdale reported Bessie Prell and Alberta Mack on the sick list. Tiler Babs Geffen reported 90 members present. Refreshment Chairman Pearl Schultz and her committee served a cake with 100 candles and the inscription, "Happy Anniversary—100th Meeting."

ATTENTION Mobile Exhibit Owners

I have one new, modern designed Iron Lung for sale.

THE GIRL IN THE IRON LUNG

Contact me, Paul Dobler, 447 Maxwell St., West Hempstead, New York

Regular Associated Troupers

3115 West Adams Blvd.
Los Angeles

LOS ANGELES, March 7.—Altho it was early in the season, the first show-within-a-show was held Sunday (22) at Indio, Calif., by the Regular Associated Troupers. The Frank Babcock United Shows were playing the date and gave their support and facilities. Charles Walpert was chairman, with Ed Harris as co-chairman.

Jennie Riegel spent two days at the fair, spreading news of the event among members and friends. President Larry Nathan obtained donations of food, and members donated refreshments and prizes. Max Kaplan, assisted by C. H. and Inez Allton, arranged for music and show. The event, plus a donation from Frank Babcock, reached the goal of \$500 to be applied to the building fund.

The weather was quite cold during the event, which cut down the attendance. Among those present were President and Mrs. Larry Nathan, Fred and Helen Smith, Emith Bailey, Yvonne Bailey, Vera Downie, Eve Scott, Mary Dewey, Wyatt Shepherd, Larry and Rose Ferris, Jimmie and Josephine Lynch, Mr. and Mrs. Warren McMenus, Zola and Jimmie Wise, Sis Dyer, Zoe Wick, Edna Kanthe and Arthur Thompson.

Officers and committees follow: Larry Nathan, president; Maxine Ellison, first vice-president; Ed Butler, second vice-president; Myrtle Hutt, third vice-president; Pete Steinkellner, fourth vice-president; Helen B. Smith, secretary, and Ray Marrion, treasurer.

Board of Directors: Lil Schue, Sis Dyer, Ethel Krug, Vera Downie, Clara Zeiger, Mora Bagby, Ruth Korte, Rosemary Lovell, Rely Burglon, Gladys Mackey, Virginia Kline, Berta Harris, Nancy Meyer, Lillabell Williams, Alice Wrightman, Minnie Pounds, Nell Robideaux, Inez Allton, Lill Schue, Helen B. Smith, Babe Herman, Charlotte Warren, Emily Freidheim, Mabelle Bennett, Jennie Riegel, Violet Backman, Maxine Ellison, Eve Scott, Zoe Wick, Florence Lusby, Emily Bailey, Marie Korte, Daisy Marrion, Nellie Ramsey, Bill Meyer, Elmer Hanscom, Minnie Spring, June Reynolds, Rose Fitzgerald, Cecile Branch, Moxie Miller, Hort Campbell, John Cardwell, Kike Herman, Eddie Harris, Harold Robideaux, C. F. Zeigler, Sam Dolman, Harold Mook, Monroe Eisenmann, Fred Smith, Norman Schue, Larry Nathan, M. H. Ellison, Al Rodin, Pete Steinkellner, Alfred Scott, Charles Walpert, Fred Ramsey, Jerry Mackey, Hap Young, Martha Levine, Jimmy Lantz, Orville Crafts, Max Kaplan, Tony Spring, Bill Davis, Mary Ludington, Jack Kenyon, Sam Brown, Lil Eisenman, Frank Babcock, Alex Freedman.

House Board

House Board: Florence Lusby, Ethel Smith, Estelle Rosenthal, Kay Beaman, Loa Mason, Ann Stewart, Elsie Brizendine, Max Kaplan, Norman Schue, Eve Scott, Inez Allton, Gladys Mackey, Emily Freidheim, Shirley Mason, Wesley Bishop, Eddie Harris, Dave Freidenheim, Pete Steinkellner.

Sick and Relief Committee: Tillie Palmateer, Lilabell Williams, Sunshine Jackson, Mora Bagby, Jimmy Dunn.

Bazaar: Jennie Riegel, Inez Allton, Nell Robideaux, Sis Dyer, Sunshine Jackson, Ruth Korte, Peggy Butler, Billie Backman, Martha Kenyon, Nellie Ramsey, Hazel Shepro, Eve Scott, Anne Stewart, Martha Levine, Myrtle Hutt, Lilabell Williams, Berta Harris, Fay Curran, Zoe Wick, Babe Herman, Babe Miller, Estelle Hanscom, Mabelle Bennett, Nancy Meyer, Elsie Brizendine.

Membership

Membership: Eddie Harris, Jennie Riegel, Alex Freedman, Max Kaplan, Sam Dolman, Ed and Peggy Butler, Elsie Brizendine, Frank Babcock, Vincent Kurapatwa, Lil Schue, Sam Brown, Sis Dyer, Jerry Mackey, Moe Eisenman, Jimmy Lantz, Building fund: Fred Smith, Frank Babcock, Marie Bailey, Moe Eisenman, Orville Crafts, Martha Levine, Nell Robideaux, Norman and Lill Schue, Nellie Baker Ramsey, Jack Kenyon, Tony Spring, Alex Freedman. House

Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, March 7.—Despite rain and snow, attendance was good at the Tuesday (3) meeting. President Pearl McGlynn presided, along with Eva LeRoy, second vice-president; Marianna Pope, third vice-president, and Wanda Derpa, secretary. Chaplain Edith Streibich gave the invocation.

Past President Claire Sopenar returned from a five-week vacation in Florida and turned in five applications for membership. Lucille Hirsch, Mae Oaks and Mae Sopenar attended their first meeting since their return from Florida and gave accounts of the Tampa and Miami auxiliary installations. Members will be given another year in which to obtain 50 applications for membership and receive a gold card, providing they get 25 the first year.

Pauline Grey, welfare chairman, reported Agnes Barnes is convalescing at home following a heart operation. Gladys Pivor is also home after being hospitalized. Cash donations received from Ruth Bernauer, Margaret B. Porter and Walter Driver, and correspondence was read from Sophia Carlos. Irene Coffey was given a rising vote of thanks for conducting the last social. Elizabeth Jacks, Mae Oaks and Pearl McGlynn will be hostesses at the Tuesday (10) social.

Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, March 7.—President Marguerite Stone called the last meeting of the season to order Monday (2). The clubrooms will remain open until March 23, because Siebrand's Circus and Carnival opened here Friday (6) and will be on their own grounds in Phoenix for over two weeks.

Forty members attended the meeting. Mrs. Betty Wilson, Mrs. Rose Merrow and Mickey Wilson gave pep talks on the drive for new members. Prizes will be given to those obtaining the most members. Louis Wald proposed that membership blanks be forwarded to members thruout the United States.

Mrs. Cleo La June is out of the hospital and is convalescing at her home in Phoenix. Red Hooper, who has been at the Aransas (Tex.) Hospital, writes that he will be unable to rejoin the Siebrand Show this year.

Dallas McArthur, club custodian, served buffet supper. Louis Block won the pot of gold.

chairmen: A. J. Scott and F. C. Smith.

Bulletin: Helen Smith, C. H. Allton, John Cardwell, Sam Brown, Max Kaplan, Jerry Mackey. Gardening and lawns: Martha Levine, Mora Bagby, Lucille Dolman, Mabelle Bennett, Marie Bailey, Emily Bailey, Jimmy Dunn, Harold Robideaux.

Good Will Ambassadors: Virginia Kline, Jerry Mackey, Charles Walpert. Legal Aid: C. H. Allton, Martha Levine, Frank Babcock, Nell Robideaux. Financial Committee: Frank Babcock, Orville Crafts, Alex Freedman, M. H. Ellison, A. J. Scott, Moe Eisenman, Elmer Hanscom, C. H. Allton, Bill Davis, Billie Bryant.

Entertainment

Entertainment: Charles Walpert, Harry Thompson, Florence Lusby, Ray (Boston) Kennedy, Lilabell Williams, Sunshine Jackson, Pete Steinkellner. Tylers: Rose Fitzgerald, Emily Bailey, Kay Beaman, Ann Stewart. Banquet and ball: Moe Eisenman, Alex Freedman, Eddie Harris, Dave Freidenheim, M. H. Ellison, Orville Crafts.

Grievance: A. J. Scott, Norman Schue, Harold Robideaux. Birthday chairman: Lilabell Williams. Bulletin Board: Phil Darling Sr. Publicity: Helen B. Smith, Vincent Kurapatwa, Virginia Kline. Auditing: C. H. Allton, Marie Bailey, M. H. Ellison.

Ways and Means: Robert Downie, Frank Babcock, Martha Levine, Alex Freedman, Jerry Mackey, Lil Schue, Mora Bagby, Elmer Hanscom, Fred Smith, Mike Herman, Moe Eisenman, Ruth Korte, Harold Robideaux, Billie Bryant, Nell Robideaux.

National Showmen's Association

1564 Broadway, New York

NEW YORK, March 7.—James Cox died February 24 after a long illness. Interment was in the family plot, Troy, N. Y.

After short illnesses, David White and Ben Merson are off the sick list and were recent visitors. Max Tubis, Abe Steinberg and Jack Alfred have returned from Miami vacations. Heading south are Dan Thaler and Henry Kaufman.

Congratulations are offered to Morris Vivona, assistant treasurer, and Mrs. Vivona. The stork delivered their second girl February 16. She is named Adrienne. Harry Kaplan and John McCormick are vacationing in Hot Springs.

The building committee is inspecting various buildings about town.

Recent visitors were George Bernert, Mack Arnold, Alfred Harris, Charles Smith, Tommy Pell, Louis Light, Murray Spitzer, Sam Weisser, Charles (Doc) Morris, Milton Nathan, Michael Goldstein, William Schwartz, Harry Weintraub, Arthur Sicard, Edward McKeon, Louis Candee, Henry Fein, Louis Elias, Sam Walker, Ward Graves, Louis Kronenberg, Albert Lean and Morris Sommers.

Next regular meeting will be held at the clubrooms Thursday night (12). A letter received from Jack Rose, in Veterans' Hospital, Coral Gables, Fla., says that he is feeling better. Others on the sick list are George D. Hensley and Max Tonkin.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, March 7.—President J. P. (Jimmy) Sullivan was down from Canada to preside at the Thursday (5) meeting. Also at the table were Ned Torti, vice-president; Lou Keller, past president; Walter F. Driver, treasurer emeritus, and Joe Streibich, secretary.

The St. Patrick's Day party committee announced that it was busy making arrangements for the affair scheduled for March 17. Welfare committee reported Frank Daniels, Billy Williams and Art Briese are all confined. Russell Johnson is in a Hot Springs hospital. George B. Flint announced another issue of News Flashes would be out in the near future. An interesting letter was received from S. T. Jessop, and Tom Sharkey info from Florida that the weather there hasn't been too good.

The League is beneficiary of a life insurance policy on the life of the late Arthur C. Hooper with Morris Haft, League counsel, handling the details. Ed Sopenar has been named to fill a vacancy on the board of governors.

Members present at the meeting included Lou Leonard, Jack Markham, Bernie Mendelson, Rube Liebman, Ed Wall, Bob MacDowell, Nieman Eisman, Carl A. Mann, Andy Kasin, Joe Murphy, John Dundee, John A. Sloan, Sam H. Glickman and Tom Payne.

WANTED

Concessions and any Major Ride or Show not conflicting. Help for office-owned concessions.

Zapata, Texas, 9th through 15th.

H. C. AYERS

GREAT SOUTHERN EXPOSITION

DROME RIDERS

Boy and Girl Riders wanted for 17-week park season. Guaranteed salary. Write

Thrills, Incorporated

Riverview Park Chicago, Ill.

DUE TO DISAPPOINTMENT Legal Adjuster or Agent

AT LIBERTY

Sober, reliable.

Wire **JACK MURPHY**

P. O. Box 173 Greenwood, Miss.

PROMOTERS

—Get on our Mailing List.
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

GIVE TO THE RUNYON CANCER FUND



The MEMBERSHIP DRIVE IS ON!

\$10—Initiation—\$10 Dues

New Low Rate of \$20

Covers both Initiation and Dues, entitles new members to all club facilities. Send your application TODAY.

PACIFIC COAST SHOWMEN'S ASSOCIATION

1235 So. Hope St. Los Angeles 15, Calif.

MOE LEVINE, Pres.; AL FLINT, Executive Secy.; SAM DOLMAN, Chm. Mbrshp. Com.

ART LEWIS, General Mgr. JOHN MARKS, Director

JOHN H. MARKS SHOWS

MILE
LONG
PLEASURE
TRAIL

WE HAVE 12 FIRST-CLASS FAIRS ALREADY CONTRACTED.

OPENING OUR SHOW IN RICHMOND, VA., IN APRIL.

WANT capable and reliable Show People. Will finance attractions of merit. Motor-drome open. What have you to offer? CONCESSIONS: All legitimate Concessions and Hunky Panks open. American Palmistry. CAN PLACE Arcade, Glass House, any Rides that do not conflict. Workingmen in all departments. Those who can drive semis preferred. All former help get in touch with us. WINTER QUARTERS NOW OPEN—located at Midlothian Pike, Route 60, West, Richmond, Va.

Everybody wire, phone or write

ART LEWIS, General Manager

WILLIAM BYRD HOTEL RICHMOND, VIRGINIA

ROYAL EXPOSITION SHOWS

AMERICAN LEGION FAIR, Auburndale, Fla., this week; followed by LIONS' FAIR, Williston, Fla., March 16-21; COLORED AMERICAN LEGION FAIR, Orlando, Fla., March 23-28; then AMERICAN LEGION FUN FESTIVAL, Cocoa, Fla., March 30-April 4. This Catches Army Payday.

Want Monkey Show to feature. Will book or buy Funhouse. What have you? Also want a good Girl Show NOW! Various Hunky Panks and other Concessions open. Contact

J. P. BOLT

Care Royal Exposition Shows, per above route.

HOT NEW PREMIUM ITEM!

Lifetime Supreme WHIRLAWAY REEL and ROD

NO. 7188—A combination of the WHIRLAWAY REEL, 2-pc. finest quality Glass Rod, 50 yds. Monofilament Line, Beaded Chain and Swivel Practice Plug. Length 6 1/2 ft. WHIRLAWAY REEL is a slip-cast type reel using the same principle as found in spinning reels. Foolproof construction, easy to adjust, the WHIRLAWAY REEL can be used for Spinning, Casting, Trolling and Fly Fishing. For right and left-handed casting. Unsurpassed for ease of cast. The most complete, all-purpose foolproof reel ever designed. Sturdily constructed, all parts precision-made with working parts enclosed and protected. Rod packed in plastic bag; Reel packed in display carton. LIST PRICE—\$29.95.

\$18.50 ea. \$17.95 3 or more

No. 3927 SNAKE BOW TIE



\$2.25 Doz

\$23.50 Cr

Create a sensation with this attractive striped rayon silk bow tie with elastic neck band. Squeeze bulb at end of plastic tube which is attached and concealed in tie and rubber snake wiggles out of the folds of the tie.



No. 4995 BASHFUL MONKEY

Doz. \$2.25 Gr. \$23.50

A new rubber lapel novelty with plenty of action. Has realistic painted features; rubber bulb, hose and safety pin attachment. Squeeze rubber bulb and monkey comes to life. Overall length with legs and arms outstretched, 7 inches.

25% deposit, balance C.O.D.

Wisconsin De Luxe Co. 1902 N. Third St. Milwaukee, Wis.

WRITE FOR YOUR COPY OF CATALOG NO. 152 Listing—

- IDENT'S \$9.00 GRO. & UP
- SPORT PENDANTS • ANKLETS
- CHARM BRACELETS • RINGS
- LOCKETS • PINS • EARRINGS
- CUFF LINKS • KEY CHAINS

FREE VIBRO-GRAVER WITH EACH ORDER AMOUNTING TO \$100.00 OR MORE.

"FRISCO PETT"

604-606 W. Lake St. Chicago 6, Ill. All Phones FRanklin 2-2567

Men's IDENT. BRACELET Smart, Flashy, Quality Merchandise



Per Doz. Bulk \$9.00 Gift Boxed \$11.00 With extra heavy plaque—put in with spring bar pins. Write for New '53 Ident. Catalog! Heath Distributing Co. Manufacturers and Distributors 3252 Vineville Ave. Macon, Ga

CATALOG No. 107 for ENGRAVERS DEMONSTRATORS FAIR WORKERS

CATALOG No. 57 for a COMPLETE LINE of VOLUME SELLING JEWELRY

Write for Yours Today—State Your Business. BIELER-LEVINE 5 N. Wabash Ave. Chicago 2, Ill.

Ladies' Nylon Hose .\$.375 per doz. Men's Dress Sox . 1.25 per doz. Write for FREE Hosiery Catalog

Gainor Hosiery Company 760 Book Bldg., Dept. 15 Detroit 26, Mich.

HARMAN WILL ADD NEW DISTRIBUTORS!

PROFITABLE TERRITORIES WIDE OPEN TO "LIVE" OPERATORS
Get on the Band-Wagon! Make BIG Profits With Nationally Advertised Values!

FIRST TIME IN YEARS!

here's 3 Red Hot and NEW HARMAN ORIGINALS!

Every timepiece a masterpiece!

RAILROAD-type POCKET & TABLE WATCH

7 jewels—chrome case with easel stand—large legible black figures with luminous hands. Split second markings. Retail \$9.95 \$4.25 Your Cost

'AMERICAN-MADE' TRAVEL CLOCK

Ideal for every member of the family. Compact. Choice of Blue, Pigskin, Brown, Red and Green leatherette. Luminous figures and hands. Retail \$8.95 \$4.35 Your Cost

17 JEWEL WRIST ALARM

The watch for every purpose for every man. An accurate timepiece, a dependable alarm! CANNOT BE OVERWOUND! Sweep second hand. Radium dial and hands. Retail \$49.50 \$13.50 Your Cost

ALL HARMAN WATCHES CARRY OUR GUARANTEE and UNIQUE SERVICE PLAN THAT ELIMINATES DEALERS FROM ALL OBLIGATIONS

TERMS: Rated Accounts NET 30 DAYS or CASH WITH ORDER (FOR RESALE)

IMMEDIATE DELIVERY!!

HARMAN WATCH CO. INC. 22 W. 48th St. N.Y. 19, N.Y.

MAGICAL APPARATUS

A BRAND NEW #23 CATALOG MIND reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog Buyer's Guide, both 50¢ wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. ap25

JOURNAL OF HYPNOTISM—BI-MONTHLY magazine of articles, photos, techniques, etc. 50¢ copy, \$3 yearly. 26 St. Botolph St., Boston 18, Mass.

MAGIC BOOKS, TRICKS, ESCAPES, ILLUSIONS, Mind Reading, Spirit Effects, Crystals, Horoscopes, Buddha for stage, club or side show. Get magic as a hobby. \$1. J. F. Kane, Box 275B, Phila. 5, Pa. mh28

SUB MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. ap25

VENTRILQUIAL (\$65 UP); PUNCH FIGURES, \$15 each, dressed. America's finest hand carved figures. Books, wigs, acts, etc. Spencer, 3240 Columbus, Minneapolis. mh21

MISCELLANEOUS

EARRINGS FROM \$2 PER DOZEN POSTPAID. Latest creations, carded. S & E Sales Co. 2007 S. R. St., Tacoma 3, Wash. mh28

BOW TIES—COLORFUL PATTERNS, ALSO black. Washable, handmade; you tie 'em; 3 for \$1 postpaid. The Tie Shop, 609 Shirley, Nashville 4, Tenn.

SMALL KIDDIE MERRY-GO-ROUNDS. "Little Star," made complete, \$350. Shertren, 712 Ramage St., West Hollywood, Calif. mh21

TWENTY BEAUTIFUL COLOR SLIDES, \$1; sample, catalog 20¢. Sanford Co., Ashland, Ohio. ap11

YOUR PRODUCTS and advertising message included in a space like this will

SELL SELL SELL Use DISPLAY-CLASSIFIED style of advertising

MUSICAL INSTRUMENTS. ACCESSORIES

SACRIFICE MUSICAL NOVELTIES—3 octave tuned aluminum bars, musical baskets, stage parasols; all type bells, graduated sleigh, gong, dinner and piccolo bells; tuned steel bars, orchestra bells, many other articles; close out cheap; send for list and prices. Rienzo, Edgemont Road, Scarsdale, N. Y.

WANT MINIATURE TRUMPET—MUST BE in good condition and reasonably priced. Prefer King. Paul Kelley, 5869 N. Keystone, Indianapolis 20, Ind.

PARTNERS WANTED

ORIGINAL GUITARIST WITH OWN TUNING looking for female Oriental dancer to share act. Preferably familiar Shankar's East Indian music. Joe Laili, Hartnett's Music School, 1585 Bway., New York. Circle 6-5730, 9-2.

WANTED: A POTENTIAL HAMMERSTEIN For collaboration on musical play—lyricist and book. Box 838, The Billboard, 1564 Broadway, New York, N. Y.

PERSONALS

LEGITIMATE INSTRUCTION IN FEMALE impersonation to qualified students only thru mailed lectures. Edythe Ferguson, 35 Crescent Ave., Long Beach 2, Calif.

ORDER YOURS TODAY Name in Gold on attractive Midget Desk Nameplate. Only one dollar postpaid. NAMEPLATE Box 34, General Post Office, N.Y.C., N.Y.

WASHINGTON, D. C. REMAILERS—LETTERS, 25¢; Letters Typed, \$1; minimums includes forwarding and carbon returned. Schecter's, 926 6th S.W., Washington 24, D. C. mh21

WANTED—ADDRESS OF VIRGINIA AMBROSCELLI to settle estate. Last heard of 1940, living at 56 Spring Street. Send reply to Missing Persons Bureau, 122 W. 14th St., New York City.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelty, Miller Supplies, 1535 Franklin, St. Louis 8, Mo.

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. tf

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Seio St., Rochester 4, New York.

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. tf

PRINTING

ATTRACTIVE PRINTING REASONABLE—1,000 Business Cards, \$2.95; 1,000 Bond Letterheads, \$5.95; satisfactory work guaranteed. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. mh21

DRAWINGS AND CUTS MADE TO ORDER. Also letter press and offset printing at low prices. Lee Cressman, Washington, N. J.

WINDOW CARDS—14x22 AND 11x14. THE Bell Press, Winton, Pa.

1000 EMBOSSED BUSINESS CARDS, \$3.18 postpaid; 1000 Embossed Tear-Off Cards with Card Case, \$5.48 postpaid. Eljaay, 2544 Hutchinson, Chicago 18.

1000 BUSINESS CARDS PRINTED WITH circus or carnival cuts, \$2.50; two colors, \$3.50. Hemphill, 2425 Sarah St., Pittsburgh 3, Pa.

SALESMEN WANTED

ANYONE CAN SELL HOOVER DuPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others, in white and colors. Exclusive styles. Top quality. Low price. Exceptional income. Real future. Equipment free. Write fully. Hoover, Dept. K-109, New York 11, N. Y. mh28

SELL BLADEMASTER-DOUBLE EDGE Razor Blade Sharpener. Up to 30 perfect shaves with one blade. No competition. Retail price, \$2.95; profit, \$1; sample, \$2. Be convinced. Triangle Sales, Box 746, Scranton, Pa.

TERRIFIC RESPONSE TO YOUR ADVERTISING can be obtained at very little cost by displaying certain parts of your sales messages in a space like this

Use DISPLAY-CLASSIFIED style of advertising.

SCENERY & BANNERS

FLAMEPROOF CURTAINS—THEATRICAL. Carnival Stage, Concession Stands, all sizes and types. Wide selection colors. Fabrics: Satins, Velours, Plushes, Damasks, etc. Immediate delivery. We're overloaded! You save 1/2 now! Send your dimensions and needs for quotation. We ship immediately, ready to hang. Buy direct from Knoxville Scenic Studios, Box 1029, Telephone 7-5551, Knoxville, Tenn. np

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S Halsted St., Chicago, CA 6-2544. mh14

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. ap11

LEARN TATTOOING—15 BASIC LESSON course, \$25. Illustrated brochures of course and tattooing supplies, 25¢. Zeis Studio, 728 Lesley, Rockford, Ill. au15

WANTED TO BUY

ITEMS FOR MAIL-ORDER SALES. MUST be mailable. Give complete information. Challenge, 63 Abbott, Springfield 8, Mass.

SIX OR MORE MIDGET MOVIE MACHINES. No junk, perfect condition. Cash. Max Seskin, 1834 E. 14th Street, Brooklyn, N. Y.

U. S. GOLD COINS—TOP PRICES PAID. Write, stating denominations, dates, condition. R. H. Burnie, P. O. Box 487, Pascagoula, Miss. mh21

WANT TO BUY—KIDS FLAT RIDES, SUCH as Autos, Pony Carts, Train or Whip; also kids aerial rides, such as Swings or Airplanes, regardless of make or condition. Write Thompson Bros., 2906 Fourth Ave Altoona, Pa.

WANTED—8 SMALL CARS FOR KIDDE Auto Ride, also Merry Horses; state condition. F. Allen, 1400 Brewerton Rd., Syracuse 8, N. Y.

16MM. FILMS WANTED—JOB LOTS, NEW or used; Religious, Educational, Comedies, Musicals, etc. No junk. State all. D. J. Goff, Prosperine, Rt. 1, Eldridge, Mo.

WANTED—NEW OR USED CONCESSION Trailer for refreshments; good condition; priced reasonably. Alva M. Devine, 4739 Polk St., Chicago-44, Ill.

NEW-FAST SELLERS for Men & Women—BIG Profit Everyone wants these beautiful copies. Set your own HUGE Profits.

WRITE TODAY FREE CATALOG and details. Mde. for resale only.

Unlimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and Sterling Silver, \$6.00 per dozen up. Copies of expensive Diamond Jewelry.

TITANIA GEM We sell only best quality stones—10K & 14K mtd.

DES MOINES RING CO. 1155 26th St. Des Moines 11, Iowa

FROM ROME

The Voice of His Holiness

Personal blessing of Pope Plus XII, recorded at Vatican City... included with

\$36 PER DOZ

Sample \$3.50 25% Deposit required on all C.O.D. orders

CRUCIFIX ROSARY CROSS NECKLACE

Magnificent Crucifix, hand set rosary with detailed silver finished cross. 12 kt. gold filled necklace with engraved cross, plus: THE VOICE OF HIS HOLINESS, POPE PIUS XII, and the bells of St. Peter's Basilica, on an UNBREAKABLE, STANDARD SPEED RECORD! Here's a gift package you can't afford to be without. Write, wire or phone today!

ORDER NOW FOR IMMEDIATE DELIVERY!

KRAVITZ & ROTHBARD 720 E. Baltimore Street Baltimore 2, Md. Saratoga 5817

SPECIAL PURCHASE

MEN'S & LADIES' RINGS set with 1/2 Ct. TITANIA GEMS

Ladies' 14k gold Tiffany mounting set with 1/2 ct. gem. \$14.95 More Brilliant Than Diamonds

Men's 14k gold mounting set with 1/2 ct. gem. \$18.95

Hurry limited quantity of complete rings. Loose gems only, ct. \$8.25

Men's New Imported JEWELLED WATCHES

2-Button Chronograph or chrome case service watches with radium dial and removable lugs. \$2.95 Complete with leather or strap. Gross lots. Doz. lots, ea. \$3.35 Lots of 6, ea. \$3.95

ELGIN • BENRUS • GRUEN BULOVA • WALTHAM WATCHES \$9.95

for men & women Yellow Exp. Band, 95¢.

SPECIAL \$50 DEAL

6 asst. above Watches & Exp. Bands to match. You save an extra \$15.46. New model watches, case and dials. Reconditioned and guaranteed like new.

New Big 1953 Wholesale Catalog 25¢

Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied.

CLOSEOUT! MEN'S RINGS \$5.95 Doz

Massive looking gold finish rings. Dozen in a handy display tray-case. (Sample doz. \$6.95.) 3 doz. or more

"The Watch and Diamond House"

JOSEPH BROS. 5 S. Wabash Ave. Dept. B-14, Chicago 10, Ill.

Famous Make Watches

Brand-new 1953 model cases—can't be told from new at this amazingly low price complete with strap. (in lots of three or more)

Sample charge \$1.00 extra. Stretch band 75¢. Plastic box 75¢. 25% deposit, balance C.O.D.

NATIONAL DISTRIBUTING CO. 222 Calumet Building Miami, Florida

BENRUS GRUEN WALTHAM BULOVA ELGIN

\$8.75

Selling? Premiums? Prizes? Gifts?

NAME BRANDS open the door to faster and easier sales.

NAME BRANDS are your good will ambassadors in promotional selling.

NAME BRANDS for exciting premiums, prizes and business gifts.

Silverware, Cookware, Appliances, Cutlery, Radios, Luggage, Soft Goods, Toys, Clocks, Watches, Pens, Jewelry, etc.

NEW! 1953 CATALOGUE NOW AVAILABLE

More than 1,000 NAME BRAND items beautifully illustrated.

Cover has blank space for dealer to imprint his own name and address.

Send for your copy of catalog and confidential dealer's price list NOW!

Enclose 25¢ in stamps. (To be credited to your first order)

CONTINUOUS SUPPLY

All orders shipped within 24 hours

WHOLESALE ONLY

H. B. DAVIS CO.

324 West 26th Street New York 1, N. Y.

AL 5-6666 Free Parking

HELP WANTED

DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

COMMERCIAL DRUMMER FOR FIVE PIECE Combo. Must play good Latin rhythms including Sambas, Mambo, Rhumbas. Locations only; salary \$95.00 tax and transportation paid; opening March 16; no characters. Wire or write Ernie Ray, Fairmount Plaza Hotel, Dallas, Tex. mh28

EXPERIENCED MUSICIANS — ALL INSTRUMENTS; well established traveling orchestra; guaranteed salary; no hotel bills; live in ultra-modern land cruiser. Verne Byers Orchestra, 4551 S. Logan, Denver, Colo. mh28

GIRL TO WORK WITH A LARGE, SAFE make in act in theaters. Experienced or not experienced. Salary and expenses. Tour starts March. Send photograph and particulars. P. O. Box 62, Atlanta, Ga. mh14

LEAD TRUMPET—SOCIETY BAND, \$100 tax paid; sight read and fake; cut of so long; singer preferred. This location until June, then Lake Geneva, Wis. for the summer. Contact Warney Ruhl, 1930 Lathrup, Saginaw, Mich. Phone 2-8041 late in the afternoon. mh21

MED SHOW TEAM AND HILLBILLY MUSICIAN. State all in first letter; send late photo; state lowest; do not misrepresent. Box 5016, Miami 29, Fla. mh21

MUSICIAN WANTED—SAX OR TRUMPET, male or female. Location with trio, must do vocals, fake, know tunes and front. F. D. Johnson, 11 Greenhaven Court, Roswell, New Mexico. mh21

PIANO, ALTO, DOUBLING TENOR, BASS. Want Midwest musicians. Wire experience. Bishop Windsor Hotel, St. Louis, Mo. mh21

SINGLE STEEL GUITAR MAN, DOUBLING Spanish, for round and square dances. Travel summers furnished trailer; state lowest picture; consider character. C. M., 338 Moulton St., Watertown, N. Y. mh21

TENT SHOW WANTS GENERAL BUSINESS Team (some leads) with specialties; open here soon; summer in Illinois; close in Texas. State all. Haverstock Comedians, Joshua, Tex. mh21

This type of ad will **HELP YOU** a great deal to locate the people you need. Use **DISPLAY-CLASSIFIED** Advertising

WANTED—DANCING GIRLS FOR GIRL Show; open last week of April; top salary. Write Revue, Box 1848 Uniontown, Pa. mh21

WANTED: SINGLES, DOUBLES, MIXED groups, string bands, Hillbilly and Western. All girl acts. Good pay; solid bookings. L. Agency, 2992 W. McMicken Ave., Cincinnati, O. mh21

WANTED — GUITAR MAN, COCKTAIL Style Trio; vocals; location job and steady; start March 15 or before; hillbillies, drunks, lay off. Leader, 875 Emerson Dr., Lexington, Ky. Phone 3-1603. mh21

SENSATIONAL!



NEW COMBINATION ELECTRIC TV LAMP & FLOWER AQUARIUM No. 37L

A new, fascinating multi-purpose lamp and vase of hollow glass block with open top. Mounted on wood, leatherette-covered base in mahogany or blonde finish. Complete with red plastic roses. This also can be used as an aquarium or flower vase.

Glass Block Size: 8" x 8" x 3 3/4"

All Over Height: 10"

Packed individually, 6 to master carton. State preference—Mahogany or Blonde.

Samples \$2.50 ea. in lots of 6 or more \$3 ea.

Write for our FREE 64-page Catalog. Serving the Carnival Trade for Over 37 Years.

Complete line of items

M. K. BRODY

1176 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520

In Business in Chicago for 37 Years

America's No. 1 Religious 'Package'

1: THE VOICE OF THE HOLY FATHER

Actual voice of Pope Pius XII pronouncing Apostolic Blessing with beautiful bells of St. Peter's Record playable on any standard phonograph.

2: SNOW-WHITE CRUCIFIX

Bright gold-colored Corpus, beautiful plastic.

3: FILIGREE ROSARY

Double-capped, finest quality.

4: CROSS NECKLACE

Dainty, real GOLD-FILLED chain.

5: SATIN-LINED BOX

Maroon and gold grained pike. A Wonderful value, natural sight-seller! Quality throughout.

Doz. \$36.00

SAMPLE \$3.50

FREE! New 44-Page Illustrated Catalog.

Features nationally advertised "NAME-BRAND" Merchandise: BENRUS, RONSON, ELGIN, G. E., PARKER, SESSIONS, W.M. ROGERS; also Housewares, Jewelry, Toys, Gifts. Confidential wholesale price included.

GREENGLASS SALES CO.

29-22 Northern Blvd., Long Island City 1, N. Y. Branch: G & C Distrib. Co. 817 5th Ave., Pittsburgh, Pa.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

THREE PIECE WESTERN COMBO—SPANISH guitar and vocals, steel guitar and bass. Cliff Johnson, 1405 Summit, Sioux City, Iowa. Phone 8-2847. mh21

CIRCUS & CARNIVAL

TATTOOED MAN, BODY COVERED, wants work with carnival; have sweat flash; state all in first letter. Tom McClendon, Rockingham, N. C. mh21

MISCELLANEOUS

EXPERIENCED NEWSPAPER REPORTER wants publicity clients in the amusement industry. Arthur G. Patterson, 800 West Lake St., Minneapolis 8, Minn. ap4

FEMALE IMPERSONATOR OPEN—SNAPPY routine; have wardrobe. Pattee Simpson, Batavia, Ill. Phone 5480. mh21

MUSICIANS

AT LIBERTY—DRUMMER, 38 YEARS OLD; can cut anything, Latin, boogie, floor shows, hillbilly. Prefer small combo; go anywhere. "Scotty" Scott, 2519 Congress St., S.E., Washington, D. C. mh21

FIRST-CLASS RINK ORGANIST AVAILABLE now! 12 years' experience better rinks. Will locate anywhere. Address: Box C-280, c/o Billboard, Cincinnati 22, Ohio. mh21

DRUMMER—A; AGE 29; 13 YEARS' EXPERIENCE; read; thoro, cut shows; do comedy, vocals; formerly with Willie Fishers' Logjammers. Norman Cogan, 154 E. 175 St., Bronx, New York. mh21

Amazing Offer!

Top Quality BALL POINT PENS

Big sellers, 100% guaranteed first quality, at new LOW, LOW PRICE. IMMEDIATE DELIVERY.

Only \$7.20 per gross

—SPECIAL— 3 Pc. PEN SET \$3.00

- All metal caps, asstd. colors
- Mechanical Pencil
- Fountain Pen
- Ball Pen with metal cap

CHECK THIS PRICE. 25% with order, balance C.O.D. Write for New Novelty Catalog. BENGOR PRODUCTS 18 W. 23rd St. N.Y. 10, N.Y.

BIG NEWS ABOUT "LITTLE ATOM" . . .

Completely redesigned for smarter appearance and greater safety! Shoots cartridges with a terrific "BANG"—from special firing exhaust instead of barrel end. PACKED 1 DZ. TO CARD. NO LESS SOLD.

JOBBER, DISTRIBUTORS: Write, wire or phone for more complete information on the interesting profit and sales possibilities.



G & S Mfg. Co. Dept. B NASHVILLE 3 TENNESSEE

A CUSTOMER in every HOME Pearlized CRUCIFIX

Large Size, 12"x6 1/2"—Gold Tipped Cross and Gold Finish Corpus. Appropriate for Catholic or Protestant! Most sensational religious item we ever handled! One customer sold over 500 in 2 weeks. This is deluxe crucifix. It is solid, not hollow. Gold embossed on 4 ends—Do not confuse with cheap imitations.

TERMS: 1/3 DEPOSIT, BALANCE C.O.D. Include Postage if Cash in Full Sent with Order

HEATH DISTRIBUTING CO. Mfrs. & Distribs.

3253 Vineville Ave. (Dept. 14) Macon, Georgia

SELLS ON SIGHT! Unbelievably low priced at \$6.80 Per Doz. Plus Postage Send \$1.50 for P. P. SAMPLE

6 1/2" WIDE 12" HIGH

READY TO HANG YOUR SEASON IS NOW!

Bubble Boy FOR YOUR BAR

NEW! NEW! NEW!

Brussels Boy Fountain comes to "Automatic" Life!

MYSTERIOUS-MAGIC-ACTION No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.

Confuse Your Friends with a phoney Action Hi-Ball. Greatest Bar Gadget ever invented.

Send \$1 for sample 10 day Money Back Guarantee 1 doz. \$6.50—Gross \$78 P.P. Prepaid

HOLLYWOOD HOUSE, Mfg. 2262 Norwic Pl. Altadena, Calif.



PRE-SEASON CARNIVAL FISH POND DEAL

Consists of 12 dozen pieces. At least 12 different items in every deal. Some items formerly 25-cent retailers. Cleaning out odds and ends in our inventory. All sales final and NO C.O.D. ORDERS, PLEASE. About 500 deals available. No more when gone. Shipped by Express only.

FP144—PER DEAL . . . \$9.00

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

Merchandise You Have Been Looking for


Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

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IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

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SELLS ON SIGHT! Home owners, car owners, mechanics pay you \$1 and up for handy 6-in-1 hammer screwdriver set. Malleable steel and solid brass. Money back guarantee, 24-hour shipments. Postpaid sample, 75¢. Dozen: \$6.50 postpaid. Lower prices for larger quantities. Write **BROCKER MFG. COMPANY** 8 N. George St. York 32, Pa.



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. . . one of more than a dozen valuable special feature articles and lists.

in The Billboard's 1953 **SPRING SPECIAL** coming April 11th

VAUDEVILLE ARTISTS

WORD, COMIC, VERSATILE—SINGS AND dances; does mimic; would like to join burlesque troupe. Apply Bert Lewis, c/o Kopenhagen, 1078 Longfellow Ave., Bronx, N. Y. mh14

VOCALISTS

WESTERN VOCALIST — PLAY SPANISH guitar. Fifteen years in radio and show business; Western wardrobe; go anywhere. Box C-276, c/o Billboard, Cincinnati 22, O. mh21

PROFESSIONAL GIRL FOLK SINGER— Play rhythm guitar. Free to travel; union; interested in any offer that's permanent; radio, stage, TV or soloist with Western band. Wire or phone Peggy Gale, Radio Station WWVA, Wheeling, W. Va. mh21

TENOR FOR TRIOS, QUARTETS—VAUDEVILLE background; sings and reads parts; character and dialect. Charles Adams, 1 Marshall St., Irvington, New Jersey. mh21

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Write today for our latest 32-page illustrated catalog of the fastest selling Religious Jewelry and Novelty line ever offered. Sell the year 'round. No competition. Amazingly low prices. Tremendous profits. No experience needed. Don't miss this opportunity to make big money. Act NOW!

STEPHEN PRODUCTS CO.

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Jobbers Distributors Wholesalers Sub-Mfrs. ONLY

Idents—Aluminum and Brass. Plaques For Ladies' and Men's Stretch Bands. Raw Brass or Polished and Plated. With or without Push Pins. Souvenirs, Novelty Jewelry. Sun Mfg. Co. 509 Nicholson, N. W. Washington, D. C.

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The ideal gift item—an all-'round best seller!



Gleaming pearl plastic in beautiful colors. 7 1/2" high by 4 1/2" wide. Front panel swings open and reveals finely detailed ROSARY which has double capped imported crystal beads in assorted colors, with large crucifix.

A proven strong seller at suggested retail prices from \$9.95 to \$14.95!

PRICE \$24 per doz. SAMPLE \$3 ea. \$21.00 per doz. In Gross Lots

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Send \$13.50 for 6 styles \$21.00 Doz. SEND FOR OUR COMPLETE CATALOG!

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Fully Guaranteed FULL SIZE

\$10 per Gross 7c each

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This same pen now being sold as high as One Dollar! Send \$2 deposit per gross, balance C.O.D. or send full amount. We Pay Postage

Send \$1 for Sample Dozen Buy Direct from MICHIGAN PEN Co. 620 LEWIS STREET FLINT, MICHIGAN

ANOTHER HIT MOVING FAST!

HOBBO BAR NOVELTY

12" high, beautifully hand painted. Made of durable rubber plastic. Sample—\$2.50 each. \$24.00 doz. With Swiss music: \$5.00 each, \$48.00 doz. We manufacture 24 new Joker and Fun-Making Novelties. Send \$10.00 for assorted Samples—No C.O.D.'s. Jobbers. Write for Quantity Discounts and New Catalogue.

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Soft, flesh-like plastic rubber, life-like, over 7 1/2" high. Wiggles, shimmies, bumps and grinds. \$9 Dz. Without costume \$7.20 Dz. Sample—\$1.25, 3 for \$3.50.

PARISIAN ART PRODUCTS 141 Fulton St., Dept. 1 New York 28, N.Y.

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Fool Proof

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Clean up with RUS-TOV. Scientific chemical keeps rust off tools and metals. Moisture rolls off RUS-TOV like water off a duck's back. Amazing demonstrations. No gimmicks needed. Big profits. Pitch and details free.

GOODWIN MANUFACTURING CO., Inc. (Chemical Specialties) Dept. B-1, 126 W. 5th St., Kansas City, Mo.

Pipes for Pitchmen

By BILL BAKER

BERT KENNY... in Wheeling, W. Va., recovering from a severe bout with the flu. It will be a few weeks before he's able to be out working again and he'd like to read letters from friends. His address is Windsor Hotel, Wheeling, W. Va.

"DURING OUR STAY... in Tampa we ran into Jack Anthony, ace coil worker, and his helper, Al Wilson," pens Ray Herbers from Miami. "We also saw Duke Wilson on the front of the Moulin Rouge attraction at the Florida State Fair. Others we encountered included Henry and Lil Tumini, gadget workers; Harold Woods, of med show note; the Mighty Atom, Strong Man from Mars; Jack Cunon, combs, and Jack Joyce, sharpeners. At St. Petersburg, Fla., we spotted Doc Duncan and Jean Gregory working lanolin. En route to Sarasota, Fla., we stopped off at Spaghetti Rose's for a big Italian dinner and at Gibsonton, Fla., we visited Snap Wyatt's Pictorial Banner Studio. There my wife, Madaline, cut up jackpots about Coney Island days. At Sellhorn's Trailer Sales, Sarasota, we cut it up with W. T. (Slim) and Fay Kelley, Earl Meyers and Doris and Whitey Sutton. We've also been cutting up plenty of jackpots with my old partner, George Allander, of jewelry, polish and rad note. We plan to remain in Florida until late in April and then head back to Pennsylvania."

JOHNNY MOORE... and his wife, are clicking with their layout in the W. T. Grant store, Youngstown, O.

SAM BUTLER... scored handsomely with his pearl polish stand at the Woolworth store, Youngstown, O.

GEORGE FITZGERALD... is working sheet in South Carolina spots to fair returns. He says that he plans to head north from these parts soon. "I haven't seen any papermen around here," Fitzgerald pens, "but I did meet Doc J. R. Clark and his wife. Doc had his car wrecked by a semi-trailer and is waiting for the insurance company to settle before buying a new one. How about some pipes from you old-timers?"

"AFTER SEARCHING... a long time, I finally found Sol Addis, old-time pitch professor, in the reading room of the 42d Street Public Library here," pencils Jack Greenfield from New York. "He

should have seen the fellow trying to pass out mice, ice cream cones and ring up sales at the same time. Let's have some pipes here from Madaline Ragan, Ray Herbers; Henry and Lil, gadget workers; Bernie and Diane Mehl, Half Moon and Pico and Gene, polish workers."

GREATER ZARLINGTON... Med Show wound up its second week at Port Aransas, Tex., last week to reported good business. The stand in Port Aransas marked the first time a med opry has played the location in 18 years and the org has been drawing good crowds nightly. From Port Aransas the show moves into Ingleside, Tex. Line-up includes Dr. Howard Zarlington, owner-lecturer and parts; Mrs. Zarlington, manager, parts and concessions; Burt Leslie, blackface comedian; Wesserman Brothers, guitar, dancing and singing; Bill Montgomery, piano; Eva Hernandez, Latin-American songs, dancing and cartoons, and Landrus, the Entertainer. Mr. and Mrs. Brandt Smith, novelties; Dale and Kitty Britton and their daughter joined early last week after a long jump from Pennsylvania.

ment. It is offered the trade at \$10.17 each in lots of six. Last year, says the firm, the clock sold for \$39.95 and was a sell-out.

M. K. Brody, Chicago distributor, announces its latest item, the electric aquariaturium lamp. A crystal glass rock vase, 8 by 8 by 3 3/4 inches, is mounted on a leatherette covered wood base, complete with water-resistant artificial flowers. Brody calls the item the newest and loveliest home decoration idea. When hooked up to an electrical outlet its subdued light makes it ideal as a television lamp. It may also be used as a small aquarium.

Demonstrators and pitchmen are urged by Electrochemical Laboratories, Tulsa, Okla., to try its new carbon ink. The firm reports that the carbon suspension has the covering power of india ink, but is so stable that it may be used in some fountain pens and withstands freezing and thawing without harm. It also has good adhesion on glass, smooth cellulose acetate, cellulose nitrate, methacrylate and numerous water repellent smooth plastic surfaces. A two-minute drying ink, tests of the product show strong wear and heat stability. Work done with it can be rendered water resistant by a brief heat cure at 180 degrees F.

Election of George G. Wagner as president of Hilton Lite Corporation, San Francisco, has been announced by company directors. In addition to his new duties, he will continue to serve as general manager, a post he has held since formation of the concern last spring. Wagner also is owner of Continental Merchandise Company, wholesalers of appliances and novelties with headquarters in San Francisco. The action by Hilton's directors followed his own appointment of Louis Galoob as Continental general manager, a move designed to let Wagner devote full attention to the lighter firm. Parts of Hilton lighters are imported from Japan and assembled under rigid quality controls at San Francisco. The lighters have national distribution.

Eppi Bros. Manufacturing Company, Chicago, announces two new items, an art models mechanical pencil and the Magi Clock. The pencil, gold trimmed, is offered in the following models: "September Morn Calling Her Mate," "Mannekin Boy Needed Action," "The Thinker," "Venus De Milo (Kilroy Was Here)" and "Adam and Eve." They are offered assorted at \$5.75 a dozen and \$65 per gross. The clock is 24-karat gold plated, has satin finish frame with ebony base, is transparent and has no visible moving parts. The firm says that the 6 1/2 by 8 1/2-inch item has an accurate and dependable move-

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

From All Around

Pritt Novelty Company, New York, announces what it calls the hottest gimmick for automobiles since the "Bobbing Bird"—magnetic or tie-on dangling baby shoes. Made of vinylite, with attached ribbon and magnet, the shoes come in pink, blue and white and retail for 49 cents. . . . The Model WJD-1 refrigerated juice dispenser has now been released to the trade, according to United Sound & Signal Company, Columbia, Pa. Originally designed for large processors of frozen concentrates, the device embodies many features, including a 1/5 h.p. Kelvinator compressor, cross ventilation air and gravity faucet in which no juice can stand when it is shut off. Only 12 inches wide by 15 1/2 inches deep, the item takes up less space on counter or back bar. It has had more than a year's testing in actual fountain use. The manufacturer plans to supply them in white or cream colors, and the machine may be decorated with decals to suit the particular juice merchandising plan. They are available for immediate delivery.

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MANUFACTURERS Inventory

CLOSEOUT Metal Figures

- JOCKEY HORSES 4 1/2" x 5 3/4"—bronze or gold plated. Each \$.25
- TV GIRLS 11" high—painted 60
- BOXER DOGS 8" x 8 1/2"—gold plated 75
- SETTER DOGS 8" x 15"—bronze plated 1.00
- SACRED HEART OF MARY 8" high—painted 50
- SHIPS—4 MASTER 4 1/2" x 4 1/2"—bronze plated 60
- BOWLERS 4 1/2"—gold plated 25
- MOUNTED HORSES HEADS 4" x 3 1/2"—bronze plated 60
- FINELY FINISHED BEVELED WOOD BASES 12 1/2" x 5 x 1 3/4 20

ANY QUANTITY Terms: Cash with order—F.O.B. Pgh., Pa. PENNWOOD NUMECHRON CO. 7249 Frankstown Ave., Pittsburgh, Pa. Fremont 1-4200

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- HOLLYWOOD LILY Dispenser \$10.80
- KLIX KLAX BLOX . . . NEW and excellent seller 5.69
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We carry a complete line of fine Wigs, Beards, etc., suitable for television. LIST on request.

A NEW T. V. PLANTER LAMP

6x9x12", complete with artificial ivy and 2 light bulbs. Colors: Red, green and chartreuse. It is a leak-proof lamp of unsurpassed beauty. It has many uses. Packed singly, assorted colors, at \$3.50 each. Minimum order 12. Sample order of 3 assorted colors, by prepaid, insured parcel post, \$12.00. Money order or certified check. CHARM PRODUCTS CO. 226 St. Clair Ave., N. W. Cleveland 13, Ohio



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Available s-t-r-e-t-c-h-e-d, for bigger value at the handout!

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Lowest Price "Pearl" POCKET KNIFE



FAST SELLER
Ring End for Key Chain
Cutlery Steel Blade
Once in a Lifetime
Simulated MOTHER of PEARL Sheath

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"BARGAINS"

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At Wholesale prices
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Here's just a FEW SAMPLE Bargains—
\$14.50 perfume, 35¢ bottle—\$2.00 gummed photo stamps, 65¢ @ \$1.00 toys, 20¢ each @ 50¢ greeting cards, 7¢ box @ \$10.00 men's toiletry sets, 60¢ set @ \$17.50 talking dolls at \$7.00 @ PLUS HUNDREDS of other terrific bargains!
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TOWER PRESS, INC.
P. O. BOX 591 SBO LYNN, MASS.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post
Starr, C. M. (License Plates), 8¢

- Adams, Capt. Chas. L.
- Alderman, Ralph E.
- Anderson, Evered
- Baron, Sol
- Alland, Maurice
- Allen, Cecil
- Allen, David Thos.
- Allen, Ula Torchy M.
- Andrews, James B.
- Andrew, David
- Armstrong, D.
- Armstrong, Lawrence
- Atkins, T. E.
- Ayers, M. C.
- Azbell, Albert
- Baker, Louis
- Ballas, Patricia
- Bannon, Earl
- Barent, Chas. (Sealo, the Wonder Boy)
- Barker, Cecil
- Harne, Charlie & Basil Waik
- Barnette, John
- Barnhill, Wilson Isaac
- Baron, Sol
- Barton, Freddie
- Bartee, Geo. Lively
- Dates, Wm. A.
- Baxter, Jane (Punkin)
- Bayless, Chas. R.
- Bazinetti, Betty
- Bea, Joe
- Beel, Anna
- Becher, Harry
- Bennett, Ernest E.
- Bennett, Frank
- Berall, Ronnie
- Berk, Harry
- Bernon, E. A.
- Bez, Prof. Aly
- Bien, Paul
- Biggs, John W.
- Blackman, Elvin L.
- Blackwell, Ralph
- Blair, Pepe
- Blair, Zora
- Bonshock, Glenn
- Bloom, Bobbie
- Boone, Lillie Mae
- Borelli, Louis
- Boudreau, Pete
- Cooper, Gus
- Bowen, Roy W.
- Boyer, Lee C.
- Brad, Fred
- Bradley, Thos.
- Brady, Chas.
- Brandenburg, Raleigh
- Brooks, E. A.
- Braun, Eric
- Braunstein, Ben
- Brazil, Bob
- Brenkib, Mrs.
- Brennan, Mrs.
- Elizabeth J. or Vincent
- Brewer, James C.
- Broadway, Asia
- Brooks, Capt. B. A.
- Brown, Clyde & Millie
- Brown, Eugene
- Brown, Mildred Joy
- Brown, Roy (Blackie)
- Broxio, Walter C.
- Bruce, Great
- Bryant, Edw. M.
- Bryer, May
- Buck Bros. (Spook Show)

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

- Budd, Charlie
- Bunch, Jean Martin
- Burdick, Chas. A.
- Burke, Anthony
- Burke, Kenneth
- Burke, Michael
- Burns, Larry R.
- Burns, Richard K.
- Burton, Howard B.
- Byers, Jim
- Cameron, Chas.
- Campbell, Frank
- Campbell, Thos. L.
- Campe, Bob
- Cannon, Tom
- Carey, Tommy
- Carlisle, Burnell
- Carlisle, Henry
- Carpenier, F. A.
- Carroll, Alfonso
- Carroll, James
- Carroll, Robinson
- Carroway, Toy
- Cartwright, Tom
- Carville, Wm.
- Casey, W. E.
- Casey, Wm. R.
- Cassidy, Frank
- Caudill, Otha Lee
- Caughy, Russell
- Chaney, Frank
- Chaplin, Tiny
- Chasick, Richard
- Chickirelli, Jack
- Childress, John H.
- Childs, Mrs. Mary
- Church, Lee
- Church, Miss Ivy
- Clark, E. W.
- Clark, Edgar Luther
- Cline, Elmer
- Cline, Richard
- Cline, Ronald H.
- Cobler, Fay
- Cole, Anna G.
- Cole, Richard Danie
- Coleman, Bill
- Collins, Plumer
- Condon, Ray Earnest
- Conrades, W. T.
- Cook, James
- Cook, Mrs. Sonya
- Cooper, Mike
- Cooper, Oney
- Cortes, Rita
- Cory, Chas.
- Cousins, Abe
- Coyne, John V. & T.
- Crosby, Wm. C.
- Cross, Mrs. L. E.
- Cuchmire, G. Duck
- Cummings, R. V.
- Cunningham, O. C.
- Dae, Miss Lu
- Daleschal, Roy E.
- Dallison, Johnnie
- Darpe, Mr. & Mrs. Joe
- Davis, Dollie (Texas)
- Davis, Red
- Davis, Mrs. Rusty
- Dawkins, G. W.
- Dayton, Paul
- Dean, Paul
- Decker, Joseph
- Deer, Marx
- Demetro, Archie
- Demetro, Roy
- Demitchell, Otto P.
- Dennis, Theodore
- Desmond, M.
- Hubbard, Venice
- Humphries, Mickey
- Hunter, Bill
- Hunter, Roy
- Huntley, Leroy H.
- Ivey, Allyce E.
- Jackson, China
- Jackson, J. E.
- Jackson, Geo. J. Whitey
- Jackson, Oja Sib
- Jackson, Royman W.
- James, Richard
- Johnson, Cecil
- Johnson, Chas. P.
- Johnson, Michael
- Johnson, Jr., Wm. M.
- Johns, E. J.
- Jones, Cecil R.
- Jones, Mr. Kyrle
- Jones, Ralph
- Jordan, Wm. M.
- Journey, Mary
- Judy, R. F.
- Kearns, Jack
- Keliman, Bernice
- Kelly, David B.
- Kelley, Pa
- Kessler, John
- King, John Walter
- King, Reuben C.
- King, W. J. & Mrs. Catherine
- Kintchen, James
- Klenke, Mrs. Mary
- Knight, Frederick T.
- Kocher, Louis
- Krause, Fred
- Kraush, Ernest
- La Breaque, Harry
- Lamb, J. M.
- Landrus, L.
- Landrus, L.
- Laughlin, Robert
- Lee, S. O.
- Lento, Joe
- Lester, Tony
- Lester, Douglas
- Levy, Martin
- Lewis, Art
- Lewis, Carroll
- Lewis, Eva Mae
- Lewis, Rocky Bill
- Lewiston, Harry
- Linkhauser, J. W.
- Lloyd, Gene
- Lombardo, Tony
- Lone Star Shows
- Long, Paul C.
- Long, Ray
- Looney, Jack
- Louis, Stan
- McBurney, R. E.
- McDaniel, Mrs. Gyp
- McDonald, Little Mac
- McDonald, Roy
- McDonald, Roy (Miche)
- McGee, Thomas
- McKindra, Wilson
- MacKnight, Omar
- Madden, Anthony
- Maitland, Dexter
- Mandel, Tommy
- Mann, Jay Saul
- Manning, Lafayette
- Marbles, Eddie
- Marcus, Helen
- Marks, Frank W.
- Martin, Hensley H.
- Martin, De
- Martin, Kurt
- Mason, Mrs. Dora
- McBarnes, Harry
- Mattie & Blondie
- Maynes, Johnny
- Mazepa, Peter

Wick, Mrs. Cecilia I.
Wild, Clifford L.
Willander, J. M.
Williams, Michael
Williams, Le Roy
Williams, Ralph
Williams, Mrs.
Williams, Rebecca Louise
Williams, R. L.

Wilson, Esq. Teddy
Wingo, Melvin Roy
Winningham, W. R.
Wise, David
Wolf, Mrs. Barbara
Wood, B. M. & Mrs.
Wozniak, Frank J.
Wright, Nell
Yates, Paul E.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

- Ackley, James W.
- Arco, Suzanne
- Baleman, Charles F.
- Benson, Harry E.
- Biddle, W. J.
- Bidwell, Joseph E.
- Bishop, Gerald E.
- Boucher, Myrtle
- Briggs, B. V.
- Brown, Eugene
- Butler, Mrs. Edith
- Butler, Mrs. L. H.
- Chapenter, K. L.
- Chisholm, Dave
- Clark, John
- Colella, Louis Joseph
- Cox, John W.
- Crowell, H. W.
- Davy, Mr. & Mrs. Jack
- DeLaney, Mrs. Edna
- Delph, Dewey
- Donovan, Forest
- Donovan, Jack
- Edwards, Mr. & Mrs. G.
- Englin, George W.
- Evans, Leslie E.
- Farrar, Mrs. Odell
- Fick, Henry W.
- Finan, Vincent
- Fliers United Shows
- Flynn, James
- Gilbert, Alfred Leon
- Gill, Milan
- Goody, Pamela
- Grotefent, Arthur
- Hall, Mrs. Ruth
- Hammon, Tex
- Harn, D. H.
- Harris, Edward
- Haywood Shows, Lee
- Hazen, Bennie
- Hendrix, Cecil
- Heyer, William
- Hines, Mr. & Mrs. Stanley
- Horne, Raymond N.
- Howe, C. J.
- Hyland, R. C.
- Jones, Mrs. Irene
- Jones, Mae
- Keehn, Jerry
- Kennedy, Charles B.
- Kerns, Jim
- Kilgore, Leon Lad
- King, Joseph
- King, May
- Kizman, Francis
- Kowles, Frances
- LaBrake, Mr. & Mrs. Kenneth
- Lane, William
- LaParo, Mrs. Nellie
- Lawrence, Larry
- LeMay, Barbara
- Lewis, George
- Lewis, Robert
- Lorenzo, Capt. Jack
- Silcox, Joe
- Smith, C. R.
- Smith, William C.
- Stacy, W. A.
- Staggs, James
- Stanko, Mack
- Stanley, Nick
- Stephenson, W. P.
- Stoneman, Joseph
- Striegel, Georgia
- Sunday, Cheri
- Swan, Mrs. Walter
- Talbot, Orley
- Tipton, O. A.
- Tungay, Miss Eva
- Thomas, Kenneth B.
- Wallace, Mr. & Mrs. I. K.
- Wallerda, Herman
- Walsh, Burnell
- Wetherbee, Harold H.
- Wheeler, Joe
- Whedman, Ed
- Wilson, H. W.
- Williams, Charles
- Williams, Charles (Smokey)
- Wright, Fred G.
- Yehle, Frank X.

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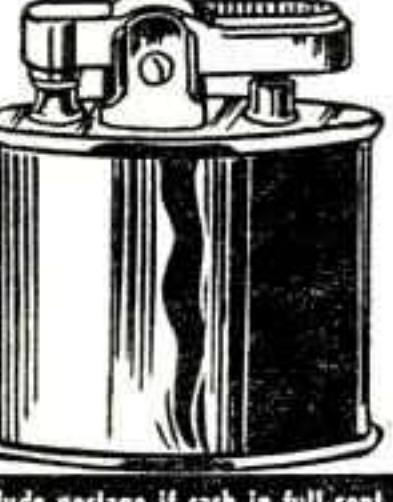
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KEENEY IN 6TH MONTH OF 10-PLAYER OUTPUT

CHICAGO, March 7.—J. H. Keeney & Company has started its sixth consecutive month of production on Team Bowler, the only 10-player shuffle game in the trade. This marks one of the longest bowler game runs.

Designed with an 8-foot playfield made of Ever-Slick, a permanent plastic surface, Team Bowler has retained its steady popularity, according to Paul Huebsch, sales manager, because it is not only suitable for multi-individual play but also because it lends itself to two five-player-team leagues.

In effect the Keeney 10-player is three games in one; 1) It can be used on straight shuffle play; 2) as a 10th frame feature, and as a bonus score unit in each frame. The player has an option of playing it any of the three ways instead of the conventional location adjustment.

NY Ops Set Elections, Annual Fete, March 18

NEW YORK, March 7. — Some 125 New York coin-operated amusement machine operators are expected to attend the annual dinner and meeting of the Associated Amusement Machine Operators of New York at Henry Hudson Ho-

tel's Terrace Room March 18.

An election of officers for 1953-'54 will precede the business session. The following members have been named for the following posts by the nominating committee: Louis Rosenberg, president; Harry Ross, vice-president; Jack Semel, treasurer; Lucky Skolnick, financial secretary, and Benjamin Robbins, sergeant at arms.

Nominated for the nine posts on the board of directors were Dave Lowy, Harry Berger, Moe Bitter, Vincent J. Cappozola, Ray Noss, Jerry Folkart, Phil Greitzer, Bart Hartnett, Milton Green, Will Parker, Sanford Warner, Jack Kantor and Barnett Tennenbaum.

Nominations from the floor will be open. Three distributors—Dave Simon, Al Simon and Barney Sugarman—will be guests of the organization.

IDAHO BELLS

New Measure Would Repeal Local Option

BOISE, Idaho, March 7.—A series of legislative moves over the past two weeks indicates that bell machines will be outlawed January 1, 1954, unless amendments to House Bill 20, recently passed by the Senate, are enacted.

On February 18, the Senate passed the bill repealing the local option feature on bell machine licensing. This invalidated the 1947 law which had exempted bells from Idaho's anti-gambling law. The vote by the House on the measure was 44-15 and in the Senate 25-19. Backers of the bill claimed Idahoans wanted bells outlawed while the opponents asserted voters were in favor of bell licensing and would get them back within two years.

An earlier development in the controversy occurred February 11 when Federal Judge Chase A. Clark ruled that bells were illegal under the State constitution. He ordered 11 units, involved in the case, destroyed. Action on this case before the Supreme Court has not been completed.

Meanwhile, the Senate voted to make it more difficult to create fringe areas for bell operations, allowing more discretion to county commissioners in licensing them but not doing away with those already in operation.

Comment following the passage of HB 20 included that of Senator Detweiler that the outlawing of bells would be "for and in behalf of the neighboring State of Nevada." From Idaho Falls, largest city in this State to license bells, came word that the city made \$350,000 per year under a 50-50 partnership basis. This revenue, Idaho Falls officials say, put the city on its feet financially.

ORDER SEIZED BELLS RETURNED

LEXINGTON, Ky., March 7. — A mandate of U. S. Circuit Court of Appeals was sent this week to the District Court, Eastern District of Kentucky in Lexington, ordering the return of bell machines to Northern Kentucky owners.

During the court session in February, the Appellate Court ruled that the equipment confiscated by FBI agents had to be returned to the place where confiscated. The District Court had ruled that it was necessary only to release the machines to the owners at Lexington where the bells were stored under a directive of the U. S. Marshal.

INCENTIVE PLAN HELPS

Shortage of Servicemen Remains Key Trade Ill

CHICAGO, March 7.—With the manpower at a low ebb, operating firms now are having more trouble than ever developing and holding on to coin machine servicemen.

Service schools held by most of the factories have proven an aid to developing newcomers but most operators point out there is no substitute for on the job experience. They emphasize that the growing concern is how to hold onto their good mechanics.

One firm, which has managed to maintain a much higher than average rate of serviceman permanency, is the Midwest Distributing Company, of Rockford, Ill., headed by Louis Casola. Since his early days in Birming-

ham, and for the past 15 years in Rockford, Casola has had some form of incentive plan which has not only been a strong factor in employer-employee relations but has helped the over-all income of his company.

22 Per Cent

A leading feature of the plan is that it covers all staffers—not only the men on the routes and in the shop but also the office help. The key to the situation is that Midwest puts 22 per cent of the firm's income aside weekly to pay the staff. Each employee has a guaranteed wage, depending on the type of work done and seniority. This is paid to the workers on a unit basis. The staffer who gets \$50 a week,

would in effect get five units at \$10 per unit. The \$80 per week employee would get eight units, the \$100 staffer \$10 units. After each member of the staff gets his guaranteed wage, what ever is left of the 22 per cent is shared by the staffers on the same unit basis. Thus in some of the better weeks, the 10 unit man will make in the neighborhood of \$150 while the eight unit man, with a guarantee of \$80, receives \$120.

Casola's attitude toward the plan follows: "I am glad when my staff consistently receives a much larger amount than their guaranteed figure. For when they make more money, my return is higher also."

Casola states that his biggest gains are on the good will side. "I am glad to know they are giving their best efforts, and are happy in their achievement," he said. "They are all so anxious to see that a location with a reported out of service call gets quick service for they know that while it is not taking in coins their pay is slowing down."

Casola has several servicemen and explains that the firm is able to carry the load of breaking in a new man from time to time. But he stressed that this is not possible for the operator with smaller routes. He believes that this makes operating for them a touch and go proposition and adds problems.

Calendar for Coinmen

March 10 — Automatic Phonograph Owners' Association monthly meeting, Hotel Sheraton Gibson, Cincinnati.

March 12—Music Operators of Northern Illinois, monthly meeting. Place to be announced.

March 12—National Automatic Merchandising Association area meeting, 6 p.m., Andrew Jackson Hotel, Nashville, P. V. Jackson Jr., chairman.

March 16—Westchester Operators' Guild, Inc., American Legion Hall, White Plains, N. Y.

March 16-20—National Association of Tobacco Distributors, annual convention, Convention Hall, Atlantic City, N. J.

March 23—Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.

Danish Vender Sells Cigars, Cigs, Matches

COPENHAGEN, March 7.—One of the largest automatic vending machines in operation here is a combined cigarette, cigar and match vender made by the Soren Wistoff firm, Copenhagen. The machine is located in front of a cigar store in the building housing the offices of the Tivoli Amusement Park, adjoining the main entrance to Tivoli, which is a choice location fronting on the city's busiest mid-town boulevard.

The machine is in three sections, but hooked up as one machine, and has been made so that it fits around the corner of the building. A large vertical machine for dispensing box matches is shaped to fit the angle of the building, and at the same time match up flush with the section of the cigar-cigarette vender on the street front and the section on the Tivoli gate side.

Both of these sections have two horizontal units, each with vertical racks for 10 stacks of different brands of cigars and cigarettes, a total of 40 brands of smokes. Cigar and cigarette sections have coin chutes for one, two, three and four krones coins, while the match vender has a slot for a 10-ore coin. Cigars are packaged and thus require wider racks and outlets than the cigarettes.

Larger machines could easily be built but there are few outdoor locations where such big vendors would prove practical or reasonably safe from pilfering. The vender is of polished steel with glass front, allowing display of contents.

OREGON ASSN. FILLS 2 POSTS

PORTLAND, Ore., March 7.—At a special meeting of the Coin Machine Men of Oregon this week, the association filled two executive vacancies.

Al Lasko, Portland games operator, succeeds Harry Arnsberg, a fellow townsman who resigned to devote full time to his other business interests. Charles Ohling, Portland public relations counsel, was elected to fill the vacancy created by the resignation of Al Brown as field secretary. Brown will concentrate on Arnsberg's television business.

Other officers of the CMMO are William Goebel, Portland, president, and Budge Wright, Western Distributors, vice-president.

Genco Appoints Two-State Rep

CHICAGO, March 7.—The W-B Distributing Company has been appointed factory representative in Northwest Missouri and all of Kansas by the Genco Manufacturing & Sales Company, Owners Sam Lewis and Avron Gensburg announced Thursday (5).

W-B has headquarters at 1515 McGee Street, Kansas City, Mo., and is headed by Harry Silverberg.

Genco is in production on Golden Nugget, an upright playfield game which has several new amusement features.

JUKES POPULAR

Perkins Finds Scales Aplenty In S. America

BUENOS AIRES, March 7.—As in all other major South American cities visited by Herb Perkins, head of Purveyor Shuffleboard Company, during his current four weeks business trip (The Billboard, March 7), this city has but a handful of coin machines on location. Thus far he has visited foreign operators in Rio de Janeiro, Sao Paulo, Lima and Montevideo.

Most of the equipment operated in Buenos Aires is in the vending and music line, he said, but the number of coin-operated scales amazed him. Most of these he said were manufactured in Argentina and were frequently placed in batteries of three or four and equipped with lights.

Juke Boxes here operate on 40 centavos (two 20 centavo coins). These have a value of about 2 cents in U. S. money. There are a lot more coin-operated phonographs in Buenos Aires, Perkins said, compared with other South American cities. In recent weeks quite a few AMI Model D's made their appearance, he reported. All phonographs in Buenos Aires, as in almost all South American cities, are placed on a pedestal. In general the public is fond of juke box music but the location personnel believe they are a bit noisy, he said.

Distributors Bow United Clover Shuffle Game

CHICAGO, March 7.—Clover Shuffle Alley, a new six-player game introducing several new skill features, was displayed for the first time this week by distributors of United Manufacturing Company, Billy Deselm, sales manager, announced.

Available with 8 or 9-foot Formica playfields, Clover Shuffle Alley has not only the 10th frame feature but double score on the third, fifth and seventh frames and a triple matching principal. Among the other key plays on the game are such trade standards as the railroad split, 20-30 scoring, individual dial scoring, high score box and rebound puck action.

Trade Directory

New Equipment

Trap hole, five ball game, Silver Skates, Williams Manufacturing Company, Chicago.

In-line, five ball game, Flying High, D. Gottlieb & Company, Chicago.

Upright playfield game, Golden Nugget, Genco Manufacturing & Sales, Chicago.

Charcoal vender, Vending Corporation of America, Portland, Ore.

Kiddie ride, Super Jet, Chicago Coin Machine Company, Chicago.

Distributors, New Office

All-Coin Amusement Company, Miami, to cover Meteor Corporation, New York, in North and South Carolina, Georgia, Florida and Cuba. Don Stewart Company, Salt Lake City and Los Angeles, to represent Meteor in Idaho, Utah, Montana, Arizona, Nevada, Wyoming, Colorado, (Continued on page 93)

New Trailmobile Mgr.

CINCINNATI, March 7.—Trailmobile, Inc., appointed Arthur W. Lang manager of its new factory branch in Dayton, O. Lang joined the firm's sales force in 1947.

Coin Machine Exports

January-November, 1952

Month	Phonographs		Venders		Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
January	904	\$2,264,439	1,048	\$30,232	998	\$144,286	2,970	\$438,957
February	852	379,573	1,056	59,742	1,449	165,315	3,357	604,630
March	813	334,527	938	50,783	1,358	152,796	3,109	533,106
April	706	294,625	4,103	87,832	1,626	205,827	6,435	583,384
May	760	319,857	1,821	65,345	1,644	206,904	4,225	592,106
June	988	320,226	3,832	81,769	1,607	173,199	6,423	579,294
July	967	394,214	4,618	67,630	1,927	193,747	7,512	655,591
August	684	203,871	4,745	84,589	1,931	317,954	7,360	606,422
September	959	383,803	4,265	91,666	1,756	200,500	6,970	675,969
October	1,268	516,413	5,804	138,348	1,994	263,413	9,066	918,174
November	902	382,379	3,782	144,899	1,978	271,812	6,662	799,090
TOTALS	9,803	\$3,793,977	36,012	\$902,835	18,268	\$2,295,753	22,698	\$6,986,723

3 KEY FIRMS DISPLAY

10-Day American Toy Fair Seen All-Industry Boost

NEW YORK, March 7. — Representatives of the trade's most important locations — department, variety and chain stores —

will form the key audience when the 10-day American Toy Fair opens at the New Yorker and McAlpin hotels here Monday (9). Three leading kiddie ride manufacturers will show their wares and this number would have been at least a dozen had not booth space been sold out several months ago.

The Bally display will be in the McAlpin and will include The Champion (horse) and Space Patrol. Jack Nelson, general sales manager; Ben Becker, and Reed Van Petten will represent the factory.

Exhibit Supply has its display in the New Yorker under the direction of Frank Menciuri, sales manager, and Art Weinand. Others manning the booth during the 10-day span will include the following Exhibit Supply distributors; Mike Munves, New York; J. J. Colombo, Boston; Max Brown, Philadelphia, and Morris Silverberg, Baltimore. The firm will display eight pieces highlighted by the premiere of Sea Skate, a boat ride (see separate story). The other seven units will be Space Patrol, Pete the Rabbit, Rudolph the Red-Nosed Reindeer, The Lone Ranger's Silver, Roy Rogers' Trigger, Rawhide and Space Gun.

The manufacturers exhibiting—Meteor Machine Corporation, Brooklyn; Bally Manufacturing, and Exhibit Supply, Chicago—will have as their main objective making store executives more kiddie ride conscious. Store executives do not buy equipment since the conventional method is to have the equipment in the chains on a percentage basis.

Meteor will be represented by President John Hess, Al Blendow, sales manager, Max Himmelbaum and Sophie Reyes. The firm will show its Flying Saucer, Pony Boy, PT-Boat and Rocket.

Conat Unveils Horse Ride

NEW YORK, March 7.—Conat Sales here, exclusive distributor for Nasco Manufacturing Company, Philadelphia, this week unveiled the Nasco Horse Ride, which it plans to distribute nationally.

The ride is regular size, mounted on the same type base as the Aqua Jet, and comes in a new non-scratch paint finish. The body is aluminum.

Nat Cohn, Conat president, said the Horse Ride would be on display at the American Toy Fair, Hotel New Yorker, March 9-18. The ride will list for \$595.

Carousel Gets New Chi Qtrs.

CHICAGO, March 7.—Carousel Industries, operators of a wide variety of coin-operated kiddie rides in 46 States (The Billboard, January 31), is completing remodeling work on its new headquarters at 2625 W. Lawrence.

Owned by Irvin M. Brodsky and Arthur Gold, Carousel was burned out of its Madison Street quarters early in January and since then has had temporary offices at two different addresses—one in the basement of a church.

Carousel was organized 21 months ago by Brodsky and Gold, who formerly were executives in the Neisner Brothers chain of variety stores and later owned four stores which they established. Since its formation Carousel has steadily expanded and is considered one of the top major operating firms with locations in most of the major and minor chain and department stores from Coast to Coast.

SMALLER RIDES?

N. J. Ride Body Mfr. Eyes Trade's Future

RIVER EDGE, N. J., March 7.—Sooner than most people think, predicts William Stayback, the coin-operated ride industry will be concentrating on smaller and much lower priced rides. As the head of Lee Manufacturing Company, Stayback should know. His firm made a notable success, first in making ride bodies for other manufacturers and more recently making rides of its own.

The Lee ride is almost three years old and a key point in the firm growth has been Stayback's ability to rebound from what appeared to be bad breaks. Just before the outbreak of the Korean War in June, 1950, the firm was using up to 35 tons of metal weekly, producing cast zinc and aluminum items for a wide variety of segments of the amusement business. Within three

months the government cut his metal allotments to three tons a week. An industrial designer, Stayback realized that he had to put all his factory facilities to work rapidly or go out of business. He had several hundred thousand dollars tied up in molds, 35,000 square feet of factory and also a background of 20 years industrial know-how.

Body Builder

Stayback developed a process of manufacturing fiberglass bodies for horses used on souvenir clocks. Shortly thereafter, a manufacturer of coin-operated horses looked up Stayback to see if he could turn out horse bodies large and tough enough for the kiddie ride trade. His horse bodies proved successful and he

(Continued on page 93)

Kid Rides Planned For NY Area Parks

Capitol and Scientific Open Key Locations at Playland, Palisades

Continued from page 61

Palisades officials said that the coin-operated rides would not compete with the park's regular Kiddie Rides, but would stimulate interest. One executive pointed out the axiom of the trade that the more equipment a park has the more will be its total gross.

Plans call for the rides to operate as they do at other locations—a three-minute play for 10 cents. At Playland, some of the regular Kiddie Rides charge 9 cents, while

at Palisades, rides are a little over 9 cents when sold in books, and 12 cents individually.

Palisades Set-Up

Sam Goldsmith, Capitol executive, said that the Palisades set-up will include Horses, Steers, Ducks, Bunnies, Space Ships, Autos, Airplanes, Boats and Locomotives. The park has announced plans to construct a 40 by 40-foot building to house the rides. The building will be adjacent to the park's Kiddieland. Installation is slated to get underway the last week of March, in time for the April 4 opening.

Meanwhile, the installation of Kiddie Rides at Rockaways is expected to start by March 15, with a dozen Scientific Space Ships and Ocean Liners to be placed on the midway, and about 10 Capitol rides and Midget Movies set for installation in the Arcade.

Max Levine, Scientific president, said that his firm might seek similar arrangements with other parks. Officials at Olympic Park, Irvington, N. J., said that they were not contemplating installing coin-operated ride equipment. They said that a year ago two horse rides has been on location at their Kiddieland and that they had trouble keeping them operating. The owner of the Kiddieland concession leased the equipment.

Midwest New Entry in Coin Horse Field

BLOOMINGTON, Ill., March 7.—Production of a new type coin-operated horse will be started next week by Midwest Enterprises. Ken Murray and Vaughn Overman organized the company in January. The ride is motivated by the same type of pole featured on conventional Merry-Go-Rounds.

The horse features an aluminum body and a mechanism sealed in the base. It will be available in several typical horse color combinations. It is standard size, has a National coin chute easy for youngsters to reach from the saddle and features a galloping motion. The list price has been set at \$595.

Murray, who said that several units have been on test location (Continued on page 93)

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5 ride movements from 3 control levers. Air operated. Safer, less maintenance. Ply-A-Mold body, break-proof.

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NYLCO PRODUCTS, INC.
540 Main Street, Clinton, Massachusetts

DIME VERSUS NICKEL

Chart showing difference in take on same route, same period, before and after dime play (see adjoining story).

Month	Year	Play	Weekly Take	No. of Units	
January	1950	5 cents	\$4,646.20	501	
January	1953	10 cents	5,436.00	412	
Average weekly juke box take:		Nickel	\$9.20	Dime	\$13.20

Phil Levin Tells About Dime Play At Ohio Convention

Inform Ohio Ops Even Army Couldn't Return Chi to Nickel Play

CLEVELAND, March 7.—Highlight of the business meeting of the Ohio State Phonograph Owner's Association's 14th annual convention was a talk on "Chicago and Dime Play" given by Phil Levin, Chicago operator and secretary of the Recorded Music Service Association.

Levin declared: "The entire United States Army couldn't return Chicago to nickel play," and "I am strictly a juke box operator first, last, and always."

"Chicago is strictly 100 per cent on dime play now and has been for two years. The way it came about was simple, we needed it and we decided to get it. We did test it first, however, to see if we were headed in the right direction.

Profit or Loss?

"Here's why we had to go to

dime play. You can't keep charging the same price for play or any other merchandise if you have to pay more to give your customer that service. It's a simple law of economics. Pass along the cost of these items to your customer. If you keep absorbing the cost and keep your customers paying a nickel you'll eventually go broke. For example, here are some comparisons: Jukes are up 400 per cent, records are up 200 per cent, and wages are up about 150 per cent.

"Now about locations. Sure you'll have some trouble with locations, but they'll be minor and short lived. A good location never complains; he's satisfied with the service, the records are good and he always does good. A poor location will always

(Continued on page 80)

650 Attend Ohio Juke Box Operators Meeting

Miller Calls Tune Party Great Work; Lauds President Cohen

(Pictures on page 80)

CLEVELAND, March 7.—Dime play was the prime topic as the Ohio State Phonograph Owner's Association held its 14th annual convention here Thursday (5) at the Hollenden Hotel. Before the day was out approximately 650 members and guests had filed in from neighboring States and cities.

Approximately 75 persons attended the business meeting held during the afternoon, at which time Phil Levin of Recorded Music Service Association of Chicago gave a talk on dime play. Other persons speaking at the meeting were George Miller, national president of MOA; Jack Mitnick, AMI; Mitch Miller, Columbia; Bill Gersh; Larry Kanaga, RCA Victor; and Steve Schickel of The Billboard. Speakers were introduced by James Ross, secretary-treasurer of OSPOA.

In attendance at the meeting were Morris Goldman and Roy Klason of the Michigan Automatic Phonograph Owners' Association, who were on hand to pay their respects to the sister city organization.

Other out-of-towners were Sid

Goldberg, Decca; Jim Hilliard, Decca; Jerry Thomas and Jack Mulligan of the Phonograph Operators Association of Eastern Pa.; C. L. Hopkins, Gallion, O.; Ed Glum, Massillon, O.; William H. Feumuth, Canal Amusement; George Markos, Dover Novelty, Dover; Dan Stevens, Columbia; James Lemon, RCA; Wes Elster, MOA; and a delegation from the Summit County Phonograph Operators Association headed by Ed Green, president.

Much enthusiasm was aroused during the discussion on dime play (see separate story) with all present joining in the question

and answer session which followed Levin's talk. The meeting disbanded at 4 p.m. and all adjourned to the Public Music Hall to attend the Hit Tune Party (see separate story).

The evening started with a cocktail party at 6 p.m., followed

(Continued on page 80)

Detroit Guild Names Morgan As Supervisor

DETROIT, March 7.—Appearance of four judges of Recorders' Court highlighted the March meeting of the newly organized Music Operators Guild of Michigan Wednesday (4) at the Sheraton-Cadillac Hotel. The group, organized a month ago, staged a lively meeting on various industry problems, according to Irving B. Ackerman, counsel for the group.

Recorders' Court judges who spoke included O. Z. Ide, Gerald W. Groat, John Ricca, and Joseph Gillis. In addition, John O'Hara and James Montante, who are candidates for judgeships, spoke. The general theme of the brief talks by all stressed their recognition of the need and importance of a trade association.

Charles Morgan has been named supervisor of the Music Operators' Guild, Ackerman announced. This post will be similar in responsibility to that of executive secretary in other organizations, and will include the duty of dealing with complaints and problems that may arise in the industry.

Rock-Ola Adds Two Outlets In Illinois

CHICAGO, March 7.—Executive Vice-President J. R. Bacon, of the Rock-Ola Manufacturing Corporation, announced the appointment of two new sales outlets to provide more complete sales and service coverage for music operators in Illinois.

At Bloomington, the Gilbert Music Company, owned and operated by E. W. Gilbert at 108 S. Center Street, will serve operators in De Witt, Ford, Livingston, Logan, McLean, Iroquois and Piat counties.

At Peoria, the Automatic Coin Machine Company, 105 E. Richmond Avenue, will serve operators in Cass, Marshall, Mason, Menard, Peoria, Putnam, Stark, Tazewell and Woodford counties.

Ohio Measure Asks \$12 Tax On Each Juke

COLUMBUS, O., March 7.—A bill proposing a \$1 monthly tax on Ohio juke boxes was tossed in the legislative hopper March 2 by Rep. Anthony O. Calabrese (D., Cleveland).

Newspapers in the State, and the bill's sponsor, said the monthly tax would bring in a million dollars annually. The bill earmarks the tax receipts for the rehabilitation of crippled children.

(Editor's note: This would mean the bill's sponsor figures there are approximately 85,000 in the State. The Billboard's continuing research in the juke box industry shows there are approximately 400,000 coin phonographs in the nation.)

Calabrese said he had been considering a juke box tax—the State has none now—for some time. His efforts apparently have the blessing of the State Democratic leaders since introduction of the bill followed a breakfast conference between the governor and leading Democratic legislators.

EXPORT AID

AMI Issues New Spanish Manual

GRAND RAPIDS, Mich., March 7.—AMI has introduced a service manual printed in Spanish and aimed at the Latin export trade in the first such attempt to consolidate trade promotion with Latin importers.

Bill FitzGerald, sales promotion manager, said, "We included in this manual everything contained in the domestic D-80 manual. We will also send out supplements to the manual as they become necessary."

The manual is regarded as highly significant in view of the present trend of the phonograph export market. Up to and including November, the total dollar value of juke box exports amounted to \$3,793,977. Of this figure, over 50 per cent was absorbed by Spanish speaking

countries. The top importer at the present time is Venezuela, followed by Canada, Mexico and Cuba.

Trends indicate export sales for 1952 will top the \$4,000,000 mark and that 1953 stands a good chance of breaking that record. Among the Latin countries there are still great potential markets. Brazil is an excellent example of an area which as yet hasn't entered the export picture because of various difficulties in currency stabilization. However, should this market open, a vast field for juke boxes would be created overnight.

The manual will contain explanations and illustrations for easy reference by both operators and distributors.

Nickelodeon to Cut Ayers Wax

Continued from page 18

This is the first actual session set by the new diskery since its inception about two months ago (The Billboard, December 13), tho the firm signed its first talent about the first of the year, accordionist Danny Farr.

Future Plans

It is not yet known what other artists are being negotiated for by the label, but an exec of the diskery has stated that he is interested in signing every piece of upcoming talent possible. It is understood that the diskery has purchased a recording studio in Detroit, home of Nickelodeon's prexy, Bill Buffalino.

Nickelodeon's deal with Ayers for the four sides is an unusual one. The firm selects the tunes to be used, decides on the number of musicians to be used on the dates and okays the singers for the sides. Ayers is set to receive a royalty on each platter sold by the diskery.

WURLITZER WEEK MARCH 23

Distributors Will Show Two New 48-Selection Boxes; One a '45'

NORTH TONAWANDA, N. Y., March 7.—Distributors for the Rudolph Wurlitzer Company will hold Wurlitzer Week showings March 23-28 for the two newest additions to the company's line of juke boxes, according to Bob Bear, sales manager.

The models—designated 1600 and 1650—are 48-selection phonographs, somewhat smaller and in the "low price" bracket. Model 1600 has the same basic chassis as Wurlitzer's Model 1400, plays either 45 or 78 r.p.m. records. Model 1650 is a straight 45 r.p.m. phonograph with a chassis engineered specifically for the smaller disk.

Bear said the 1600 would be pushed in the South and in export trade where operators often experience difficulty obtaining 45's.

Keep 1400, 1500

Bear emphasized that the 1600 and the 1650 are not replacement phonographs. Model 1400 will be kept in production until August,



BOB BEAR

he said, principally for the export trade. Model 1500, the 104-selection box, will be kept in line and in production at least thru the end of this year.

Distributors thru out the country will hold open houses

for the new models the entire week of March 23, Bear said. Shipments of the models start going out to distributors next week.

Since the models already are in production, distributors will be able to deliver limited quantities immediately after the showing and the factory will be in full production with the models by April 1.

Met Last Week

Wurlitzer factory executives and distributors previewed the models at the Hotel Roosevelt, New Orleans, last week-end (February 27-28). The second day of the distributors' convention was given over to a Distributors' Sales Forum, with top phonograph sales executives on hand to confer with the outlets.

Every Wurlitzer distributor with the exception of Joe Ash, Philadelphia, was on hand for the preview and the conference. Ash remained in Philadelphia where his father was critically ill.

'Hit Tune Party' Huge Success

3,000 Kids Get School Holiday To Attend and See Stars

Continued from page 18

"Will Ever Know," sung by Tony Bennett, Columbia. Other contenders were "Big Mamou," "Moon," "Fantastic Can-Can," "Ruby," "You Can Be In Love,"

"Dancing With Someone," and "I'm Sitting On Top of The World."

Artists on Program

Singer Tony Bennett was one of the artists who appeared on the program. Others were Tony Morelli, Tex Beneke, Tommy Edwards, Frances Fay, Dick Todd, Dolores Gray, Hamish Menzies, Mitch Miller, Percy Faith, Roger Coleman, Lisa Kirk, Kay Armen, Vinni De Campo, Sal Bucchiere, Billy Farrell, Hugo Winterhalter, and Florian ZaBach. Eddie Habat and his orchestra played polkas before the show for the kids.

Florian ZaBach appeared late and had to go on without a band, but took immediate advantage of the situation by getting the house to clap hands while he fiddled the "Hot Canary."

Mitch Miller said, "I was really frightened when I saw all those kids and heard them cheer. It was great."

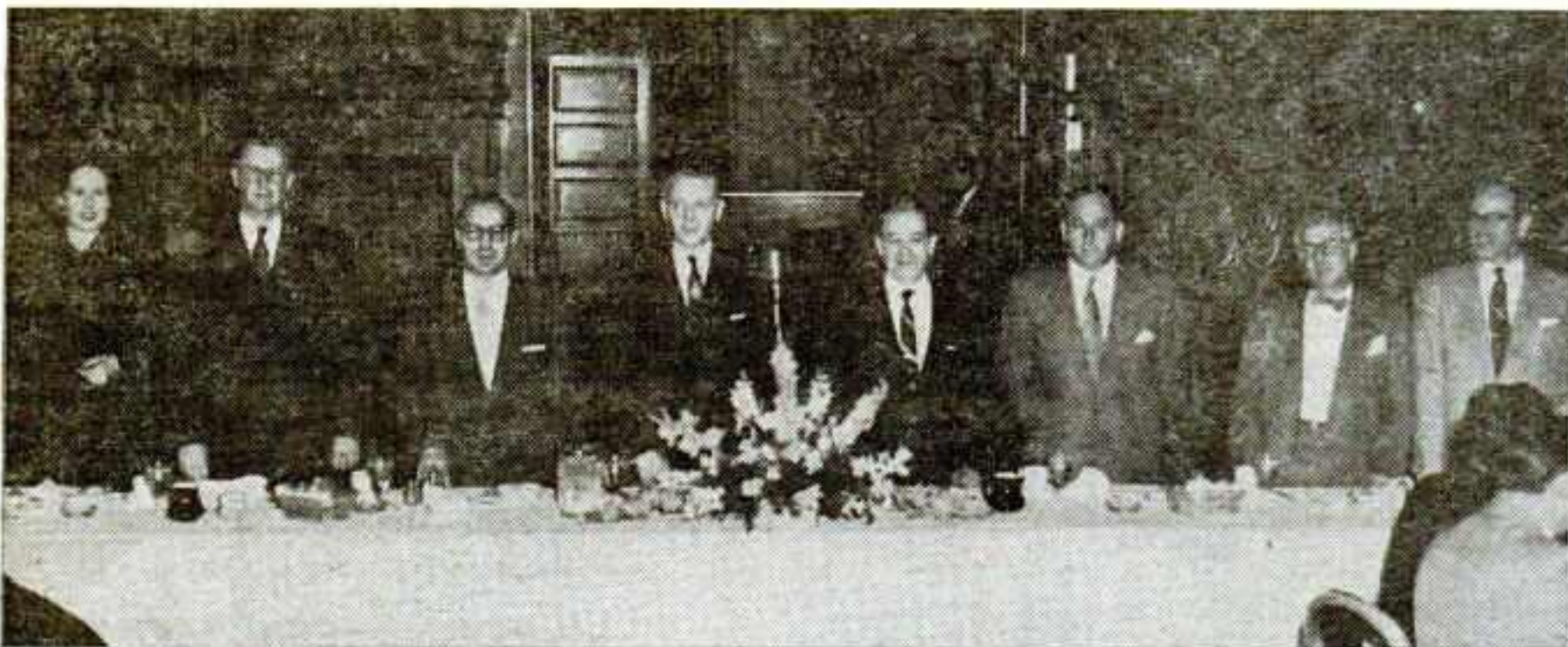
Carl Lampl was presented with a plaque which read: "Presented to Carl Lampl, Cleveland's foremost song writer. Ten years of song hits from 'Close To You' 1943 to 'Lonesome' 1953. From the Ohio State Phonograph Owners' Association."

Carl's latest is "Lonesome" on BBS label.

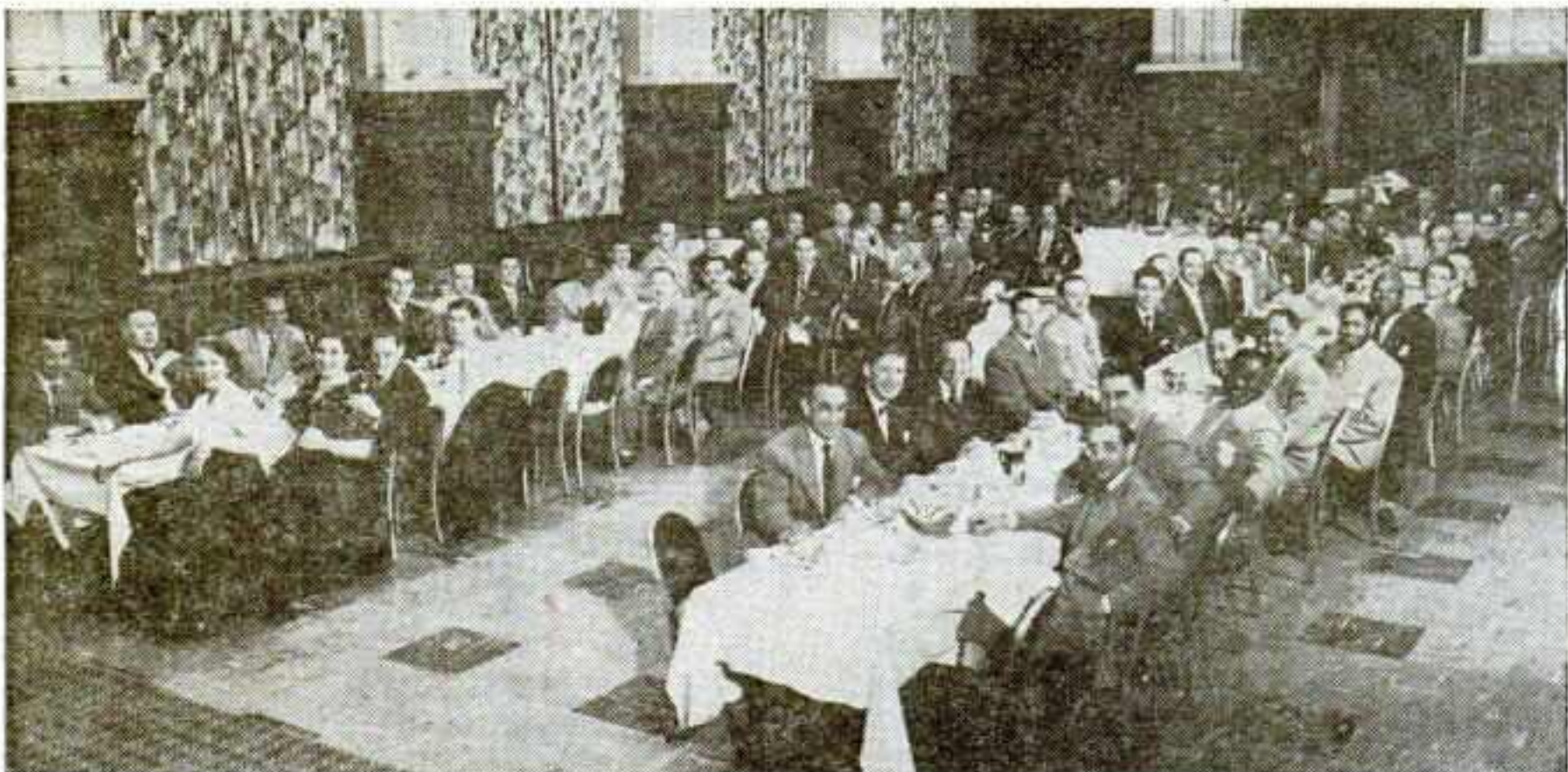
The Hit Tune will be featured on every juke box in the State and will receive all kinds of publicity to get the thing going. Following this push, one tune a month will be selected in the same manner for the rest of the year. Tune parties have not been held since 1947.



OHIO STATE PHONOGRAPH OWNERS' ASSOCIATION Convention held last Thursday (5) at the Hollenden Hotel, Cleveland, drew 650 members and guests, including Wesley Elster, chairman of the legislative committee of the MOA; Phil Levin, secretary of the Recorded Music Service Association, Chicago; Jack Cohen, president of the Ohio State Phonograph Owners' Association, and George A. Miller, national president of the Music Operators of America.



SEATED AT THE SPEAKERS' TABLE during the luncheon held at the convention were Virginia Holcomb, secretary of the OSPOA; George A. Miller, president of MOA; James Ross, secretary-treasurer of OSPOA; William Rosenfeld, counsel for the OSPOA; Jack Cohen, president of the OSPOA; Sanford Levine, vice-president of OSPOA; Phil Levin, Recorded Music Service Association, Chicago, and Sam Abrams, public relations director for OSPOA.



MEMBERS AND GUESTS of the Ohio State Phonograph Owners' Association attending luncheon prior to the discussion forum which spotlighted dime play.

650 ATTEND OHIO MEETING

• Continued from page 79

by a banquet in the main ballroom. Attendance at the banquet hit 650 for a full house.

After the banquet, Sam Abram public relations director for the association, introduced Bill Rosenfeld, counsel for the association, who thanked the convention committee for its efforts in making the affair a success. The committee consisted of Jack Cohen, chairman; Sanford Levine, James Burke, and James Ross, co-chairman; Sam Abrams, director; Virginia Holcomb, secretary, and Hyman Silverstein, Charles Comella, Joseph Solomon, Ed-

ward Kenney, Arnold Lief, Henry Ilg, Nate Pearlman, and Thomas Hunter, committee members.

Rosenfeld then introduced the out-of-town guests and the representative of the Cleveland press and thanked him for his help in making the Hit Tune Party the success it was.

Jack Cohen was introduced and welcomed all to the convention, after which he gave a short speech. Jack has been president of the OSPOA for the past eight years. During his speech he gave special thanks to Virginia Holcomb for her help.

Cohen then introduced George A. Miller to the convention and presented him with a plaque honoring him for his efforts in behalf of the music operators everywhere.

Miller said, "Your association is indeed fortunate in having a man like Jack Cohen heading it, because he works 100 per cent for the members. I take a great deal of pleasure in being present at this affair. I have never known an association that can crowd as many activities into such a short period of time. It is also the first time I have seen an organization sponsor such an event as the Hit Tune Party—a masterpiece of public relations for the music industry. All can be proud to have put on such a show—finest I have ever seen."

Following Miller's speech, Jack Cohen introduced Bill Randle, WERE dee jay, and thanked him for his assistance in putting on one of the biggest shows ever held in Cleveland, adding that Randle had done a great public service.

At this point Randle assumed the reins and the entertainment program began. The program was aired from the very beginning over WERE and dedicated to the Red Cross. Approximately 20 stars of the music world took part in the entertaining, backed by Tex Beneke and his orchestra. These were the same artists that entertained the kids at the Hit Tune Party.

Levin Tells About Dime Play

• Continued from page 79

complain. Regardless of what you do for this type of location he is never satisfied. He'll always want better records, a newer box, etc. I'll say this, you will lose a few locations but in a few days you'll get them back.

Public Reaction

"As for the people, they'll pay and they'll pay gladly. Believe me, I know, people do forget. They forgot about the dime in the telephone and they'll forget about the dime in the juke box. If people want something they'll pay for it. You don't have to ask their permission either. Did the telephone company ask them? No. They just put cards on the phone and that was all there was to it. Sure the people squawked, but for how long?"

Kid Locations

Levin then turned to the subject of kid locations and the objection that the youngsters might rebel at putting dimes into the machines rather than nickels. He said that, "It has been our experience that kid locations had higher increases of play than most other locations. This was also true in the case of race locations. These two groups want music and they'll pay the price to get it."

At this point, one of the operators present queried Levin as to what effect an increase to dime play may have on legislation concerning copyright legislation which ASCAP is sponsoring. Levin said that regardless of what play costs, ASCAP will still try to get a share.

Levin illustrated his views on promotional activities by saying, "The tavern keeper or the location owner is the only good promotion. Anything else you do is not worth the effort. However, I do realize that the location owner generally won't help."

Facts and Figures

Levin gave facts and figures from a typical route in Chicago which were used to illustrate what dime play did for the average operator as compared

with nickel play. (See chart on page 79). "Earnings were up \$4 a box, \$1,600 a week for this route or \$80,000 a year for this route," said Levin.

Levin pointed out, "There are many advantages to going on dime play. You can count money faster. You take in more, spend less, and your location owner is happier because he is making more money. Also you must remember that the cost of change-over to a dime operation is absolutely nil."

Levin then stressed the weak points of the Ohio situation by saying, "Your whole trouble is the guy sitting next to you right now. You're waiting to see what he's going to do and he's waiting for you to move first. Let me tell you this: Somebody has to start it. And when it does start, it will go like wildfire. I'll tell you again—you'll either go to dime play or go broke."

Levin finished the formal part of his address and opened the discussion to questions. When questioned as to what initial customer reaction was, Levin answered, "We had resistance, but it was small. Collections were down over-all about 10 per cent the first week. But from there it started to climb and hasn't dropped since."

Leadership

Another question put forward concerned what was the one single factor involved in getting the Chicago group to go to dime play, to which Levin replied, "Leadership. Leadership plus the fact we had a few operators on dime play, successfully, helped to make it easier for us."

"I'll give an example of what we did when we ran into opposition from one operator. We decided to underwrite him and give him the money he lost during the period of his change-over. It turned out he made money after the first week and thanked us."

Levin concluded by saying it's the satisfied operators who must make a change of thinking. He said, "You are in this business to make money. You only think your satisfied now because you're making money. You really shouldn't be satisfied because going to dime play will make you more money. Even if play drops 50 per cent, you will take in the same amount of money and still be ahead. You'll be ahead because your costs will be less."

Mitch Miller, a.&r. chief, Columbia Records, was the introduced by James Ross, secretary-treasurer of the Ohio group, to give a few remarks concerning the relationship between jukes and records.

Record Deals

Miller said, "The same feeling should be held for records as for artists. If a club owner has to pay more for a certain artist he does so because he feels that artist will make more money for the club in the long run. This holds true for records. Some companies may be able to offer you a deal but remember, for the few cents you save on the purchase price, how much do you lose on the play of that record in the juke box. We are striving to give you hits that will get plenty of play and we will continue to try. I personally hope to have seven out of the top 10 hits represented by a Columbia record in a few weeks."

Larry Kanaga, RCA Victor general sales and merchandise manager, was the next introduced. He said, "The rate of 45 r.p.m. records is going up. However, it will take quite a long time before 78's are dropped out the picture entirely." He predicted that 45's will soon account for 75 per cent of the record business.

ROCKFORD EYED

Dime Play In Freeport Under Test

FREEPORT, Ill., March 7.—An attempt to inaugurate dime music play here has been only tinged with success in the past 18 months. Experience has demonstrated the need for a stronger effort to sell locations on the benefits of hyping the price of juke box play.

Operator R. P. Hovington's Freeport Music Company has scored solidly in two of the six spots in which the price hike was instituted. The remaining four reverted to the old price after varying periods because they claimed patrons objected too strenuously to paying more than a nickel for recorded music.

Hovington's routemen reported, however, that each of the location owners agreed that they were reluctant to see the price drop back to a nickel.

One of the remaining dime play spots, on the outskirts of town, is currently showing a 20 per cent coin box increase as a result of the switch to dime play. The machine is set at 10 cents per play and three for a quarter. Each emptying of the coin box reveals a healthy proportion of quarters being spent by patrons to take advantage of the three play rate.

In another instance, a music box which had been installed in a veterans' hall had shown an increase of 30 per cent when set at a dime. Unfortunately, the machine had to be yanked when the group merged with another organization.

Freeport Music Company has no immediate plans for an all-out change to dime music play, but is watching with keen interest the results being obtained not many miles away in Rockford. Dime play there is building profits for operators and location owners.

Info in Other Departments

Among the stories of general 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:

COLUMBIA WOOS JUKES. Columbia Records is going on its strongest promotional push to juke box operators to date on two forthcoming releases to be shipped next week to 1,000 key operators (Music department).

NICKELODEON TO CUT AYERS WAX. Nickelodeon Records, a new diskery formed by a group of top juke box union heads, contracted this week for four waxings by Cliff Ayers (Music department).

DECCA SETS 45 LP'S. Decca Records will soon join the swing to 45 Extended Play (Music department).

CLOVERS ARE HOT. The Clovers, r.&b. group who wax for Atlantic Records, continued their unbroken string when their latest slicing, "Crawlin'," hit The Billboard Best Selling charts (Music department).

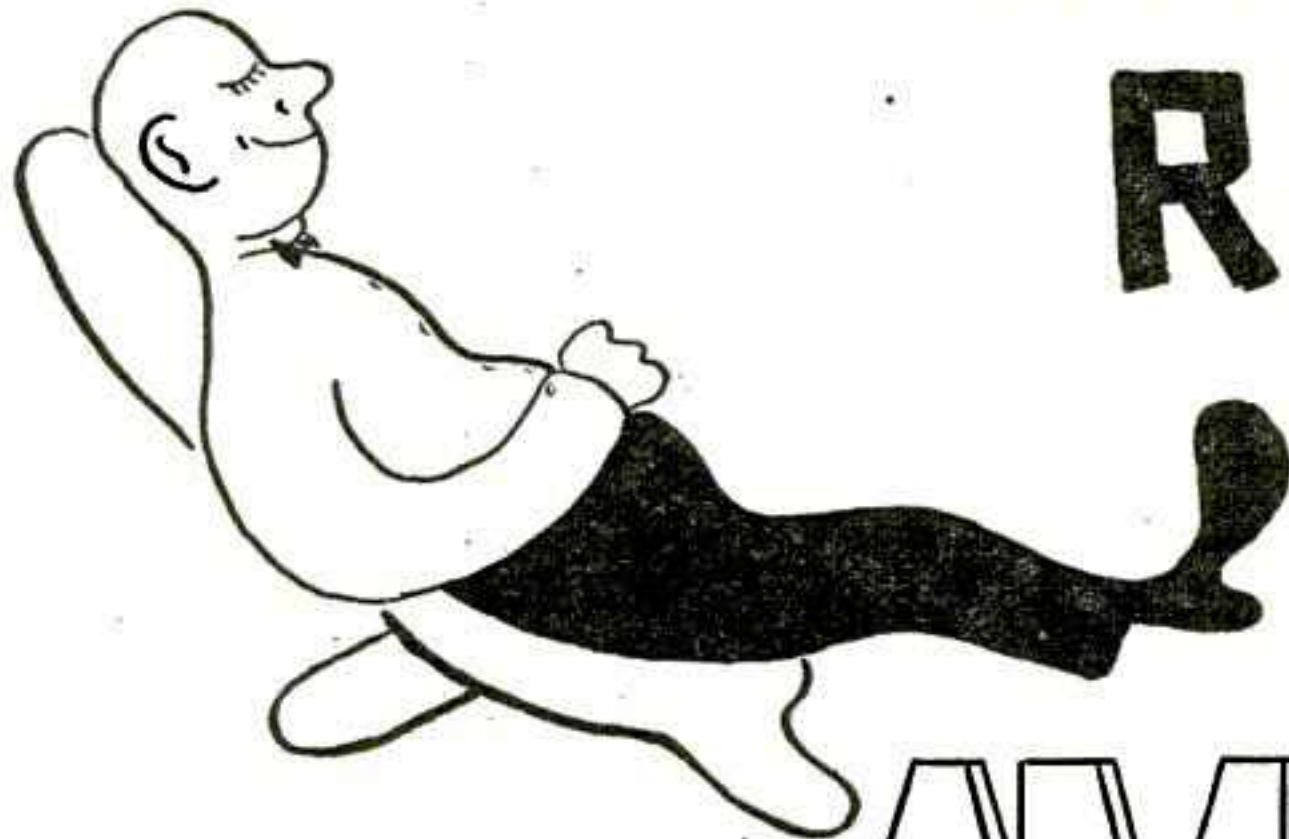
And many other informative news stories as well as the Honor Roll of Hits and pop charts.

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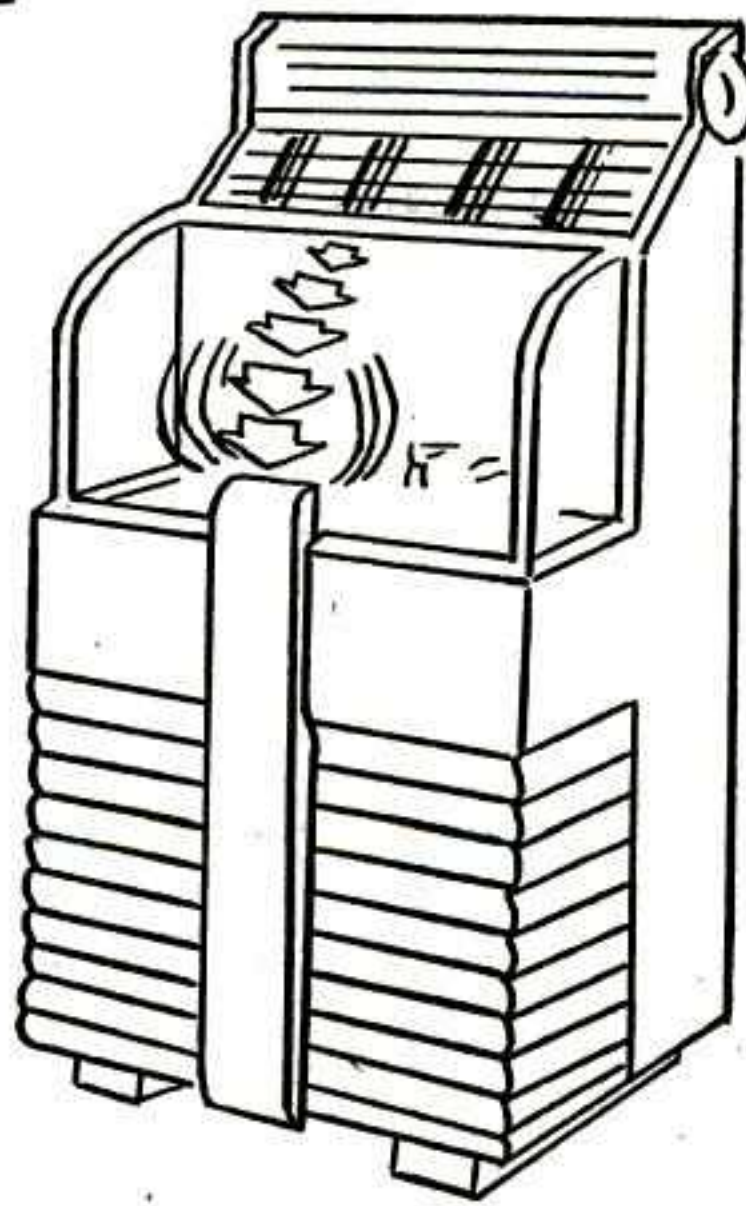


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LOOK UP ↗
LOOK DOWN ↘
LOOK AROUND ↻

Anyway you look 'em over Evans' Phonographs have everything to assure dependable, profitable operating. See for yourself!

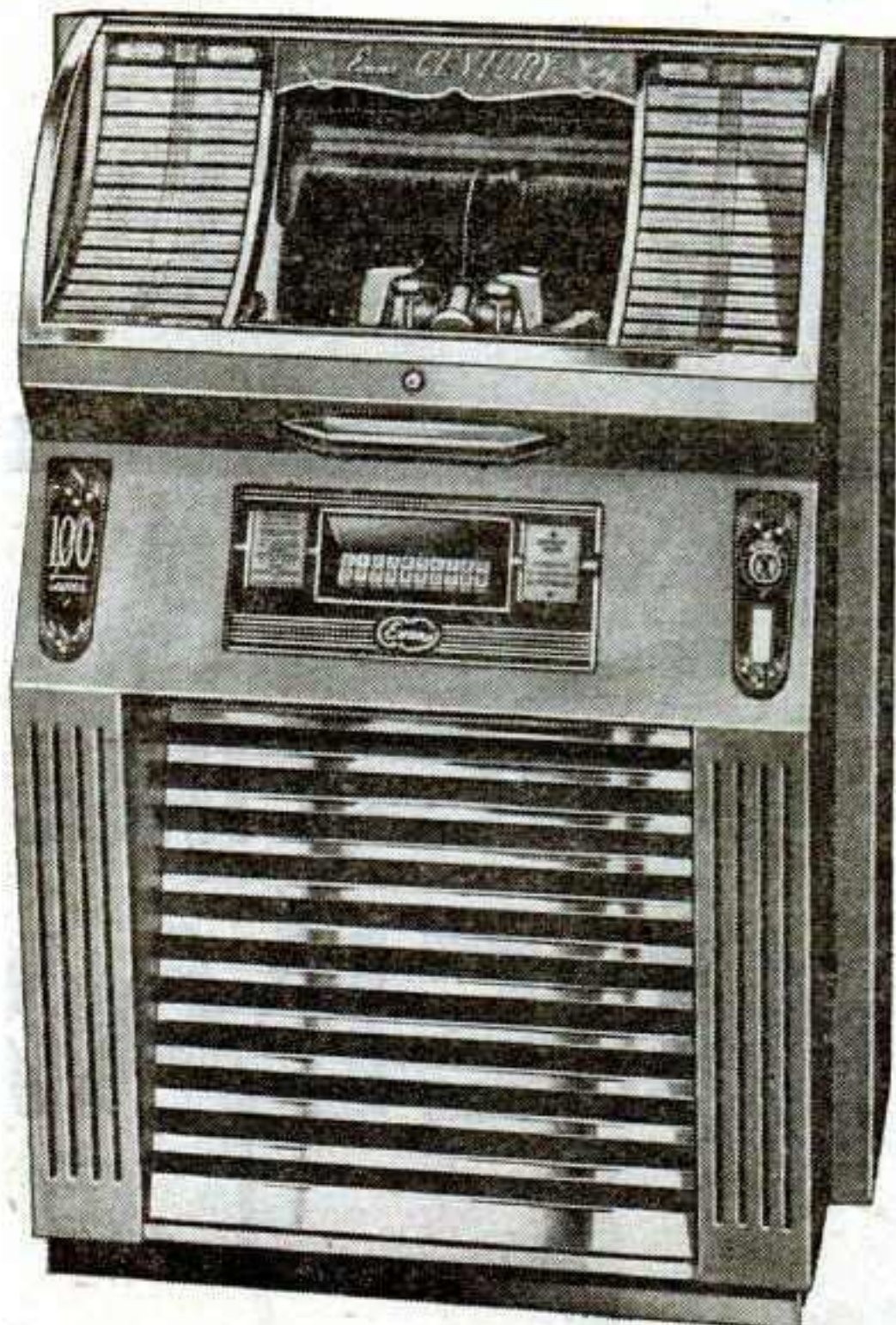
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THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

	Issue of March 7	Issue of Feb. 28	Issue of Feb. 21	Issue of Feb. 14
AIREON				
Coronet	\$70.00	\$75.00	\$75.00	\$75.00
Fiesta	70.00	75.00	75.00	75.00
AMI				
Hideaway	275.00	275.00	275.00	275.00
Model A	225.00 260.00 279.50 295.00	260.00 279.50 295.00 325.00	249.50 260.00 274.50 295.00	249.50 260.00 295.00 325.00
Model B	395.00 425.00	395.00 425.00	349.50 425.00(2)	349.50 425.00(2)
Model C	399.00 415.00 450.00(3)	399.00 445.00 450.00(2)	425.00 429.00 450.00(2)	425.00 429.00 450.00(2) 475.00
EVANS				
Constellation	275.00 395.00	275.00 395.00	275.00	275.00
52				375.00
MILLS				
Constellation	109.50 149.50	145.00 149.50	109.50	109.50
PACKARD				
Manhattan 76	79.50 129.50	79.50 129.50	79.50	79.50
Model 7	79.50	79.50		
ROCK-OLA				
Rocket 50-51	395.00	395.00	439.50	439.50
52-50	295.00	295.00	499.50	499.50
1948 Blonde	79.00 90.00	79.50 89.00	79.50 89.00	89.00 94.00
1422	94.00 99.50 125.00	94.00 99.50 125.00	94.00 125.00	125.00(2)
1426	119.00(2)	99.50 119.00	109.50 119.00	119.00 150.00
1428	150.00	150.00	150.00	150.00
1432	250.00 275.00 395.00(1)	275.00 395.00(2)	275.00 395.00 419.00	275.00 395.00 419.00
1434	499.00	499.00	529.00	529.00
SEEBURG				
H 146 Hideaway	89.00	89.00	89.00	89.00
4-146 M Hideaway	75.00	75.00	75.00	75.00
H-147 Hideaway	115.00	115.00	115.00	115.00
4-148 M Hideaway	139.50 199.00	199.00	139.50 199.00	199.00
M 100 BL	795.00	795.00	875.00	875.00
M-100 B 45 RPM	775.00	775.00		
M-100-A 78 RPM	595.00(2) 649.00(2)	595.00(2) 649.00(2)	629.50 649.00 650.00 675.00	629.50 649.00 650.00(2) 675.00
146	650.00 675.00	675.00		
146 Hideaway	100.00 150.00	150.00	99.50 150.00	150.00
146 M	75.00 150.00	150.00	150.00	150.00
146 S	125.00 129.00	125.00 129.00	125.00 129.00	125.00 129.00
147	125.00 129.00	125.00 129.00	125.00 129.00	125.00 129.00
147 M	110.00 175.00	175.00	175.00	175.00
147 S	140.00 149.00	140.00 149.00	140.00 149.00	140.00 149.00
148 M	140.00	140.00	140.00	140.00
148 ML	195.00	195.00	195.00	195.00
148 SL	200.00 250.00	250.00	250.00	275.00
1941 Hideaway	225.00	225.00 239.00	240.00	239.00 240.00
1946 Hideaway	219.00	219.00	219.00	219.00
1947	49.00	49.00	49.00	49.00
1947 M	89.50	89.50	89.50	89.50
1948 M	129.50	129.50		
1948 Hideaway	169.50	169.50	165.00	165.00
1948 M	225.00	225.00	250.00	250.00
WURLITZER				
700	49.50	49.50		
750	69.50	69.50		75.00
1015	115.00 119.00	139.00 160.00	119.50 125.00	135.00 139.00
1017 Hideaway	119.50 150.00	165.00 169.50	139.00 165.00	175.00(2)
1080	160.00 169.50		175.00	
1100	125.00	115.00	115.00	115.00
1100	125.00 140.00	125.00 140.00	125.00 140.00	105.00 125.00
1100	269.00 269.50	275.00	269.50	289.00(2)
1100	275.00	289.00(2)	275.00(2)	295.00 325.00
1100	295.00(2)	295.00(2)	289.00 295.00	329.00
1100	299.00	299.00	329.00	
1250	389.50	389.00	389.00	389.00 395.00
1250	395.00(2)	395.00(3)	395.00(2)	399.50 425.00
1250	399.00	399.00	425.00 429.00	429.00

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Coin Machine SPRING EXPORT QUARTERLY

April 4, 1953



IT'S EASIER THAN YOU THINK TO SELL THE \$7,000,000 COIN MACHINE EXPORT MARKET

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Advertising deadline—March 26

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ROCK-OLA 1426 119.00

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(5-10-25¢ 3-wire)

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(5¢ 3-wire)

W1-L56 5.00

(5¢ wireless)

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Packard Chrome Wall Boxes 5.00

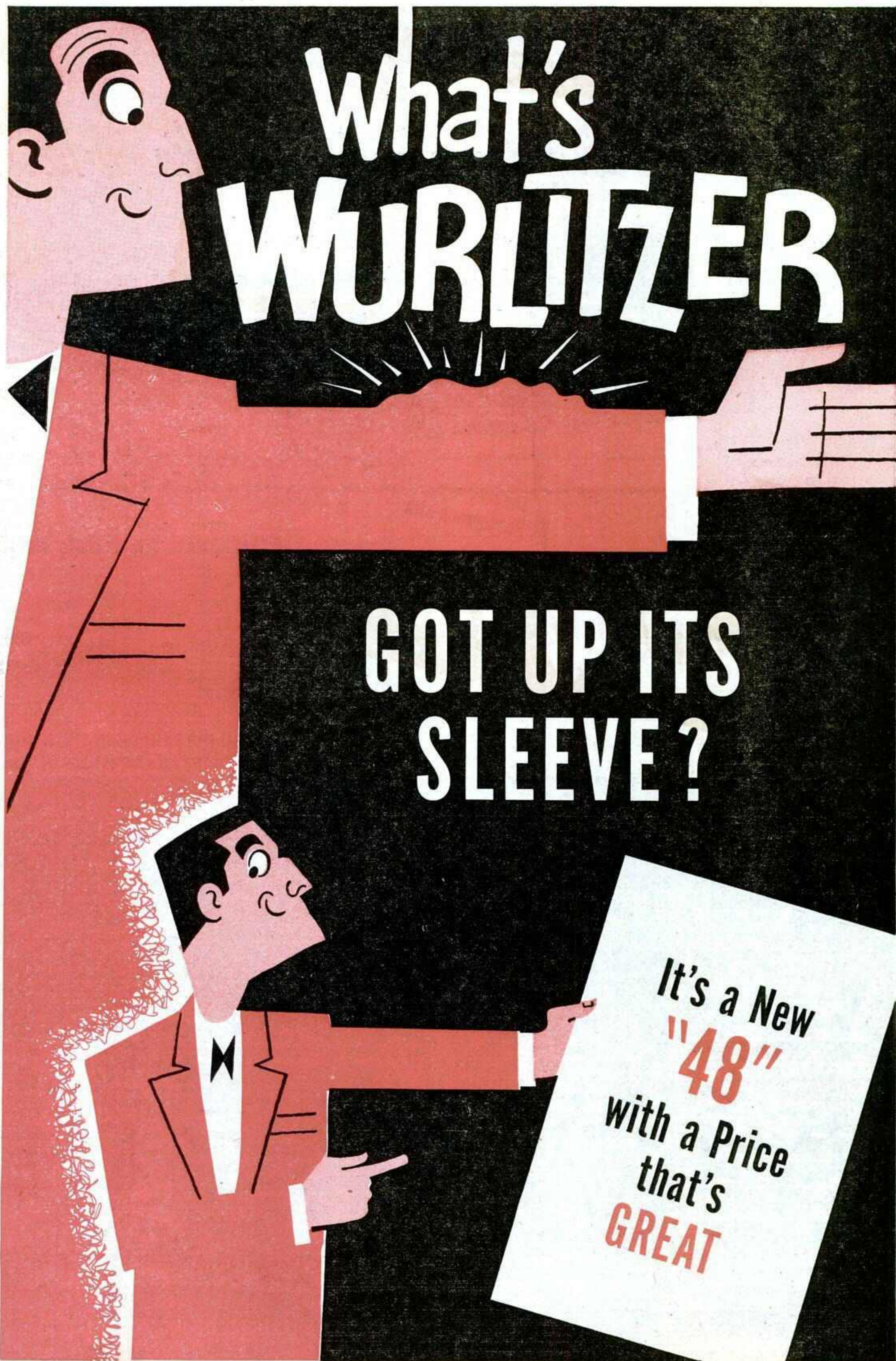
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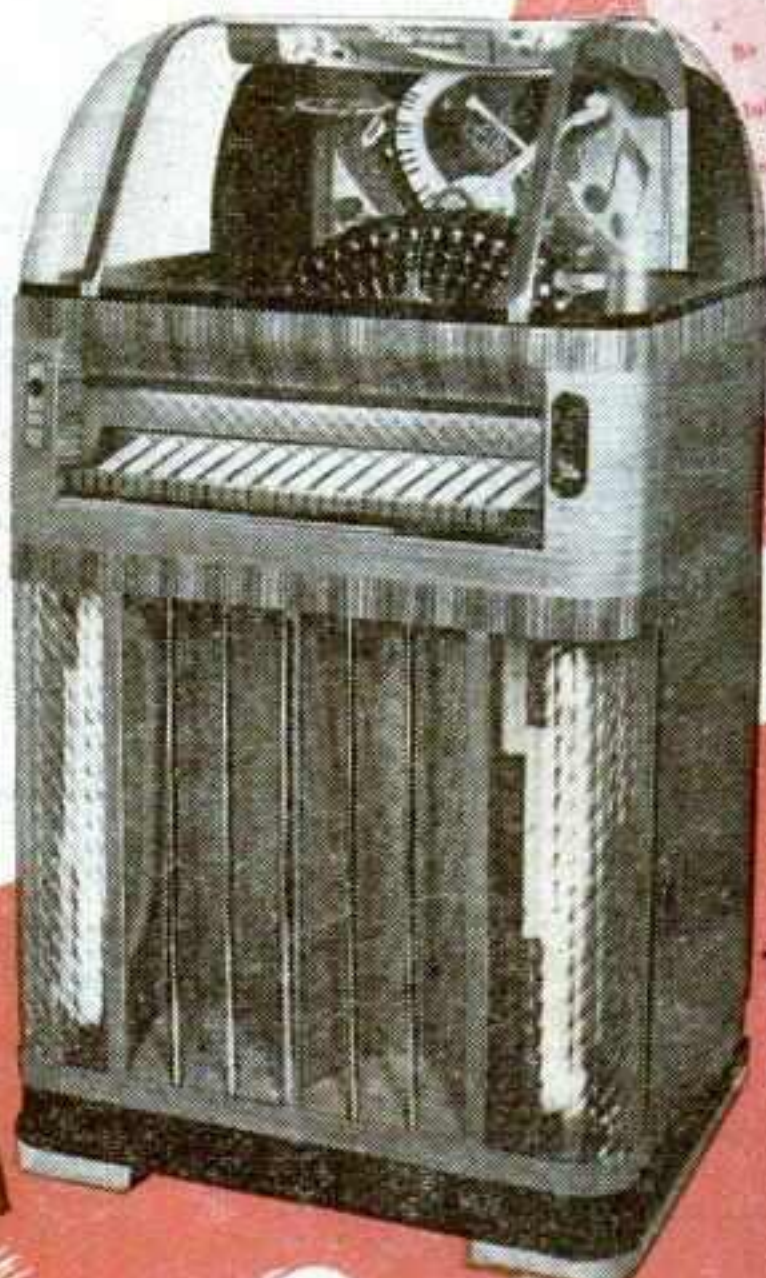


What's WURLITZER

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It's a New
"48"
with a Price
that's
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Certificate of Confidence and Service Know-how!



*Model 1436

The ROCK-OLA Authorized Service Certificate. Your Assurance of Constant and Continued . . .

FireBall

Efficiency for Peak Profits

ROCK-OLA

FireBall

The only Phonograph with

120 SELECTIONS

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*Available in 2 models for either 78 RPM or 45 RPM records

All the Following Sales Outlets Display this Certificate of Service

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

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265 Franklin, Buffalo, New York
- B. D. LAZAR COMPANY**
1635 Fifth Avenue, Pittsburgh 19, Penn.
- MUSIC & TELEVISION CORP.**
1119 Commonwealth Avenue
Boston 15, Massachusetts
- S & K DISTRIBUTING CO.**
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania
- SEACOAST DISTRIBUTORS, INC.**
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MIDWEST

- BADGER NOVELTY COMPANY**
2546 North 30th Street, Milwaukee, Wis.
- BINCO MUSIC DISTRIBUTING CO.**
1329 S. Calhoun St., Ft. Wayne, Indiana
- BRILLIANT MUSIC COMPANY**
19963 Livernois Ave., Detroit 21, Mich.
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- 525 S. High St., Columbus, Ohio
- DAYTON MUSIC SALES**
815 St. Paul Ave., Dayton 10, Ohio
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3808 Southern Blvd., Youngstown, Ohio
- FABIANO AMUSEMENT CO.**
208 E. Dewey Ave., Buchanan, Michigan
- IDEAL NOVELTY COMPANY**
2823 Locust Street, St. Louis 3, Missouri
- LA BEAU NOVELTY SALES CO.**
1946 University Ave., St. Paul 4, Minn.
- LAKE CITY AMUSEMENT CO.**
4533 Payne Avenue, Cleveland, Ohio
- SAVAGE NOVELTY COMPANY**
628 Third Street, Beloit, Wisconsin
- SUPERIOR SALES COMPANY**
1337 Second Ave., Des Moines, Iowa

TOLEDO COIN MACHINE EXCHANGE

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3410 Main Street, Kansas City 2, Missouri
- WORLD WIDE DISTRIBUTORS, INC.**
2330 N. Western Ave., Chicago 47, Ill.

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- PUGET SOUND NOVELTY CO.**
114 Elliott Ave., West, Seattle, Wash.

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- A. M. & F. DISTRIBUTING CO.**
3118 Tulane Ave., New Orleans, Louisiana
- H. M. BRANSON DISTRIBUTING CO.**
811 E. Broadway, Louisville, Kentucky
- CAPITOL MUSIC COMPANY**
135 E. Amite Street, Jackson, Mississippi
- COIN AUTOMATIC MUSIC CO.**
241 W. Main St., Johnson City, Tennessee
- FRANCO DISTRIBUTING CO.**
24 North Perry, Montgomery, Alabama
- ROBINSON DISTRIBUTING CO.**
301 Edgewood Ave., S. E., Atlanta, Ga.
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2828 So. Blvd., Charlotte, North Carolina
- SOUTHERN MUSIC DIST. CO.**
418 Margaret St., Jacksonville 6, Florida
- SOUTHERN MUSIC DIST. CO.**
503 W. Central Ave., Orlando, Florida
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515-A Fourth Ave., So., Nashville, Tenn.
- WERTZ MUSIC SUPPLY CO.**
1013 E. Cary St., Richmond 19, Virginia

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- AUTOMATIC MUSIC CO.**
1214 W. Archer, Tulsa, Oklahoma

BORDER SUNSHINE NOVELTY

- 2919 N. Fourth Street
Albuquerque, New Mexico

BOYLE AMUSEMENT COMPANY

- 522 North West Third
Oklahoma City, Oklahoma

FT. WORTH AMUSEMENT COMPANY

- 1210 S. Main Street, Ft. Worth, Texas

FRONTIER AMUSEMENT

- 2020 Myrtle Avenue, El Paso, Texas

PAUL W. HAWKINS

- 329 East 7th Street, Tucson, Arizona

RUTHERFORD ENTERPRISES

- 608 Johnson Street, Amarillo, Texas

UNITED AMUSEMENT CO.

- 446 N. Main St., San Antonio, Texas

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H. B. BRINCK

- 825 East Front Street, Butte, Montana

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- 2667 West Pico, Los Angeles, California

DAN STEWART COMPANY, INC.

- 140 E. Second, South, Salt Lake City, Utah

MODERN DISTRIBUTING CO.

- 3222 Tejon Street, Denver 11, Colorado

OSBORN DISTRIBUTING COMPANY

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San Francisco, California

"The Industry's Greatest Phonograph Achievement"

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

PORTLAND OPS FIGHT TV COMPETITION

Business Loss Runs 75 to 35 Per Cent; Some Operators Recovering

PORTLAND, Ore., March 7.—A sampling this week of juke box operator experience during the first six months of tavern television in Portland disclosed that concrete ideas are developing on how to meet the competition. Some of these are still in the formative stage but others have been put into practice.

The consensus of operators is that they must learn to live with tavern television rather than blindly trying to resist it. With this constructive attitude, some operators have been able to recover loss of gross that started last September when Portland's only TV station went into operation on an ultra high frequency.

While recovery has been spotty—some operators coming up with more practical ideas—the general picture is brighter than it was a mid-winter. There were reports of \$40 stops dropping as low as \$9 weekly in extreme cases, but common reports were losses ranging from 25 to 35 per cent.

The most successful approach has been to point out to the location owner that he, too, is losing revenue when his juke box is turned off. TV sets in some taverns have been in operation from opening hour to closing time. Some of the larger music operators have induced their locations to limit TV use to special events such as boxing and wrestling. Posters have been put up

explaining this policy with result that customer call for TV entertainment has been reduced. Along this line the suggestion was also made that music operators provide daily programs of TV events that would promote juke music appeal.

The typical tavern owner feels that he must operate his TV set a large part of the time to keep his patronage to meet the competition of the place down the street. Refuting this viewpoint, a music operator cited the instance of a tavern in the midst of a television district in North Portland where the proprietor eliminated TV programs altogether without loss of revenue.

It has been suggested that this approach might well be followed up thru the tavern owners' association in co-operation with the music operators' group. Music Association of Oregon. It is believed a policy might be developed toward reasonable operation of TV if sufficient emphasis was placed on the location owner's stake in his juke box revenue. It was also pointed out associations might join in sponsoring test cases in various neighborhoods to point up the fact that tavern business is not as dependent on TV as some tavern men seem to think.

The OMA's stake in the problem is becoming greater as more stations in the State obtain licenses. The Portland station was the first in Oregon to go into operation.

Ristaucrat Delays New Juke Models

Parts and Designs Slow Down Production On Music Boxes

APPLETON, Wis., March 7.—Joe Cohen, general manager of Ristaucrat, Inc., announced that plans for the introduction of the firm's new floor model juke boxes has been delayed by lack of component parts.

Cohen said, "The new models are undergoing a spectacular change and we hope to have them ready for production in about a month. We had planned to have them in production by this time but parts have been slow coming thru."

The new boxes will be a 48-selection and a 24-selection aimed at the lower price field.

Miami Split Over Switch To Dime Play

MIAMI, March 7.—The Amusement Machine Operators' Association at its monthly meeting last Wednesday (25) decided to hold in abeyance its earlier decision to swing over to two plays for a dime, six for a quarter (The Billboard, February 28).

More and more sentiment is developing for a move toward dime play, the original idea of AMOA which was scrapped in favor of the two-for-a-dime experiment when strong opposition was voiced at a special meeting on February 12. But when it appeared the issue had finally been resolved, the proponents of dime play once more raised their voices and were joined by additional converts.

Now, it appears, the final verdict may not come for weeks. At a meeting on February 25, the members voted to send President Willie Blatt to Chicago to sit in on the executive committee meeting of the Music Operators of America, March 9-10, at the Congress Hotel. A number of reports from cities already on dime play or starting it on an experimental basis are scheduled to be presented at the Chicago meeting and the Miami operators want the benefit of this data before taking final action on dime play.

Wurlitzer Jukes Packaged in New Shipping Material

New Unit Cuts Cost, Time And Space; Stacks Two-High

CHICAGO, March 7.—The Rudolph Wurlitzer Company of North Tonawanda, N. Y., is able to ship and store the approximately 600-pound model two-high by using a special corrugated power pack designed and manufactured by the Fort Niagara (N. Y.) division of Robert Gair Company, Inc., New York.

This is the first time that an automatic phonograph has ever been shipped in a corrugated container. Packaging replaces the wooden shipping case or cleated plywood container formerly used, and results in savings in packaging time, shipping cost, and storage space.

The power pack is composed of a palletized telescope decking on which the phonograph is deposited by means of a hydraulic lift. Seven different kinds of die cut and scored interior packing, hold the machine firmly in place and protect the glass, plastic, selector switches and die cast

grille front. Interior packing is so strong as to enable a second machine to be safely placed on top of a completely packaged unit.

The Rudolph Wurlitzer Company states it has shipped this power package all over the country without breakage or damage.

1952 Top Year; AMI Sales Up, Income Down

GRAND RAPIDS, Mich., March 7.—Sales of AMI Incorporated in 1952 were the highest in the company's history, but income and excess profits taxes cut net income to \$1.54 a share from \$2.09 the preceding year, John W. Haddock, president, reported.

Earnings before taxes in 1952 totaled \$1,060,081, compared with \$686,344 in 1951. Provision for federal taxes was \$720,000 against \$225,000 in the preceding year. Net after taxes amounted to \$340,081, compared with \$461,344.

Sales last year would have been greater had production not been limited by government controls on critical materials, principally copper, aluminum, and steel, Haddock pointed out. "A higher volume of production was accomplished in 1952 despite allocations because of design and engineering changes in the product in the interest of widest possible employment of materials available to us," he explained.

"Demand for our products continued strong thru the year—fourth quarter operations being at the highest level ever attained. Production in the first quarter of 1953 has been maintained at the same high level."

Barring unforeseen obstacles, both sales and profits before taxes should be greater in 1953, Haddock pointed out. "It is questionable whether there will be any easing of tax burdens on corporations for the year 1953," he said, "but with the elimination of the allocations system scheduled for June 30, our volume of business no longer will be limited by the availability of materials."

JUKE BOX SURVEY

Twin City Music Trades Reflect National Events

By JACK WEINBERG

(This is the fifth in a series of articles presenting a brief current roundup of the juke box business of the nation's major market areas.)

MINNEAPOLIS, March 7.—The juke box business in the Twin Cities area stacks up well, operators here agree.

The local situation in Minneapolis and St. Paul follows closely the national level, with nationwide events soon reflecting themselves on the Twin Cities scene.

While some operators take a pessimistic attitude, music men for the most part report business has been good.

Operators in this territory are known for the emphasis they place on service. Few here are without a serviceman on their regular payroll, and those without such an employee either do their own work or have a tie-in with a serviceman.

Also practically all operators, who do not have established office forces, are subscribers to a telephone answering service. Consequently a two to three-hour service is no novelty in this area, with few machines out of order for longer than a day. In the case of a good location, if a machine needs general overhauling, the operator quickly removes it and replaces the unit with another while repairs are made.

The Billboard's popularity charts are a major source of guidance for operators' programming in this territory.

"We just couldn't do without the hit parade section of The Billboard," operator after operator will tell you.

In addition, the music men rely heavily on platter experts, like the wholesale record personnel, who pass on reports of good nickel grabbers from one operator to another.

"Good programming means giving the customer what he wants," one operator said. "I'd be a fool not to please the persons who play my machines."

The dime trend, which has

made some inroads elsewhere in the nation, has not gained a foothold here. True, there is talk about upping the play price from 5 to 10 cents, with many operators acknowledging they ought to get more money. But no one has shown up as being ready to set the trend by leading off with dime play, with the result that all locations in Minneapolis and St. Paul are nickel spots.

Taverns long have been the best locations in this territory, with restaurants and confectioneries next in line. There has not been much change in this set-up here for years. The reason behind this, ops say, is that the taverns and the eating places get the heaviest traffic of juke-box patrons.

78's Still Favored

The 45 r.p.m. impact is slowly beginning to be felt in this area, with only about 10 or 15 per cent of the operators using this size platter for their machines.

It will take years for a complete changeover to 45 r.p.m., because of the cost of conversion, but operators are foresighted enough to realize that the conversion, made gradually, would be good for their business.

Operators using 45 r.p.m. report no difficulty whatever getting delivery of disks. Aside from the increased cost of conversion, those operators still using 78 r.p.m., and they're in the majority, generally want to stay with that size record.

The desire for a change "just for the sake of making a change" isn't dominant hereabouts. If there's going to be a change, such operators contend, they want to have some reassurance that the conversion will build up their receipts, increase their service to locations and generally improve business.

Coinmen in this territory generally are a conservative lot, but show where they can forge ahead business-wise, they'll jump a band wagon just as fast as the next man. But until then, they're usually content to go along with their present operations.

→ For Every Location →

North... south... east... west... everywhere RIFLE SPORT and the CHALLENGER attracting customers, old and young, therefore making more profits... write for details today!

A.B.T. MANUFACTURING CORP.
715 N. Kedzie Ave., Chicago 12, Ill.

How Was Your Timing on . . .

"I BELIEVE"

FRANKIE LAINE
Columbia 39938

Now on Billboard's "Most Played in Juke Boxes" Chart

Spotted as a Billboard BEST BUY

February 3

Title Strips Ready for Top Juke Profits

February 3

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards (per week)	Cost (for 3 months)	Cards (per week)	Cost (for 3 months)
20 (400 strips)	9.00	70 (1400 strips)	29.00
30 (600 strips)	13.00	80 (1600 strips)	33.00
40 (800 strips)	17.00	90 (1800 strips)	36.00
50 (1000 strips)	21.00	100 (2000 strips)	39.00
60 (1200 strips)	25.00		

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Yermie Stern, 2 E. 45th St., New York 17 967

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

Five Coffee Vender Firms Market 9 Models: \$525-\$1,300

Cite Delivery Schedule; Bert Mills Breaks Ground for \$400,000 Plant

By FRED AMANN

CHICAGO, March 7. — Five manufacturers are currently producing seven straight coffee and two combination cold drink-coffee venders in price from \$525 to \$1,300 and in capacity from 150 to 600 cups. Delivery is being quoted anywhere from two weeks to several months.

Out of three other firms in the

field, one is inactive, one is in the process of discontinuing operation and the other is producing for export only.

With the coffee vending field continuing to show marked strides forward in number of venders and in consumer acceptance (The Billboard, March 7), most machine producers are stepping up their production goals and crystalizing long-range programs. Both established operators and those new to or just entering the field are including coffee venders in their over-all operational plans in steadily mounting numbers.

The Bert Mills Corporation, Lombard, Ill., broke ground Friday (6) for a new \$400,000, 39,000-square-foot plant just east of St. Charles, Ill. Production capacity on the Coffee Bar, said Vice-President Herbert Chadwick,

would be at least doubled, possibly tripled when the new facilities go into operation this fall. Meanwhile, pilot output at the new plant was expected to be instituted by late July.

American National Dispensing Company, Landsdale, Pa., producing the Coffee-Spa for Cole Products Corporation, Chicago, under a special contract, is now making its ANDICO coffee machine available only for export purchase. The Cole agreement stipulates, however, latter will serve the Canadian market.

Coan Manufacturing Company, Madison, Wis., also it has introduced its own U-Select-It coffee vender, reports thru President J. W. Coan that production is still hampered by material shortages. The machine, using all (Continued on page 90)

PM Head Predicts 50% of Cig Sales King-Size by 1958

Ops Will Account for 20% of Market Cites Growth of Vending, Forecasts

PHILADELPHIA, March 7. — O. Parker McComas, president of Philip Morris & Company, Ltd., Inc., Thursday (5) told a meeting of the Financial Analysts of Philadelphia that by 1958, or possibly sooner, 50 per cent of the cigarettes sold in the United States will be king-size.

He cited the shifting of sales among the various-type outlets, and said that "the growth of automatic merchandising has given the vending industry an increasing proportion of the market, estimated as high as 15 to 20 per cent."

McComas predicted that the recent lifting of price controls on cigarettes, which gave the industry its first price rise, exclusive of taxes, since 1950, should "yield at least \$150,000,000 more sales dollars to the industry."

Graduated Tax

He charged that placing a graduated tax on cigarettes to favor the "economy" by brands would deprive the government of \$90,000,000 in revenue and would hurt both farmers and small businessmen.

The proposed tax is contained in a recently introduced bill providing that cigarettes intended to retail for 13 cents, exclusive of local taxes, would be taxed by the federal government at \$2.90 per thou-

sand, while the major popular-priced cigarettes would be taxed at the current rate of \$4 per thousand.

Philip Morris' year has been marked by the introduction on a national scale of the Dunhill plain, the Philip Morris king-size and the imminent introduction of the Dunhill cork-tip cigarettes.

Volume Doubled

"In 20 years, the industry has more than doubled its volume and its number of direct accounts," he said.

"The number of retail outlets thru which its product has been sold has increased by 45 per cent, until today more than 1,300,000 outlets sell over 400,000,000 cigarettes a year," he added.

He pointed out that in the decade before World War II, the regular-size cigarette accounted for more than 90 per cent of all cigarette sales in this country.

"Since the war's end, however, changes in consumer tastes have brought the development of the king-size cigarette which is reaching new peaks in sales volume," he said.

"Last year it accounted for 18 per cent of the market, and this year it will reach 25 per cent," he concluded.

King Company Appointed Coan Distrib in Ill.

MADISON, Wis., March 7. — King & Company, Chicago, was appointed distributor for Illinois by Coan Manufacturing Company this week. J. W. Coan said his firm's full line of U-Select-It candy, cigarette and cookie venders, plus the Navenco Super-Vend cup machine, for which Coan has a 47-State distributorship, is being handled by King. The U-Select-It coffee vender also will be carried when regular production is affected in the near future (see separate coffee vender story).

King & Company, 2700 W. Lake Street, is headed by Tom King and Paul Crisman. The Coan line, in addition to the Northwestern Corporation bulk, gum and stamp venders which it also handles and a full line of merchandise, will be exhibited in a King & Company booth at the National Association of Tobacco Wholesalers convention next week (16-20).

Filene's Suspends Vending Operation

Low-Traffic Reason for Stoppage; Potential Still Viewed as Excellent

By GUY LIVINGSTON

BOSTON, March 7. — William Filene's Sons Company, department store pioneer in automatic vending operations, has closed its three locations at the Greyhound bus station, Logan International Airport and Back Bay railroad station in the Hub.

Batteries of custom built machines manufactured for Filene's by Vendomatic Corporation, New York and Glascock Manufacturing Company, Muncie, Ind., have been removed from the locations.

They vended nylons, jewelry, pens, sundries, toys, playing cards, drug pencils, men's ties, shirts and shorts, sun-tan lotion, and a multitude of other items.

The reason? One well known to all experienced operators—not enough traffic!

"There was supposed to be a lot more traffic in the Greyhound bus station," said Stacy Holmes, public relations director for Filene's. "It was supposed to be a terminal for all bus lines, but it didn't work out." Similarly, at the Logan International Airport, a gigantic administration building was supposed to have been built. It wasn't. Back Bay railroad station was a poor third in the low ebb traffic.

(Continued on page 90)

Move to End Iowa Cig Machine Ban

DES MOINES, March 7. — A bill to permit operation of cigarette venders in Iowa is under consideration by the Manufacturing, Commerce and Trade Commission this week following its introduction in the State Senate. Co-sponsors of the bill are Senators D. C. Nolan, Iowa City; Philip Hedin, Davenport, and Herman Lord, Muscatine.

A portion of the bill, 286, reads: "Any city, town or county may in its discretion issue retail permit to a dealer authorizing the sale of cigarettes thru a vending machine or vending machines to be operated in the same place of business for which the permit has been granted; provided that the machine or machines are located in a place not frequented by minors or where the machine or machines will be under the

supervision of a responsible adult who will see that minors are not permitted to use the machine or machines."

Iowa is the only State, besides the District of Columbia, which has banned placement of cigarette machines. The only other major exception remains the city of Chicago.

National Automatic Merchandising Association, in backing the bill, is advising Iowa cigarette operators to contact their senators who are on the committee studying the measure. Committee members are: James H. Nesmith (R. District 29), chairman; E. C. Myrland (R. District 34); C. S. Van Eaton (R. District 32); Stanley L. Hart (R. District 1); Alan Vest (R. District 48); Arnold Utzig (D. District 35), and Ralph W. Zastrow (R. District 44).

Rowe Sets Date For Ice Cream Unit Shipment

NEW YORK, March 7. — The first shipments of ice cream venders currently being produced by the Rowe Manufacturing Corporation are slated to get underway Saturday (14), according to Charles Brinkman, vice-president.

The unit, in production for three weeks has a 180-bar or sandwich capacity and includes a changemaker as standard equipment. The price, is \$595, f.o.b., from Rowe's Whippany, N. J. plant.

Brinkman said Rowe plans to exhibit its cigarette and candy venders at the annual convention of the National Association of Tobacco Distributors, March 15-20 at Atlantic City.

MIAMI OPS PENNYING

Abandon Quarter Cig Price for 28 Cents

MIAMI, March 7. — Cigarette operators in Greater Miami began pennyng packs this week, following price hikes imposed by tobacco manufacturers in the wake of decontrols.

Altho the new price pattern has not been firmly established, it appeared likely that most venders would go from their present 25 to 28-cent price, with de luxe spots in Miami Beach getting 30 cents and some locations, such as industrials, holding to a quarter provided the location is willing to forego commission.

Joseph Stallitta, official of Cigarette Service, Inc., said major operators in the area had agreed to 28 cents for the majority of locations. Machines will take a quarter and a nickel, and two cents change will be attached to the pack. Full conversion may take as long as 90 days, Stallitta said.

Absorbed Increases

The 25-cent price charged here for the past year or so has proved highly popular with the public because it was the same as most over-the-counter sales. Jack Hollander, Pan-Am Tobacco Company, however, pointed out that operators had already absorbed a couple of price boosts in order to hold the price at the

quarter level and to do so again would be ruinous. Even matches, he said, had risen about 33 per cent in price in the past two years.

In top restaurants, hotels and bars in Miami Beach, says Hollander, his company is already converting to 30 cents on an experimental basis. If too much resistance develops, it may be (Continued on page 91)

Canada Raises Vender Duties

OTTAWA, March 7. — Canadian duties on "automatic electric vending machines for cigarettes and candy bars" were increased Thursday (5) from 7½ cent ad valorem to 22½ per cent.

Increase was due to the Department of National Revenue's decision that such machines are of a "class or kind made in Canada." The venders also will be subject to dumping - duty penalties if sold in Canada at less than their fair market value in the country of export.

Uneda-Pak Tools, Dies Go to N. Y. Service Co.

BROOKLYN, March 7. — Tools and dies of the old Uneda-Pak firm were purchased this week by Uneda Vending Service, a vender reconditioning and rebuilding organization serving a seven-state Northeastern area. Equipment was purchased from the estate of Jack Bright, who died three months ago.

Uneda-Pak was started 18 years ago by Louis Steiner, Murray Weiner and Leo Williams. It produced cigarette venders ranging from three to 15 columns.

The firm, which met with only moderate success, was purchased by Bright in 1945. He lost a reported \$650,000 in manufacturing the Monarch Vender. One reason advanced was that the

cigarette machine, designed by Norman Bel-Geddes, proved too large for most locations.

Reduce Size

Uneda Vending Executives Harry Ebbin and Nat Hochman plan to resume production on the Uneda machine, using most of the original dies, but with a reduction in cabinet size.

Ebbin said that the firm's current facilities were too small for the manufacture of venders, and as soon as a new site was decided upon, the cigarette line would be produced. He added that 18 of the Uneda-Pak employees were on his firm's payroll and would serve as the production nucleus when activity gets under way.

DURLING LAUDS CIGAR VENDERS

CHICAGO, March 7. — Cigar venders were tossed a bouquet by E. V. Durling in his Chicago Herald-American column Wednesday (4). Wrote Durling:

"Cigar vending machines are reported highly successful wherever installed. Especially those recently installed at an aviation plant in Inglewood, Calif. The machine sells 10 and 15 cent cigars of several well-known brands. A client of these machines informs me the cigars are good and 'always fresh.'"

American Tobacco, Lorillard Sales Hit New Peak in 1952

NEW YORK, March 7. — Total dollar sales for the American Tobacco Company for 1952 topped the billion mark. The firm's net income was \$34,068,963, against \$33,109,669 for 1951.

According to Paul Hahn, president of the company, dollar and unit sales hit a new high, the highest in the industry. Total volume was \$1,065,738,454, against \$942,552,034 in 1951.

Hahn said that about 59 per cent of the gain in dollar volume last year was due to higher unit sales of cigarettes, and the remainder to the rise in the federal excise tax.

Cost-Price Squeeze

He added that despite the sales volume increase—\$123,000,000 (Continued on page 90)

NEW YORK, March 7. — P. Lorillard Company's \$214,508,482 sales volume for 1952 chalked up a new record for the firm. It was a 14 per cent increase over 1951's \$188,447,430 volume. Firm's 1950 volume was \$167,936,931.

Net income per common share jumped to \$2.01 last year, compared with \$1.78 in 1951.

Lorillard officials noted that sales of its leading brand, Old Gold, increased for the fifth successive year in 1952. This was in the "face of an industry decline in the total sales of regular-length cigarettes," they pointed out. The firm's king-size brand, Embassy, saw an 80 per cent rise in sales over that of 1951, and against an average increase of (Continued on page 90)

"Smokeshop Lo-Boy"

THE NATION'S FINEST CIGARETTE VENDOR!

486 PACK CAPACITY

Tear Out and Mail This Ad for Details.



Smokeshop CORP.
(AUTOMATIC PRODUCTS CO.)
250 West 57th Street, New York 19, N. Y.

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 at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of March 7	Issue of Feb. 28	Issue of Feb. 21	Issue of Feb. 14
Advance Model D Ball Gum	\$5.95 7.45	\$5.95 7.45	\$6.00 6.95 7.45	\$6.00 7.45
Advance No. 11	5.95	5.95	5.95	5.95
Ajax Hot Nut, 5c	39.50			39.50
Almond Vendors, 5c				4.95
Asco Hot Nut, 5c	7.50			15.00
Atlas Ace Nut Vendor			7.95	7.95
Atlas Bantam, 5c	6.95	6.95	6.50	6.50
Atlas Deluxe Nut Vendor	7.95	7.95		
Bantam, 5c				10.00
Columbus, 1c	7.45 8.00	7.45	7.45	8.00
Columbus, 5c				8.50
Du Grenier Adams Gum, (4 col.) 1c	17.50			
Du Grenier Candyman		62.50	62.50	62.50
Eastern Electric C-8		135.00		135.00 139.50
Exhibit Card Vendor, 1c	15.00(2)	15.00	14.50 15.00	15.00(2)
Foot Ease (Exhibit)	50.00 85.00 95.00	85.00 95.00	85.00 95.00	85.00 95.00
Jewel King, 5c				6.95
Kirk Astrology Scale	75.00 95.00(2)	95.00		
Kleenix 5c or 10c	49.50			
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95 10.00	7.95	7.95	7.95
Master, 1c	7.45 8.50	7.45	7.45	7.45 8.50
Master 5c	7.45	7.45	7.45	7.45
Mills Adams Gum Vendor	17.50			17.50
Model V 1c Cabinet				9.50
Model V 1c Globe				8.95
Mutoscope Card Vendor			29.50	29.50
National Candy King			19.50	19.50
National Electric	99.50			
National 930	130.00	130.00	130.00	130.00
National 950	145.00	145.00	145.00	145.00
National Candy 918		85.00		85.00
N. Y. Stamp, 1c & 3c				12.50
Northwestern 33 Ball Gum	7.50(2) 7.95	7.50 7.95	7.50 7.95	7.50(2) 7.95
Northwestern Deluxe 1c and 5c	13.95	13.95	13.95(2)	8.50 13.95
Northwestern Model 39, 1c	7.95 8.50	7.95	7.95	7.95 8.50
Northwestern Stamp	69.00	69.00	69.00	69.00
Pop Corn Sez	69.00 69.50	69.50 79.50	69.50 79.50	69.50
Rowe Candy (8 col.)		59.00		59.00
Rowe Imperial (8 col.)	82.50	82.50	82.50	85.00
Rowe President (10 col.)	155.00	155.00	155.00	155.00
Rowe Royal (6 col.)	95.00	95.00	95.00	95.00
Rowe Royal (8 col.)	95.00 130.00	95.00 130.00	95.00 130.00	95.00 130.00
Rowe Royal (10 col.)	95.00 140.00	95.00 140.00	95.00 140.00	95.00 140.00
Sanitary Napkins, 10c		22.50	22.50	22.50
Shipman Stamp, 1c & 3c			18.00	18.00 22.50
Shipman 3-Way Stamp Vendor	39.50	39.50	39.50	39.50
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 5c	7.45	7.45	7.45	7.45
Silver King, 1c or 5c			7.35	
Silver King Hot Nut, 5c				15.00
Silver King Hunter			18.50	19.50
Siro's Brush-Up	50.00	50.00	50.00	50.00
Stamp Vendor (4 col.)	18.50	18.50	18.50	18.50
Stick Gum Vendor			8.00	8.00
Uneda Electric (9 col.)	125.00	125.00		
Uneda Model E (8 col.)	80.00	80.00	80.00	80.00
Uneda Model E (9 col.)	80.00	80.00	80.00	80.00
Uneda, Model E (12 col.)	80.00	80.00	80.00	80.00
Uneda Model, 500 (7 col.)	95.00	95.00	95.00	95.00
Uneda Model, 500 (9 col.)	95.00 135.00	95.00 135.00	95.00 135.00	95.00 135.00
Uneda Monarch (6 col.)	75.00	75.00	75.00	75.00
Uneda Monarch (8 col.)	90.00	90.00	90.00	90.00
Uneda Monarch (8 col.)	79.50			
Uneda Monarch, 25c				
U-Pop-It	195.00	195.00	195.00	195.00
U-Select-It	49.50	45.00 49.50	45.00 49.50	45.00 49.50
Victor Baby Grand	11.00	11.00	11.50	11.50
Victor Cabinet			6.95	
Watling 200 Scale	160.00	160.00		
Weight Lifter	50.00			

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style



1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

IN STOCK VICTOR'S

New Deluxe Model BABY GRAND CHICLE TREETTS VENDOR



ORDER TODAY

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

BALL GUM WHEEL MODEL "V" VICTOR

- STOPS out of orders
- STOPS service calls
- KEEPS your locations

Location tested sensational New Design delivers sensational performance. No additional parts to buy. For one sample wheel please send \$1.00 plus 25c to cover cost of handling and mailing.

SIDMOR VENDING CO.
2137 Fifth Ave. Pittsburgh 19, Pa.

VICTOR . . . For Profitable Trouble-Free Operation . . .

Topper Deluxe Globe Style

Topper Deluxe Half-Cabinet Style

VICTOR'S Baby Grand Deluxe



A VICTOR product means your security and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!

SIDMOR VENDING CO.
2137 Fifth Ave. Pittsburgh 19, Pa.

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs, Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You

Cigarette Machines, All Models in Stock
Want more information? Write today to . . .

J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N. Y.
President 2-2900

IT'S NEW! IT'S A BEAUTY! IT'S A MONEY HONEY!

New CHAMPION BULK VENDOR

- VENDS CHARMS AND MERCHAN DISE LIKE MAGIC!
- MOST PRACTICAL BRUSH HOUSING EVER DESIGNED FOR BULK VENDING
- LARGER OPENING IN GLOBE MAKES PACKING CHARMS FAR EASIER
- SIMPLE, FOOL PROOF COIN MECHANISM ELIMINATES COSTLY SERVICE CALLS
- GLOBE ASSEMBLY BREAKS DOWN FROM BODY FOR QUICK "SERVICE HEAD" SERVICING!

DISTRIBUTORSHIPS AVAILABLE

CHAMPION VENDORS SUPPLY CO.
EASILY THE BEST
1119 EAST HOUSTON ST. SAN ANTONIO, TEXAS

Ball Gum or Merchandise Wheel

EAST OF MISSISSIPPI CONTACT
LEO F. LEARY
H. K. HART CONFECTIONS
540 39th St. Union City, N. J.

WEST OF MISSISSIPPI CONTACT
ISH KIMBRIEL
AMERICAN BULK CONFECTIONS
4932 Beeman Ave. Dallas, Texas

VICTOR . . . For Trouble-Free Operation

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style

Baby Grand Deluxe



A VICTOR product means your security, and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!

BERNARD K. BITTERMAN
4709 E. 27th Street Kansas City 1, Mo.

Precision-Built for PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mase.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

NEW! SILVER STREAK
BRUSH HOUSING & BALL GUM WHEEL

OAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest: M. J. Abelson Gen. Sales Mgr. 2033 Fifth Ave. Pittsburgh Phone: AT 1-6478
Pacific Coast Distributor: OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles

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Saves you more than 20% on newsstand price.

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MONEY SAVING OPPORTUNITY FOR VENDING MACHINES
EVEN SPARED CASH!

CONVERSIONS

THIS IS NOTHING NEW WITH US! WE CAN CONVERT ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c OPERATION.

**SILVER QUARTER OPERATION
KING SIZE INCLUDED!**

Rowe Royal—6 or 8 or 10 col.....	\$95.00
Rowe Imperial—8 col., 240 cap.....	82.50
Uneeda Model 500, 7 col., 250 cap. or 9 col., 350 cap.....	95.00
Uneeda Model E—8 or 9 or 12 col., up to 300 cap.....	80.00

Add \$5.00 to Above Prices for 30c Vending.

UNEEDA MONARCH
6 Cols., 380 Pk. Cap. **\$75.00**

8 Cols., 510 Pk. Cap. **\$90.00**

Any column can be used for king size vending as desired.

KING SIZE CONVERSIONS FOR ALL MODELS OF CIGARETTE MACHINES!

Our Paints Are VENERIZED Prevents Peeling, Flaking & Rusting

All Equipment Unconditionally Guaranteed. Trade Prices 1/3 Dep., Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4568

Penny Vend Expands Yonkers Bus Operation

NEWARK, N. J., March 7.—Some 50 busses of the Yonkers Railroad Company are now serving as locations for penny tab gum and chocolate machines, according to Paul Berkley, president of the Penny Vend Company of America, operator of the machines.

The vendors, made by Transportation Vendors here, were installed on two Yonkers busses in January (The Billboard, January 10) on a trial basis.

Penny Vend was recently organized as an operating company for Transportation Vendors. Berkley formerly headed Vendex, which operated as a subsidiary of Transportation Vendors.

The vendors are fixed to the side posts of the busses, facing the aisle. They dispense Suchard products.

Trial Locations

Meanwhile, Berkley revealed that Penny Vend has trial locations on two busses of the Public Service Bus System, New Jersey, and on two busses each in Washington and Nashua, N. H.

He said that results of these trial locations are not yet conclusive, and indicated that it would be a couple of months before they would either be placed on these lines on an extensive scale—or else removed.

Ben Golub, head of Transportation Vendors, said the firm now has production models on the assembly line, but added that they are not yet being mass produced.

Current plans are to have Penny Vend as the exclusive operator. Golub would not say whether the vendors would be sold on the open market.

Announce Last Day Program At NATD Meet

NEW YORK, March 7.—Final day of activities at the National Association of Tobacco Distributors convention to be held at Atlantic City, March 15-20, will include three workshop conferences and a sales seminar, it was announced this week.

Slated for morning discussions at Convention Hall are conferences on labor problems, profit sharing programs and leasing. Respective chairmen will be Manuel I. Pearl, Camden, N. J.; I. F. Kartman, Lord Baltimore Candy & Tobacco Company, Baltimore, and William B. Poinsett III, Myers-Cox Company, Dubuque, Ia.

Moderator at the afternoon seminar, also at Convention Hall, will be Joseph Kolodny, NATD managing director. On the guest panel will be Odell Owens, Bennett-Lewallen Company, Winston-Salem, N. C.; Carl E. Bartsch, Louis S. Cohn Company, Butte, Mont.; James Bridell, Belden Hill Cigars, Cedar Rapids, Ia.; R. N. O'Meara, General Tobacco & Candy Company, Lincoln, Neb.; Leonard Abrams, Faber, Coe & Gregg, Inc., New York, and Joseph J. Smith, John I. Hahn Company, Baraboo, Wis.

Paul K. Leven, L & L Tobacco Company, Grand Rapids, Mich., will discuss programing sales in advance, and Harden E. Goldstein, NATD associate director, will speak on sales meetings.

Kolodny's topics will be "Selling Is Our Business" and "Helping the Retailer Merchandise."

PITTSBURGH, March 7.—Penny King Company is marketing a line of crystal heart charms at \$6 per thousand. M. H. Kelly, manager, stated the line features engraved designs, which come in red, blue and green etching.

H. K. Hart Eastern Distributor For Champion

UNION CITY, N. J., March 7.—Leo Leary, sales manager of H. K. Hart Confections, ball gum manufacturer, announced this week the firm had been appointed Eastern distributor for Champion Vendors Supply Company, Inc., San Antonio.

Champion makes a bulk vender which can dispense candy, nuts and gum. It lists for \$14.95.

The Hart distributorship includes all States east of the Mississippi. Leary said sub-distributors would be named shortly. The deal between Champion and Hart was concluded on Leary's recent five-week sales trip thru the South and Southwest.

Wyo. City Nixes Higher Cig Tax

POWELL, Wyo., March 7.—City Council here has advised its legislators at Cheyenne that it does not want an increase in cigarette taxation to 3 cents a pack. Such a levy would be discriminatory and not necessary, the Council declared. It suggested that cities in need of additional revenue find it inside their environs and by-pass special cigarette taxes.

The tax move, backed by the Wyoming League of Municipalities sponsoring House Bill 237, was the first of the legislative session.

Nashville Area Meet March 12

CHICAGO, March 7.—The first area meeting for March has been scheduled for Thursday (12) in Nashville, National Automatic Merchandising Association announced this week. It will be held at the Andrew Jackson Hotel, starting at 6 p.m.

P. V. Jackson Jr., U-Select-It Company of Tennessee, will be chairman of the meeting, which is expected to draw attendance on a Statewide basis.

Among the subjects to be discussed will be the State tax program, how it affects vending, and a film on salesmanship titled "Closing the Sale." Latter can be applied to the operator's approach in "selling" the location owner.

2d Cig Price Cut in Canada

TORONTO, March 7.—Cigarettes in Canada have been reduced to 33 cents for 20 cigarettes, while the 25-cigarette package will cost 41 cents.

The cut was the second in a week. The government announced a tax reduction of two cents a pack previous to the reduction by the cigarette companies this week. A factor in forcing the reduction was the tremendous amount of cigarettes smuggled into the country.

Gain These Distinct Advantages!

OPERATE

The KEENEY DELUXE ELECTRIC CIGARETTE VENDOR



- ★ Startling streamlined beauty captures and holds locations.
- ★ Electrical and mechanical perfection. Only 1 motor, 1 relay and 2 solenoids.
- ★ 432 pack capacity in double columns dispensed alternately.
- ★ Super Change Maker, optional, handles nickels, dimes and quarters. Returns a nickel on 20¢ sale for a quarter. Returns a nickel on 25¢ for 3 dimes.

J. H. Keeney & Co., Inc. EASY TO SERVICE
2608 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS QUICKER LOADING
EASY TO SERVICE IT'S FAST!

Buy VICTOR for Better Bulk Vending

VICTOR'S
Topper Deluxe
Globe Style



Baby Grand Deluxe



VICTOR'S
Topper Deluxe
Half-Cabinet Style



The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

MILLER-NEWMARK DIST. CO.
42 Fairbanks St., N. W. Grand Rapids 3, Mich.

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HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy, Gum & Nuts
Beverages
Tobacco
New Products
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Articles
Editorials

Cost you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising!
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Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$7.50
 Foreign rate, one year, \$6. 969

Name

Address

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

Occupation



General Intros Flavor Control

PHILADELPHIA, March 7.—General Vending Machine Corporation announced a new Flavor Control mechanism for use on its Vendmor and Bevmar bottle venders. E. A. Terhune, president, stated the unit enables the individual "flavor stops" on all rows (for a non-selective loading) or on fewer rows to control the degree of selectivity 100 per cent.

The control, installed on each row with a screw driver or wrench, consists of an end locking arm which makes it impossible to remove the bottles in the next row (of the same flavor) until the first has been emptied.

Terhune said the control was now available at extra cost on the two models.

the new photo studio...

AUTO-PHOTO

**Complete in 1 unit! Coin operated!
Portable for easy location!**

700% gross profit with the photo machine that offers 4 poses for 25¢—at less than 3¢ cost per strip! Completely automatic—commercial type developing in just 2 minutes! Easy for the customer! Easy for the operator! Operate a Photo Studio on a major Profit Producing Plan. Write today for your brochure—
"Picture Yourself in the Money".

Contact Auto Photo Co. for distributor nearest you

Auto Photo Company Dept. 104—1444 So San Pedro St
Los Angeles 15, California

VICTOR . . .

The Operator's Choice for Better Vending . . .

VICTOR'S
Baby Grand Deluxe



Topper Deluxe
Globe Style



Topper Deluxe
Half-Cabinet Style



A VICTOR product means your security and will give you the most accurate and trouble-free vending possible in a bulk vender. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!

VENDOR DISTRIBUTING CO.
682 Madison Memphis 3, Tenn.

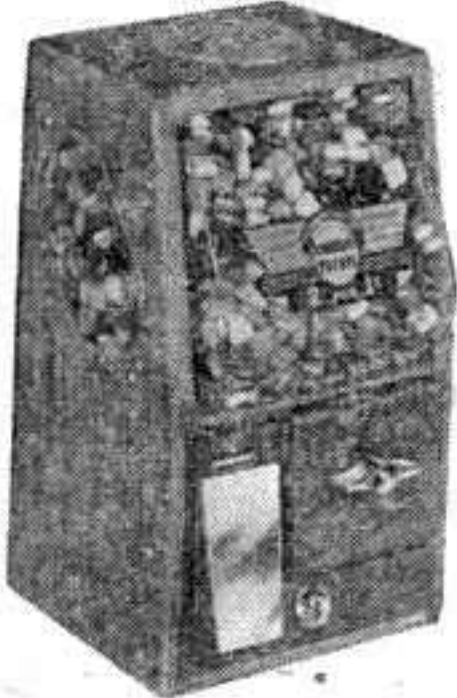
VICTOR... For Beauty and Durability

VICTOR'S Topper Deluxe Globe Style **VICTOR'S Topper Deluxe Half-Cabinet Style**



1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

VICTOR'S Baby Grand Deluxe



\$14.25 EA. **\$13.25 ea.**
100 or more

All machines packed and sold 4 to the case.

VEEDCO SALES CO.

2124 MARKET ST.
PHILADELPHIA 3, PA.

Ball-Gum Changes St. Louis Outlet

CHICAGO, March 7.—Ball-Gum Inc., activated its new direct factory warehouse centers in six cities, with one exception, on schedule Monday (2) following the initial announcement last week (The Billboard, March 7). Sterling Douglas, official, stated branches in five cities (Cleveland, Pittsburgh, Cincinnati, Columbus, O. and Dallas) remain as reported earlier. In St. Louis, however, St. Louis Terminal Warehouse Company has been replaced by B. & L. Dreyage Warehouse Company, 2700 N. Broadway.

Dixie Coronation Cup

BRAMPTON, Ont., March 7.—Dixie Cup Company of Canada, Ltd., has introduced a new cup design tying in with the British Coronation. The cup, in 6 and 7-ounce sizes for cold drinks, features a crown design and the words "Her Majesty Queen Elizabeth."

Hires Reports Net Loss

PHILADELPHIA, March 7.—Charles E. Hires Company, for the quarter ended December 31, reported a net loss of \$4,087. For the like period in 1951, the firm had a net loss of \$112,964.

Texas Cig Revenue Off

AUSTIN, Tex., March 7.—February's \$2,616,774 in State revenue from cigarettes was a decline of \$145,594 compared with the like month in 1951. It was down \$299,000 from January figures.

Swami Price Set

NEW YORK, March 7.—Curtis Distributing Company here announced this week that the price for the Swami Fortune-Telling Vender is now set at \$19.50, f.o.b. New York.

NAUGATUCK, Conn., March 7.—Peter Paul, Inc., declared its regular quarterly dividend of 50 cents per share. It is payable March 10 to stockholders of record February 18.

Cole Magniflo Bowed in Chi

CHICAGO, March 7.—The new Cole Products Corporation Magniflo 1200-cup vender was introduced publicly for the first time at the Ambassador East Hotel Tuesday (3) to a large group of operators. The new model, featuring 1,200-cup capacity, new carbonation, refrigeration systems and structural improvements, lists at \$1,369.

Richard Cole, vice-president, said the second showing would be held in New York City at the Biltmore Hotel Monday (9), from 2:30 to 9 p.m. The third showing, originally scheduled March 23 in Los Angeles, will instead be held March 27-28 in the Roger Young Auditorium there.

Deliveries on the new three-flavor model will pose no problem, Cole stated. It will be available for quick shipment.

Sugar Status Quo

Reflecting the general drop in dustrial users of sugar received or used 2,436,092 short tons of sugar during the fourth quarter of 1952, virtually the same amount recorded for the corresponding period of the previous year, the Agriculture Department announces.

Inventories at the beginning of the quarter stood at 460,514 short tons and 351,569 short tons at the end of the quarter.

Amer. Chicle Income Up

LONG ISLAND CITY, N. Y., March 7.—American Chicle Company earned a net income of \$4,099,675 in 1952, compared with \$3,758,426 in the preceding year. For the final 1952 quarter ended December 31, net income was \$1,037,856, compared with \$983,233 for the like 1951 quarter.

JACKSONVILLE, N. C., March 7.—Varsity Recreation Company, Inc., was incorporated this week to operate vending machines. Authorized capital stock was listed at \$100,000. Walter M. Morgan, Tom Shugart and E. A. Barefield were the incorporators.

'52 Ice Cream Sales Up; Cite Flavor Choice

WASHINGTON, March 7.—The International Association of Ice Cream Manufacturers reported that ice cream consumption reached 700,000,000 gallons last year. Per capita production is now 29.6 pints compared with 11.8 pints in 1921.

Vahilla continues to be first flavor choice over the nation, with chocolate and strawberry second and third. Fourth flavor choice varies with the section of the country; peach leads in the South, cherry-vanilla in the Midwest, while coffee flavor is the choice in the New England States.

Bill Would Restrict Wis. Cig Vender

MADISON, Wis., March 7.—A bill prohibiting installation of cigarette venders in locations allowing minors on their premises was introduced here this week by State legislator A. Romell (R., Adams County).

The bill would impose fines of \$100 for the first and \$200, plus revocation of license, for second violations.

Mini. Switch Models

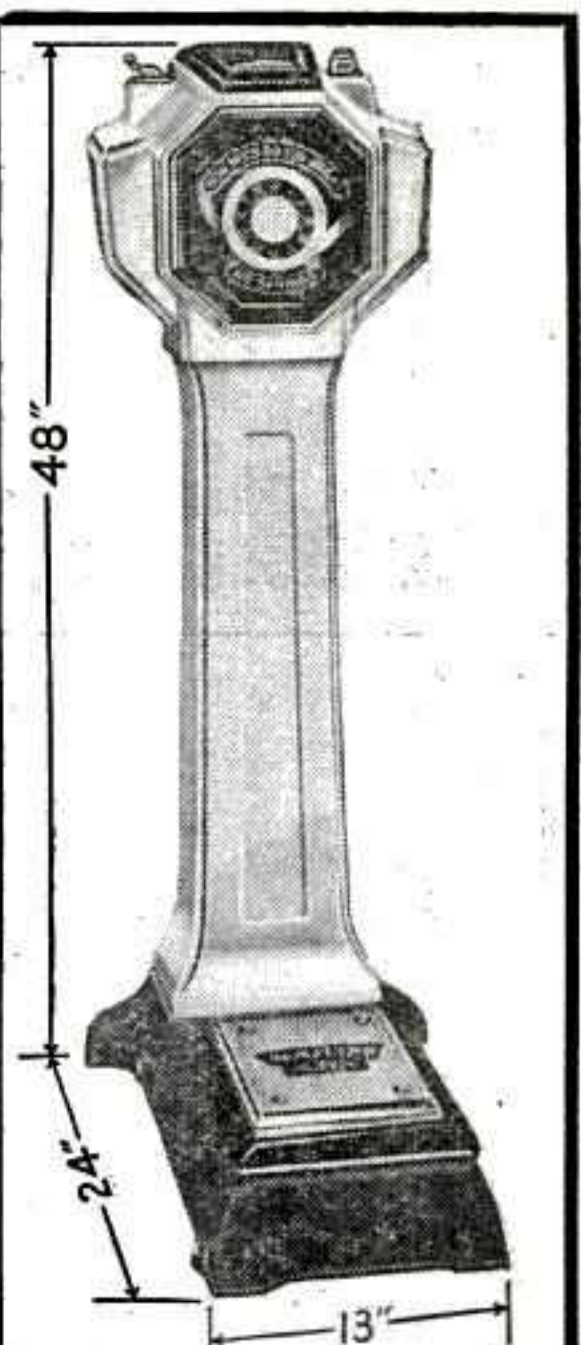
FORESTVILLE, Conn., March 7.—Tyni Switch, a division of the Sessions Clock Company, has announced a series of three miniature high rating switches. Basic type BP, is a single pole double throw model; Type PM is a panel mount unit and Type WL is a wire actuated switch.

All are designed for use in limited mounting space.

New Eppy Charm Series

NEW YORK, March 7.—Samuel Eppy & Company, Inc., has announced a new series of 52 charms. The new series is initially silver-plated with colors added. Finishes include metallic red, green, blue, violet and gold.

The series is priced at \$3.75 per thousand.



\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS
WRITE FOR PRICES
Invented and Made Only by
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Manufacturing Company
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NEWER CHARMS
From the World's LARGEST MANUFACTURER of CHARMS
Playing Cards, Silver Tipped Bullets, New Cameos
Compasses, Photo Lockets, Photo and Jewel Rings
Ours is the finest and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low Prices.
PENNY KING CO.
2538 Mission Street
Pittsburgh 3, Penna.

SALES ORGANIZATIONS
Do you men wish an entirely different, sensationally new type of vendor to sell, one which has been location tested and proven, but one which has not been on the market before and sold by every dealer in the country? This is an entirely different type vendor, one which will make absolute approximately five different type vendors, as it is all of those vendors made into one marvelous masterpiece. Nothing like it before or now on the market. This machine will be sold only to distributors or sales organizations who are able to secure results without price cutting, etc. Operators and regular salesmen need not reply. For further information on this machine, write and give full information about your operation to Box D-12, c/o The Billboard, Cincinnati 22, Ohio. All replies will absolutely be held in strict confidence.

BALL GUM OPERATORS
THIS IS NEWS...extra profits for you
Get your Ball Gum locally at wholesale prices!
large stocks of Champ Gum available as near as your own phone
in **CINCINNATI** call MAIN 4117
7-19 West Front Street
in **CLEVELAND** call CHERRY 1-8073
1505 Broadway
in **COLUMBUS** call MAIN 4142
350-370 West Broad Street
in **DALLAS** call L.D. 615
Santa Fe Bldg.
in **ST. LOUIS** call CHES. 5344
2700 N. Broadway
in **PITTSBURGH** call COURT 1-4000
1320 Penn Ave.
in **CHATHAM** Ont., Can., call CHATHAM 5082
51 Wellington Street W.
CHAMP BALL GUM, "The World's Best!"
BALL GUM, Inc.
2610 West 19th Street Chicago, Ill.

VICTOR'S DELUXE MODEL BABY GRAND
\$14.25 Ea. less than 100
\$13.25 Ea. 100 or more
Available with 1c or 5c slot.
Write for lowest prices on gum and charms
H. B. HUTCHINSON JR.
860 North Ave., N. E. Atlanta 6, Ga.
Tel.: Emerson 4300

VICTOR... The Profit Line
VICTOR'S Topper Deluxe Globe Style **Baby Grand Deluxe** **VICTOR'S Topper Deluxe Half-Cabinet Style**

VICTOR'S
DeLuxe Baby Grand \$14.25 ea.
Topper Half Cabinet \$13.20 ea.
(100 or more) (100 or more)
210 Ball Bubble Gum, freight prepaid from Louisville on orders of 200 lbs. or more... 28¢ per lb.
Large Plastic Charms \$ 2.15 per M
10 M or more... 1.45 per M
False Teeth 10.75 per M
Knives 3.00 per gr.
Dominos 4.00 per M
Professional Charms Mix 7.00 per M
All shipments made the same day your order is received.
GARDNER & LOSE
2611 HALE AVENUE LOUISVILLE, KY.

NEW LOW PRICES
Quarter or 30¢ Operation CIGARETTE MACHINES
Unecda, latest model, 8 cols. \$55.00
DuGrenier W, 9 cols. 50.00
DuGrenier S, 7 cols. 45.00
U-Select-It 72-Bar Candy Machine 27.50
Mills, 5 cols. 45.00
HARRIS VENDING
2717 N. Park Ave. Philadelphia 32, Pa.

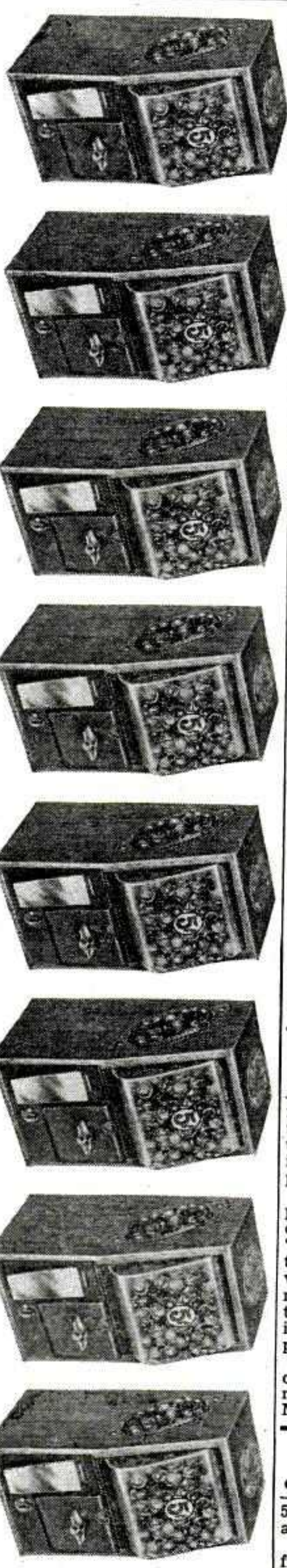
A VICTOR product means your security, and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!
LE BLANC VENDING CO.
P. O. Box 324 Breaux Bridge, La.

PROVEN PROFIT MAKERS
Stay with the winners... RIFLE SPORT and CHALLENGER have produced profits for others... why not for you? Write.
A.B.T. MANUFACTURING CORP.
715 N. Kedzie Ave., Chicago 12, Ill.

A CHAIN OF 5c BABY GRAND DELUXE Vendors and NEW ROCKET CHARMS

Offers you a great opportunity and very profitable income. Many test locations show that the ROCKET CHARMS and BABY GRAND empty in 4 to 5 days. BABY GRAND DELUXE holds 500 ROCKET CHARMS.

Rocket Charms can only be used in a specially-built Baby Grand Deluxe.



Filene's Stops

Continued from page 86

Filene's still believes in an automatic merchandising future, however, and the two-year operation was not considered a failure, Holmes said, but an experiment. But what Filene's plans for the future are was not immediately forthcoming. However, he indicated that research was still going on concerning out-of-store vending.

Traffic Is Key

The Hub Department store established that a vending operation can only be as good as the traffic it gets. It further established that vending of soft goods demands, perhaps, heavier traffic flow than any other item dispensed.

With location the answer, Filene's isn't tipping its hand as to its future operations in the field. But local feeling is that it would not be surprising to find the batteries of special vending equipment appearing in some heavy-traffic Boston spots before much more of 1953 goes by.

Contributing to the withdrawal of the machines were excessive complaints and refunds, according to the concessionaires at the three locations. Tampering was a big factor.

30 Units

At its peak, Filene's had 13 Glascock and two Vendomatic hosiery dispensers in the Greyhound location. Eight more Glascock units were at the airport with another Vendomatic and two Vendomatics were in the Back Bay station. In addition, several converted Electro cigarette machines were vending costume jewelry, lipsticks, women's glove holders, comb and file sets and related small objects that could be packaged to cigarette size.

One discovery was made that was not surprising. Air travelers spend more money than those buying bus tickets. The men, who were in charge of the operation, William Bellamy, Eugene Notkin and Al Stankus, never could establish why one item would click for weeks and then suddenly go dead.

Other conclusions were: week-ends and holiday are best in volume; first of the week business is poor; top volume producer was always nylons; women wouldn't buy nylon panties in the machines; fit-all rubbers were a sell-out whenever rain or snow fell. For the most part sundries sold far ahead of clothing.

Uninformed change attendants were not satisfactory. Customers preferred to operate the machines themselves.

American Biz

Continued from page 86

more than in 1951—income before taxes was less in 1952 than in the previous year, because the industry was caught in a cost-price squeeze.

As a consequence of cigarette price controls, he explained, the company had to absorb the "continuing higher costs of leaf tobacco, packaging materials, wages and other items without recovering any appreciable portion of such additional costs through increases in the prices of its products."

American Tobacco makes three of the seven most popular cigarette brands—Lucky Strike, Pall Mall and Herbert Tareyton.

Lorillard Sales

Continued from page 86

54 per cent for king-size smokes as a whole.

Lorillard also manufactures the filter-tipped Kent cigarette, introduced in March last year, and Muriel cigars. Latter, it was noted, increased sales volume by 18 per cent over 1951 levels. The firm also produces the Headline and Van Bibber cigars.

Open New Double-Cola Facilities in Canada

MONTREAL, March 7.—Opening of plant facilities of the Double-Cola Company of Canada was announced by C. D. Little, president. Little, president of Seminole Flavor Company and originator of Double-Cola, said the new franchise augments the Mexican coverage by Casa Guanajaro, Monterrey.

A new million-dollar headquarters for the firm's manufacturing and sales offices is under construction in Nashville, Tenn.

"... I'M BUYING NOTHING BUT 49s"

"At the present time I have only a few Model 49s, but wish all my machines were the same. They keep nuts fresh and tasty, and are so easy to service. From now on, I'm buying nothing but 49s!"

H. N. D., New York.



MODEL 49 CUTS SERVICING TIME AND COSTS IN HALF

WIRE, PHONE OR WRITE

THE NORTHWESTERN CORPORATION
2343 East Armstrong St. Morris, Illinois

SOLD AND SERVICED BY AUTHORIZED



DISTRIBUTORS

- Badger Novelty Company**
2546 North 30th Street
Milwaukee 10, Wisconsin
- Badger Sales Company**
2251 West Pico Blvd.
Los Angeles 6, California
- Fisher Brown**
2218 South Harwood, Dallas, Texas
- King & Company**
2700 West Lake Street, Chicago 12, Illinois
- Maddox Sales & Service**
8814 Kensington Parkway
Chevy Chase 15, Maryland
- Northwestern Sales & Service**
440 West 42nd Street
New York 18, New York
- Northwestern Sales & Service**
1198 Tremont Street
Boston 20, Massachusetts
- Parkway Machine Corporation**
715 Ensor St., Baltimore 12, Maryland
- Peanut Products Company**
801 Second Avenue, Des Moines, Iowa
- Peanut Products Company**
1123 West 21st Street
Indianapolis, Indiana
- Peanut Products Company**
910 Harney Street, Omaha, Nebraska
- Rake Coin Machine Exchange**
609 Spring Garden Street
Philadelphia 23, Pa.
- J. Rosenfeld Company**
3218 Olive Street, St. Louis, Mo.
- Viking Specialty Company**
530 Golden Gate Avenue
San Francisco, California
- Vend-All Company**
816 West 36th Street
Minneapolis 8, Minnesota

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$13.95
N.W. 23 1/2 Porc.	7.95
N.W. 23 1/2 Porc. B.G.	7.95
Master 1c Bulk Porc.	7.45
Master 5c Bulk Porc.	7.45
Master 1c & 5c Bulk Porc.	7.95
Columbus 1c Bulk	7.45
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	7.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queens	80
Pistachio Nuts, Vendors' Mix	71
Pistachio Nuts, 4 Star	80
Cashew Whole	47
Cashew Butts	60
Peanuts Jumbo	38
Spanish	28
Mixed Nuts	55
Almonds 480 ct. 5 lbs. Vac. pk.	85
Italian Chick Peas	25
Rainbow Peanuts	30
Boston Baked Beans	35
Hobby Mix	30
Jelly Beans	28
Licorice Lozenges	25
M & M	40

Ball Gum, all sizes, 200 lbs. min. Prepaid, per lb. \$.28
Adams Gum, all flavors, 100 ct. \$.42
Wrigley's Gum, all flavors, 100 ct. \$.47
Sunchard Chocolate, 200 ct. \$ 1.20
Hershey's Chocolate, 200 ct. \$ 1.30
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
440-442 W. 42nd St., New York 36, N.Y.
L'ONGacre 4-6467

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!
... see page 3 for rates

5 Coffee Firms

Continued from page 86

liquid concentrates, lists for \$875. Coan stated, however, that the situation was expected to change with production getting underway in the next few months.

Natl. Advanced Finis

National Advanced Vending Company, Dubuque, Ia., which contracted with Silver-King Corporation, Chicago, for 2,500 low-capacity machines, is ceasing operations as of Saturday (14). A letter to customers stated that "no orders would be filled after that date." To date, Silver-King had produced 900 coffee venders for Advanced.

Harold Burt, president of Silver-King, said that the balance of the contract may be assumed by another firm with which it is negotiating.

Model, price and delivery facts on the five active firms follows: Chef-Way Sales, Inc., Kansas City, Mo., is producing 450-cup Model 100 coffee vender priced at \$895. The machine, the only one using coffee, cream and sugar concentrates in pellet form, is available on a two to three week delivery basis, John Taylor, assistant manager, told The Billboard.

Cole Products Corporation's Coffee-Spa unit, at \$795 or \$845 using a deferred payment plan, uses dry powdered ingredients. The 600-cup machine can be delivered in from three to four weeks, according to Richard Cole, vice-president.

Dual Models

A. Zvegintzov, vice-president of Indevco, Inc., New York, announced two to three week delivery on single or dual (coffee-soft drink) Koff King equipment. The straight coffee unit, 600-cup capacity, formerly listing for \$735, is now \$895; the dual model (300 coffee, 500 soft drink capacity) has been increased from \$1,035 to \$1,285.

Powdered concentrates are used, Zvegintzov said.

Rudd-Melikian, Inc., Philadelphia, is producing three coffee machines. One, a dual model, offers cold drinks, HC-11, lists for \$1,300; price of the full-size 600-cup standard model, CR-4, was not reported, but the low-capacity Bantam Cub (100-150 cups) Model BCR-3, lists for \$525. All use a frozen coffee concentrate.

K. C. Melikian, vice-president, said delivery schedules are made to franchise organizations under monthly commitments and new business does not receive a priority on delivery. For the latter, normal deliveries are running up to three and four months on certain models.

Bert Mills Corporation continues to offer a two model line; the 500-cup Coffee Bar at \$757, the 200-cup model at \$538. Both use a powdered concentrate. The current delivery-wait will be greatly shortened when the new plant is in full operation, it was announced.

Chadwick stated that the 200-cup model now accounts for only 5 per cent of total sales volume. He said the nickel vended price remains the first choice of most customers, accounting for two-thirds of all orders as shown by requests for the nickel escutcheon plates. Seven-cent plates are second most-asked-for, while dime and 6-cent types tie for a poor third choice.

VICTOR... Tops in Bulk Vending



VICTOR'S Topper DeLuxe Globe Style

- 1 to 23... @ \$14.20 ea.
- 24 to 47... @ \$14.00 ea.
- 48 to 99... @ \$13.75 ea.
- 100 or more... @ \$13.20 ea.

VICTOR'S Baby Grand DeLuxe



\$14.25 ea. \$13.25 ea. 100 or more

VICTOR'S Topper DeLuxe Half-Cabinet Style

- 1 to 23... @ \$14.20 ea.
- 24 to 47... @ \$14.00 ea.
- 48 to 99... @ \$13.75 ea.
- 100 or more... @ \$13.20 ea.

All machines packed and sold 4 to the case.

R. H. ADAIR CO.

6926 W. Roosevelt Rd., Oak Park, Ill.

BABY GRAND, 1c or 5c



\$52.00 (Case of 4) DELUXE MODEL \$57.00 (Case of 4)

Spanish Peanuts, 30 lb. ctns., 264 lb. Blanched Virginia Peanuts, 30 lb. ctns., 324 lb. Dep. req. with all orders, F.O.B. Boston.

Everything for the Operator at Lowest Market Prices!
CHAMPION NUT CO.
1194 Tremont St., Boston 20, Mass.

"OHIO" HARMONICAS

\$3.99 For Vending Machines per gross—freight prepaid
Write for free samples and quantity price discounts.
OHIO GUM CO.
P. O. Box 3621 Cleveland 19, Ohio

VICTOR... The Choice of Operators...



The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

HILL VENDING SERVICE

11240 Minden Avenue Detroit 5, Mich.

EARNING POWER TERRIFIC!

from this combination. Collections mounting from \$1 to \$5 per day. Get started NOW... Every Day Means \$ \$ \$ \$ \$ to YOU.

1 Baby Grand DeLuxe \$14.50
500 New Rocket Charms... 10.00

TOTAL COST OF SINGLE DEL. \$24.50

4 Baby Grand DeLuxe \$57.00
2000 New Rocket Charms... 40.00

TOTAL COST OF DEAL \$97.00

Satisfaction Guaranteed... Write—Wire—Phone

GRAFF VENDING SUPPLY CO.
2641 W. Davis St., Dallas, Tex. Phone: YALE 8323

CHARMS

New JET SERIES
120 ASSORTED CHARMS

Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

Plastic \$2.15 M
Copper 3.60 M
Silver 3.70 M

DOMINOES

Beautifully designed black plastic with clear white dots.

\$6.00 per M
f.o.b. NYC

• WHISTLES • SIRENS, ETC.
COMPLETE LINE OF CHARMS

SEND FOR FREE PRICE LIST!

PAUL A. PRICE CO.
55 Leonard St., New York 13

Alpine Red Label to Sell At \$3.30 Lb.

WHITE PLAINS, N. Y., March 7.—Officials at the Nestle Company, Inc., here announced this week that the Alpine Red Label soluble coffee will sell for \$3.30 a pound. They added that a pound makes at least 300 cups in a vending machine.

Packaging is 24 eight-ounce ploidfilm-lined paper bags per case. Company officials say the new 100 per cent soluble coffee will dissolve in ice water, is dust free and won't pack down in the vender.

Nestle's is still manufacturing its Alpine soluble coffee, a blend of 50 per cent carbohydrates.

Wrigley Plans New West Coast Plant

CHICAGO, March 7.—William Wrigley Jr. Company has announced plans for the construction of a new \$3,000,000 chewing gum plant at Santa Cruz, Calif. Work on the new facilities is scheduled to start in June.

The plant will service territory west of the Rocky Mountains, currently being supplied by the firm's Chicago factory, it was announced. Completion of the new plant, which will employ 300 persons, is scheduled during August, 1954.

West. Ops Hit Candy Tax, Blue Sky Promotions

LOS ANGELES, March 7.—Discussions of the proposed campaign to remove candy from the list of sales taxed items and curbing of blue-sky promoters were discussed at the regular monthly meeting of the Western Vending Machine Operators Association.

M. I. Slater, president, read a report of the committee handling the fight to have candy and confections ruled non-taxable. The association made a sizable contribution to the fund to help defray the cost. Slater urged all members to contact their assemblyman and ask support for Assembly Bill No. 2253.

At the suggestion of M. R. Leidenberger, secretary, the group also discussed blue sky promotions. The association is planning a campaign to inform prospective machine buyers how promoters work. It was decided that all available information on deals of this kind be placed at the disposal of free-lance writers.

AUTO-PHOTO

More Military, Chain Store Installations

LOS ANGELES, March 7.—J. B. Herren, vice-president of the Auto Photo Company, reported this week that installations of its four-pose photo machine in retail outlets increased during the past year. Units are now operating in such major variety chains as F. W. Woolworth; Neisner Bros., Inc.; W. T. Grant Company and J. J. Newberry.

Herren stated that usage of the firm's Auto Photo Studio was also increased in Army and Air Force PX stores as well as Navy ship stores. Military installations followed the inspection, testing and approval for use by the Armed Forces by Squire Laboratory, Fort Monmouth, N. J.

Macy's, Penn Station Offer Coin-Cleaning

NEW YORK, March 7.—First coin-operated dry cleaning service in New York was placed at Macy's Herald Department Store Tuesday (3). A second installation at Pennsylvania Station is slated for this week.

United States Hoffman Machinery Corporation, manufacturer of the Valetaria, and the Charles Valet Service, operator of the units here, will have a showing and cocktail party Monday (9) at the 400 Restaurant.

The Macy installation is in a section of the store where 5,000 employees check in and out. If the unit turns in sufficient volume there, the Valetaria will be made available to customers at the Seventh Avenue and 34th Street entrances.

Penn Station

The Pennsylvania Station installation will be at the lower level, next to the Horn and Hardart retail store.

Valetaria units are now in operation in Detroit, Cleveland and Louisville (The Billboard, February 21).

Equipment consists of a series of cabinets with individual remote control locks and coin mechanisms. Customers use an attached phone hooked to a central switchboard in the cleaning establishment's offices.

The customer phones his cleaning instructions and deposits his clothes in the locker. When his garments are cleaned, they are put back in the locker. The customer phones, asks what the charges are, deposits the coins in the locker mechanism and the lock is opened from the central switchboard.

Willard Greenwald Dies

NEW YORK, March 7.—Willard Greenwald, 56, former research consultant for Philip Morris and Pepsi-Cola, died Friday (27) at his home at Woodmere, L. I. From 1933 to 1943 he directed original research in tobacco and the pharmacology of smoke.

COMPLETELY RECONDITIONED AND REFINISHED!

ASCO 5c HOT NUT VENDORS

WHILE THEY LAST \$7.50 Ea.



Orig. \$49.50 New.

Mills 1c Adams Gum, 4-Col.	\$17.50
Exhibit Card Vendors, 1c	15.00
DuGrenier 1c Adams Gum, 4-Col.	17.50
Columbus 1c Bulk	8.00
Columbus 3c Bulk	8.50
NW 1c Ball Gum	7.50
NW 1c Mod. 3c Bulk	8.50
Master 1c Bulk	8.50
Master 1c & 5c Bulk	10.00
Ajax 5c Hot Nut	39.50

COUNTER AMUSE. MACHINES

Hit-A-Homer, 1c \$19.50
Pop-Up, 1c 19.50
Kicker & Catcher 22.50

• NEW AND RECONDITIONED VENDORS
• PARTS, SUPPLIES, ACCESSORIES
• BALL GUM, CHARMS, NUTS
• EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog!

1/3 Dep. Req. With All Orders.
RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Phila. 22, Pa.
Lombard 3-2676

VICTOR'S

Topper Deluxe Half-Cabinet Style

Also Available

- VICTOR'S Topper Deluxe Globe Style
- VICTOR'S Baby Grand Deluxe

Immediate Delivery on all Victor Models. Payment Plan Available. Trades-ins Accepted.

\$14.25 ea.
\$13.25 ea.

100 or more All machines packed and sold 4 to the case.

1 to 25	\$14.25 Ea.
26 to 47	14.00 Ea.
48 to 99	13.75 Ea.
100 or more	13.25 Ea.

Write for our complete charm and merchandise list. Prices subject to change without notice.

Pioneer Vending Service
590 Albany Avenue Brooklyn 3, N. Y.
Phone: President 4-5358

VICTOR'S

Topper Deluxe Half-Cabinet Style

Machines will buy themselves with my time payment plan.

Better write today for price and terms on the number of machines you can use.

Roy Torr
Lansdowne, Pa.
Giving friendly service and liberal terms since 1910

Available Now!

1c or 5c ACORN

ALL-PURPOSE BULK MERCHANDISER

Featuring the new SILVER STREAK BRUSH HOUSING

Empire
COIN MACHINE EXCHANGE
1012 Milwaukee Ave. Chicago 22, Ill.

Miami Ops

Continued from page 86

come necessary to gear these also to 28 cents, he added. So far most retail outlets have raised their prices only the penny which the manufacturers imposed, but it remains to be seen whether the increase will end there.

Gene Whitaker, vice-president of Ace-Saxon Inc., largest cigarette vending machine operator in the Southeast with a reported 3,000 machines in Dade and Broward Counties, stated most of his firm's locations would go to 28 cents but some would be kept at 25 cents. Whitaker leans to the belief it would be sound business practice to keep as many spots as possible on a quarter. His theory is that the low price would make the public more vending machine conscious and probably attract thousands of new customers who never before thought of patronizing a vender or passed up smoke vendors because they could save a penny or two per pack at a cut-rate store. But in the final analysis, Whitaker added, the attitude of the individual location owner would determine the number of quarter stops. It is he who must by-pass commissions in order to make such a price possible, he pointed out.

Jimmy Fielden, Miami Cigarette Service, agrees that the price will stabilize itself at 28 cents in the vast majority of locations. He believes his own route would ultimately fall into a double operation—the majority of stops being on 28 cents and others at a quarter. To operate at less than 28 cents and still pay commissions is economically unfeasible, Fielden concedes.

"BIG PROFITS!"

From the Complete

CHEWING GUM LINE!

- ★ Cellophane Wrapped
- ★ Fresh from the Factory
- ★ All Flavors and Types— PLUS Bubble Gums— 1c, 2c, 5c Items!

Half of Standard Brand Prices

All sizes Ball and Vending Gum, Chlorophyll Gum, Chiclé & Bub-L Chews, Baby Midget Chicks Tablet Gum. Three sizes —520, 320 & 250 pieces per lb.

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant Newark 4, N. J.

CANADIAN OPERATORS!

We are the Canadian distributors for

OAK'S ACORN VENDOR

The finest in the vending industry

We are now manufacturing a complete line of charms, including the new multi-colored comic strips in Canada. Take advantage of the lower cost thus made available to you. Write for new price list.

INTERNATIONAL VENDING CO., LTD.
940 Gerrard St. East Toronto, Ont. Hargrave 2179
501 Gladstone Ottawa, Ont. Ottawa 3-5782

HELP YOURSELF TO MORE VENDING PROFITS

Get VENDOR Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

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Please enter my subscription to VENDOR for
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me
Foreign rate, one year, \$6.00.

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Address
City..... Zone... State.....
Occupation

For Beauty and Durability—It's Victor

VICTOR'S Baby Grand Deluxe

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style

The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

ACE VENDING & DIST. CO.
2702 W. Pico Blvd. Los Angeles 6, Calif.

VICTOR . . . Tops in Bulk Vending

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style

Baby Grand Deluxe

The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

CLEVELAND COIN MACHINE EXCHANGE
2021 Prospect Avenue. Cleveland 15, Ohio

Always Creating Always Improving...

NOW AVAILABLE . . .

METALLIC COLOR-PLATED CHARMS Series No. 2

First—we Silver-Plate our Charms, polished to a mirror-finish. Then we add COLORS by a New Process. The resulting finishes, in Metallic Red, Green, Blue, Violet and Gold, gleam and glisten with IRIDESCENT, TRANSLUCENT beauty, truly METALLIC COLOR-PLATED at its best.

\$3.75 per 1,000
f.o.b. Jamaica, N. Y.

Or: AT YOUR DISTRIBUTOR.

These are BIG CHARMS—and there are 52 assorted to the Series. AND THEY ARE ALL METALLIC COLOR-PLATED like the Rainbow. It's TIME for a Change. Switch to METALLIC COLOR-PLATED CHARMS. Give your machines a NEW LOOK; give your Customers NEW LUXURY CHARMS.

Ask ANYBODY and EVERYBODY who INVENTS the IMPROVEMENTS?

SAMUEL EPPY & Co., Inc. 91-15 144th Place Jamaica 2, N. Y.

The word to the "wise" is . . .

GUGGENHEIM

for

CHARMS

SEND FOR PRICE LIST

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33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

COFFEE VENDORS

Brand new—200 cup cap. Nat. King. Will sell at \$500 each. Units are listed at \$695. Only three left. Terms: One-half down, balance C.O.D.

C. W. EDWARDS
310 Strathmore Ave. Erie, Pa.

Runzel

PUSHBACK WIRE 18 OR 20 STRANDED

NOW AVAILABLE IN

90

COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry.

MANUFACTURERS... our facilities for building wiring harness to meet your specifications is unexcelled.

RUNZEL Cord and Wire Co. 4723 W. MONTROSE AVE. CHICAGO 41, ILL.

MERCURY ATHLETIC SCALES—NEW



Counter Model

This sensational proven Penny Athletic Scale has made a hit throughout the country.

GREAT LAKES SYSTEM Phone: OWen 4-6331 C-5274 S. Dort Hwy. Flint, Michigan

HERE! HERE!

ROCK-OLA FIREBALL 120 PHONO-GRAPH IN CENTRAL OHIO. UNITED REGULATION CLOVER, CASCADE, Shuffle Alley's...

CENTRAL OHIO COIN MACHINE EXCHANGE 525 S. HIGH COLUMBUS 15, OHIO

WANT TO BUY FOR CASH

BRITE LIGHTS—BRITE SPOTS BROADWAYS—LEADERS—3-4-5's ZINGOS—ATLANTIC CITIES AND PALM BEACHES

ADVANCE AUTOMATIC SALES CO. 1350 Howard St. San Francisco 3, Calif. Phone: REmlock 1-1750

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Realigned and Resurfaced, 75¢ each. ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed.

Table with columns for machine names and prices from various issues (March 7, Feb. 28, Feb. 21, Feb. 14). Includes machines like ABC (United), Advance Roll (Genco), Arizona (United), etc.

Table with columns for machine names and prices from various issues (March 7, Feb. 28, Feb. 21, Feb. 14). Includes machines like Handicap, Happy Go Lucky (Gottlieb), Harvest Time (Genco), etc.

HELP WANTED

Large Midwest Seeburg distributor has openings for 2 experienced Servicemen and 2 experienced Coin Machine Salesmen.

Care The Billboard, Cincinnati 22, Ohio

Coinmen You Know

New York

John Como held a birthday party for his year-old daughter, Nancy. . . . Hyman Rosenberg, manufacturer of Try-n-Tie, says he is working on a new conversion. . . . **Low Levin**, Davidson, N. Y., was a visitor on 10th Avenue. . . . **Gil Gilbert**, executive secretary of Local 464, says that 3,000 games in the New York area now

have union labels. . . . Game operators will pay \$50 to the city March 15 for each machine they have on location.

Al Schelsinger, Poughkeepsie operator, is vacationing in Florida. . . . **Irving Kaye** has started delivery on his Sea Queen. . . . **Adolph Levine**, Brooklyn operator, is back from Florida. . . . Visitors on 10th Avenue last week were **Dave Berkowitz**, Winthrop Music, Brooklyn, and **James De Mare**, Highland, N. Y., operator. . . . **Al Simon** reports strong sales on his 10th Frame Special.

Ben Gottlieb, Majestic, is in the Prospect Heights Hospital for a check-up. . . . The mother of **Morty Zamore**, Kingsboro Music, died this week. . . . **Mrs. Gus Calandrello** is out of the hospital. . . . **Margaret Madden**, wife of **Joe Madden**, Old Reliable Music, drove to Florida for a vacation. . . . **Al Denver**, head of the New York Automatic Music Operators of America, is in Florida. **Sid Levine**, NYAMO's counsel, has returned from his vacation and is taking Denver's place. . . . **Jim Sherry**, Sherry Music, is still in Florida.

Joan Mahoney, wife of **Pat Mahoney**, assistant to **Charlie Brinkman**, Rowe Manufacturing Corporation, gave birth to a boy this week. **Jack Mill**, Rowe vice-president, is expected to return from his Southern trip this week.

Milwaukee

With both **Harry Jacobs Sr.** and **Harry Jacobs Jr.** enjoying their annual vacations in Florida, the United, Inc., headquarters is currently being run by **Don Jacobs**. Business, according to reports, is holding up nicely. **Harry Jr.**, is expected to be back at his desk the second week in March.

Following recovery from his recent surgery at the Wisconsin General Hospital in Madison, **Melo Curro**, of Metro Amusements, is back at the old grind. Melo reports that a recheck of the firm's books for this first part of '53 showed a slight decline in juke box and games receipts.

Cigarette machine operators, commenting on the lifting of price ceilings by the government and the manufacturers' new price list, state that they will have to cut commissions in many locations and up their price.

Art Cohen and **Jerry Sher**, of National Tobacco, journeyed together to Florida on a combination business and pleasure jaunt. . . . **Badger Candy Club** members are planning a social for the month of May. Shindig is skedded for the night of March 9. It will be held at the Elks Club.

Included on the list of operators and supply house people who spent some time in Florida this season were **Mr. and Mrs. Jack Meehan**, of Tri County Tobacco Company, Watertown; **Mr. and Mrs. Vic Jazwiecki**, of Vic's Tobacco Company, Milwaukee, and **Mr. and Mrs. Jerry Kurman**, of D. Kurman Company, Milwaukee.

The Mercury records distribu-

Smaller Rides

Continued from page 78

is still making them for the same manufacturer.

Three months ago Stayback began manufacturing small racing cars, ducks, horses and rabbits. These rides, complete with bases, sell to the distributor at prices ranging from \$275 to \$300—about half the cost of the standard-size rides.

Stayback believes that the operator will be able to get off the hook much more easily with the smaller, lower-priced rides, and he also believes that the smaller rides will be more acceptable by the location owner because of the lesser space needed.

Lee is probably the only kiddie ride body manufacturer to use a fiberglass process. The toughest part of this process is making the mold. A mold costs up to \$2,000 in labor alone. Three old-time craftsmen—**Frank Krupp**, **Anton Sobieski** and **Ben Benson**—make all the molds, following Stayback's designs. It is not uncommon for a moldmaker to spend two or three weeks just fitting the mold. Stayback says that only the oldtimers have that kind of patience.

After the mold is made, it is lined with fiberglass, then reinforced with burlap. The burlap is coated with a resin, developed by the Pittsburgh Plate Glass Company, and allowed to harden by itself.

Stayback spent \$40,000 on ovens to harden the bodies before he learned, some six months ago, that they harden nicely by themselves. The bodies are then trimmed and sanded, a primer coat is applied, and, for the final step, are lacquered.

Stayback has just completed the jigs for his own ride mechanisms, and has started production of the mechanisms. However, he also owns half of the **B & R Manufacturing Company** in New York, and has been placing his bodies on **B & R** mechanisms. He also sells small horse bodies to **Allan Herschell**, North Tonawanda, N. Y., and to **Bert Lane**, Miami. Total weekly body production tops 100.

Stayback went into the manufacturing business in 1938 to make souvenir items for the World's Fair. Today his plant, employing 40 men, and his dies, molds and equipment are worth in the vicinity of \$2,000,000.

Stayback studied machine designing at **St. Bonaventure College**, and he conceives and executes all his ride designs. His latest, just off the drawing board and in the plaster of paris stage, is a **Locomotive Ride**.

	Issue of March 7	Issue of Feb. 28	Issue of Feb. 21	Issue of Feb. 14
Fampico (United)	59.50	64.50	64.50	79.50
Tahiti (Chicago Coin)	79.50	69.50		
Telecard (Gottlieb)	29.50	44.00	29.50	40.00
Tennessee (Williams)	49.50	50.00	50.00	50.00
Texas Leaguer (Keeney)	45.00	99.50	99.50	99.50
Thing (Chicago Coin)	64.50	64.50	64.50	64.50
Three Feathers (Genco)	85.00	89.50	89.50	89.50
Three Musketeers (Gottlieb)	135.00	135.00		
3-4-5 (United)	29.50	35.00	29.50	49.50
Thrill (Chicago Coin)	160.00	165.00	165.00	195.00
Touchdown (United)	29.50	49.50	29.50	49.50
Trade Winds (Genco)	29.50	49.50	29.50	49.50
Trigger (Exhibit)	35.00	49.50	49.50	49.50
Trinidad (Chicago Coin)	94.50	95.00(2)	89.50	94.50
Triple Action (Genco)	69.00	69.50	89.50	89.50
Triplets (Gottlieb)	75.00(2)	75.00	75.00	75.00
Tumbleweed (Exhibit)	84.50	85.00	84.50	90.00
Turf King (Bally)	90.00	145.00	145.00	149.50
Ucson (Williams)	44.50	44.50	44.50	44.50
Utah (United)	59.00	84.50	84.50	84.50
Watch My Line (Gottlieb)		99.50	99.50	99.50
Whiz Kids (Chicago Coin)		139.50	139.50	175.00
Wild West (Gottlieb)	195.00	165.00	195.00	225.00
Winner (Universal Industries)	65.00	99.50	45.00	99.50
Wisconsin (United)	34.50	35.00	34.50	34.50
Wizard		49.50	49.50	49.50
Zingo (United)	150.00	179.50	179.50	

Trade Directory

For ready reference, here's a monthly guide to new products, new firms and offices and personnel changes reported in The Billboard issues of February 21 to March 14. Save the Directory for future reference.

Continued from page 77

South Dakota, New Mexico and Southern California.

Honolulu Amusement Company, Honolulu, to represent Rock-Ola Manufacturing Company, Chicago, in the Hawaiian Islands.

City Music Company, 1203 Milby Street, Houston, to represent Chicago Coin Machine Company, Chicago, in Houston trading area.

Donan Distributing Company, 5007 N. Kedzie Avenue, Chicago, to represent complete line of Bally Manufacturing Company, Chicago, in Wisconsin and Northern Illinois.

Curtis Distributing Company, New York, named Eastern distributor of Swami Fortune & Prediction machine made by Shipman Manufacturing Company, Los Angeles.

National Rejectors, Inc., St. Louis, opened branch office at 3203 Knox Street, Dallas, to serve operators in Arkansas, Louisiana, Oklahoma, New Mexico and Texas.

Personals

J. H. Keeney & Company, Chicago, appointed **Roy Guilfoyle** executive vice-president.

Stockholders of Automatic Canteen Company of America elected **Dan Topping** to its board of directors.

Jim Longacre appointed general manager of Bell-O-Matic Corporation, Reno, Nev. He succeeds **John P. Midge Ryan**, who resigned.

Rock-Ola Manufacturing Company, Chicago, appointed **Fred Jung** as operations manager.

National Confections' Association appointed **H. MacGregor Tuttle Jr.**, manager of its field and promotion department.

Stockholders of Curtiss Candy Company, Chicago, elected **Robert B. Schnering** president.

Stockholders of Cadbury-Fry, Inc., elected **William B. Macpherson** president. He succeeds **Harold H. Cummings**, resigned.

Philip Morris & Company, Ltd., Inc., appointed **Michael Keith** sales promotion manager.

The board of directors of **Henry Heide, Inc.**, New York, elected **Andrew H. Heide** executive vice-president.

Companies: New

The Arrow Vending Machine Company was organized to dis-

tor shop here is a beehive these days with operators jamming the counter for their share of nickel luring hits. Tops on the list of the music buyers, according to genial **Johnny O'Brien**, is the Gaylords' new waxing of "Ramona."

Stopping by at the Mercury stronghold this week were **Mike Young**, Soldier's Grove; **George Jaber**, Fond du Lac; **Glenn Gaedke**, South Milwaukee, and **Louis Albalante** and **Bob Martin** of Kenosha. **O'Brien** postscripts that **Mrs. Beverly Black** has temporarily rejoined his office staff. She is filling in while her husband is away on active sea duty with the Navy.

Pittsburgh

Gem Vending reports the best way to get a quick return from its boxes is to concentrate on getting plenty of play from records "while they're fresh" . . . **James Thompson**, of Thompson Music, describing his routes.

Martin Gluckow, who handles ice cream and candy, is expanding into New Castle on one end, and into Steubenville, O., on the other. . . . **Henry Walkuskus**, who operates a route out in the Lawrenceville section, around again following a seven-months' stay in the hospital. . . . **Howard Degelman** has switched from a station wagon to a new truck for carrying around 6-player bowlers.

Operators noticed an article in the Today's Trends section of The Pittsburgh Press telling of the volume done by vending machines owned for the most part by small operators. . . . **M. J. Abelson**, general sales manager, Oak Manufacturing Company, has been ill with a cold picked up recently on one of his trips.

(Continued on page 94)

Midwest Entry

Continued from page 78

in neighboring chain and food stores, and Overman previously were associated in a carnival ride firm for six years. While their headquarters are at 701 W. Woods Street here, the manufacturing of the horses is done in Springfield, Ill. **Murray** is in charge of sales and promotion and **Overman** is production chief.

tribute bulk vendors. Firm has headquarters at 102-17 Roosevelt Avenue, Queens, N. Y.

WILLIAMS SILVER SKATES

Here is a profit-maker that brings repeat play! Penalty Box Scoring! Goal Scores! Ball Return! Many other sensational features! Score BIG—put profits on ice with this one!

MISCELLANEOUS EQUIPMENT

- Bally TURF KING...\$145
- Exhibit PONY EXPRESS...225
- DALE GUN...65
- Keeney LEAGUE...125
- BOWLER...25
- Keeney KING PIN...145
- MUSIC MITE, New...145
- Williams SEA...165
- Williams SPARK...165
- PLUG...150
- Williams HAYBURNER...150
- United MATCH-A-SCORE (New)...49

WANT TO BUY

for CASH or TRADE LATEST 5 BALL GAMES

FROLIC PALM BEACH ATLANTIC CITY SPOT LITE BRIGHT SPOT BRIGHT LIGHT BEAUTY BEACH CLUB

5 BALL SPECIALS

BASKETBALL...\$125	HONG KONG...\$210
CONTROL TOWER...95	JOKER...110
DE-ICER...95	KNOCK-OUT...75
DALLAS...65	MAJORETTES...145
DREAMY...75	OLD FAITHFUL...95
DOUBLE SHUFFLE...85	PIN BOWLER...95
EL PASO...65	PARATROOPER...195
4 HORSEMEN...95	ROCKETTE...95
FIGHTING IRISH...85	RAG MOP...95
FOUR CORNERS...210	SHOO-SHOO...110
GEORGIA...95	SPOT BOWLER...95
GOLDEN GLOVES...95	TRIPLETS...95

FORMICA TOPS

For 8" or 9" Games

Can be easily installed in matter of minutes. Eliminates time and expense refinishing play-fields. Comes complete with fast drying glue and instructions.

\$15 ea. \$13.50 Lots of 5

NEW GAMES

Williams TWENTY GRAND Bally BEACH CLUB United 6-PLAYER CLOVER SHUFFLE Alley FLYING HIGH Gottlieb FLYING HIGH

TERMS: 1/3 deposit, balance sight draft.



WORLD WIDE DISTRIBUTORS

Chicago, 47 2330 N. Western Ave.

Phone: EVerglade 4-2300

EXPORTERS! whether you ship to

Bombay

Santiago

Brooklyn

You get perfect operating performance on location with Atlantic's **TRIPLE TEST GUARANTEED SEEBURG SELECT-O-MATIC M100A**

They're All Reconditioned and Refinished Like New—Inside and Out! We're the leading factory authorized distributors in America with the specialized facilities, extensive experience and expert personnel to recondition the finest music machines you can buy.

We carry a complete line of phonographs **AMI—WURLITZER—ROCK-OLA**

We ship anywhere **FAST—SAFE—IN PERFECT OPERATING CONDITION!** Satisfaction Guaranteed. Exporters—write for special catalog!

ATLANTIC NEW YORK CORP.

Exclusive Seeburg Distributors

583 10th Avenue, New York 36, N.Y. Branches in Newark, N. J. and Hartford, Conn.

Phone: CHickering 4-0760

ELECTRIC SCOREBOARDS

NEW DELUXE MODELS WITH 36" FLUORESCENT LIGHTS, Model O-D-1, 15-21 point, \$139.50

Model O-D-2, 15-21-51 point, Horseshollar, \$144.50.

Lights operate automatically or continuous—5¢ or 10¢ play.

Wall Models Model O-W-1, 15-21 point, \$90.00.

Horseshollar, 15-21-51 point, \$95.00.

Model O-W-2

Overhead Models Model O-C-1, 15-21 point, \$115.00.

Horseshollar, Model O-H-1, 15-21-51 point, \$125.00.

Replacement Control Buttons. \$5.75 per set.

Orders: 1/3 Deposit, Bal. C.O.D. All Models Adjustable 5¢ or 10¢ Play

Side mount Electric Scoreboard for short cushion boards, height 8 1/2", length 56". 5¢ or 10¢ play adjustable.

Model O-C-2—\$115.00

S & S MANUFACTURING CO., 168 Burton Street, Flint 3, Mich. Ph. 58293

Coinmen You Know

Continued from page 93

Chicago

Vic Comforie, Distributing Corporation of Illinois, says that business is good for this time of year and it appears that it will continue to hold up. . . . **Mac Briar**, of Coven Distributing Company, reports that the firm is taking pictures of all operators and servicemen coming in to the office. The pictures will be hung on the wall. He added it would help out-of-town operators to get a look with the men they may have heard about but never had the opportunity to meet. . . . **Herb Bonioli**, B & B Novelty, is back from Mayo's Clinic in Rochester

and is taking it easy till he fully recuperates from surgery.

Richard Cole, vice-president of Cole Products Corporation, pitched in and told the Magniflo story at the new model's initial unveiling at the Ambassador East Hotel Tuesday (3). . . . **Dan Gould**, who heads the newly opened APCO (Automatic Products Company) Chicago office at 173 W. Madison Street, is already knee-deep in sales, service and allied operator aid activities.

Sterling Douglas, Ball-Gum, Inc., is enthusing over the new sales and distribution program

started by his firm last week. Regional warehouses in six major cities provide fast and lower-cost supply sources for bulk operators, he points out. . . . **Howard Olsen**, Vending Division head for the William Wrigley Jr. Com-

pany, reports that the firm's four-column nickel gum consoles are about ready for sale following their renovation.

Fred Hebel Corporation continues to channel a portion of its ice cream vender production for export sales. **Fred Hebel**, president, states sales accent is being retained on the domestic market, tho. . . . **James H. Martin, Inc.**, is keeping busy crating its own candy machines and DuGrenier's cigarette venders to fill orders. **Jimmy Martin** says the candy unit is going good nationally, and

the cigarette equipment well thru his firm's 20-odd Midwestern State distributorship area.

Jack Nelson Jr., head of Logan Distributing, states his new charm bar is garnering volume business. Firm offers a multi-line charm package, featuring nine different companies' merchandise and 300 pieces. . . . **Bill Burns**, Consolidated Concessions, Inc., feels the candy, gum and nut venders operated thru the city's parks by sub-contract are a definite value as new-market tappers. Automatic Merchandis-

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

- REGULAR CLASSIFIED** (Minimum \$3) Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.
 - Per word \$.30
 - 3 or more CONSECUTIVE or 26 insertions, per word 18
 - 52 CONSECUTIVE insertions, per word 16
- DISPLAY CLASSIFIED** (Minimum \$4) Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.
 - Per agate line \$1.00
 - 3 or more CONSECUTIVE or 26 insertions, per agate line95
 - 52 CONSECUTIVE insertions, per agate line90
 - 1 inch equals 14 agate lines.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

RELY on DAVIS GUARANTEED PHONOGRAPHS

—WIRED MUSIC BARGAIN—
72 Units—PANTAGES-MAESTRO Music
Complete with Studio Equipment—Like New
WRITE for Details and Price

Phonographs listed in left column are complete, in working order. They may also be purchased reconditioned and re-finished with Davis 6 Point Guarantee for \$35 additional per machine.

SEEBURG

- 148 ML \$225
- 148 M 195
- 147 M or S 140
- 146 M or S 125
- H 147 HIDEAWAY 115
- H 146 HIDEAWAY 89
- 1941 HIDEAWAY 49

WURLITZER

- 1080 \$125
- 1017 HIDEAWAY 115

AMI

- A \$260
- C 399

ROCK-OLA

- 1434, 50 RECORD \$499
- 1432, 50 RECORD 395
- 1426 119
- 1422 94

14 Station Solotone Unit with 12 Boxes. . . . Write



SEEBURG M-100 A with DAVIS Guarantee

\$649.00

Looks and Operates Like New

—CHECK THESE FEATURES—

- ✓ Mechanism overhauled
- ✓ Electric selector checked
- ✓ Solenoid Unit disassembled and cleaned
- ✓ New pick-up cartridge
- ✓ Amplifier tested
- ✓ Cabinet refinished

WALL BOXES

- Wurlitzer 4820, 5¢, 10¢, 25¢, Like New \$47.00
- Wurlitzer 4820, 5¢, 10¢, 25¢, Converted 39.50
- Wurlitzer 3020, 5¢, 10¢, 25¢, Reconditioned 22.50
- Wurlitzer 3031, Reconditioned 9.95
- Wurlitzer 219 Stepper 22.50
- Wurlitzer 248 Stepper 49.00
- Seeburg 3W2-L56, 3-Wire, Reconditioned, Refinished 9.95
- Seeburg W1-L56, 5¢, Wireless, Reconditioned, Refinished 7.95
- Packard Play-Mor 4.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

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Distributing Corporation

738 Erie Blvd. E. Syracuse, N. Y. Ph. 75-5194

Branches in BUFFALO ROCHESTER ALBANY

SEEBURG FACTORY DISTRIBUTORS



Cluffy Clef says:

You Can't Buy a Better Reconditioned Phonograph Anywhere!

MONEY BACK GUARANTEE

- Wurlitzer 1015 (refinished) . . . \$160.00
- Wurlitzer 1100 (refinished) . . . 299.00
- Wurlitzer 1250 (refinished) . . . 399.00
- Evans Constellation \$275.00
- AMI "C" 399.50
- Seeburg M100A 595.00

Exchange Special

1015 and 1100 color cylinders, \$3 per pair. Must have your old frames prepaid to us.

Coven Cart—Sled

\$38.50 straps included write for circular

COVEN

distributing company
3181 Elston Chicago 18, Ill.
Independence 3-2210

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

Business Opportunities

Coin Radios and Television; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Help Wanted

Want Development Engineer—World's largest coin handling equipment manufacturer has an opening for a development engineer who is qualified through education or experience; must have a practical background in the coin machine industry. Reply in writing, giving all pertinent details to National Rejectors, Inc., 5100 San Francisco Ave., St. Louis, Mo.

Wanted—Experienced Phono Mechanic; no boozers or floaters. McGee Novelty Co., Telephone 16, Buffalo, Tex.

WANTED FOR ARCADE

Experienced Coin Machine Service Man. Steady work for right man. In answering, please state experience and salary expected. If you drink, do not apply. 11 North Halifax Ave. Daytona Beach, Florida

Parts, Supplies & Services

Plastics—Any pre-war Wurlitzer or Seeburg Plastic. \$3 PPD. Music Parts Co., 2929 Main St., Ocean Park, Calif.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Write for free list on Bulk Vendors, Counter Games, Stamp Machines, Merchandise. Arrow Vending Machine Co., 102-17 Roosevelt Ave., Queens 68, N. Y.

Positions Wanted

Mechanic, Manager large route Southern city, wants job; married with family; will consider permanent job anywhere in U. S. as Mechanic and/or Manager; experienced Jukes, Pins, Shuffle, One Balls, Slots; best references, including present employer. Write Box M-31, Billboard, Cincinnati 22, O.

Routes for Sale

Booming Las Vegas—No snow; Music and Slots; 40 spots; \$27,000; \$15,000 down. Box 606, The Billboard, Chicago 1, Ill.

510 Machine Established Ball Gum and Charm Route, Florida; little competition, plenty extra territory; \$12,000-\$15,000 net profit yearly; priced right; all show locations. Box 337, St. Andrew, Fla.

Rio Grande Valley, Texas: Route 60 Phonographs, 30 Bowlers, Guns, etc.; mechanic available; operators take over \$25,000 yearly; price \$32,000. 1/2 cash. Box 601, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

THIS IS A 6-LINE AD

For only \$6 you can buy this space to profitably sell Used Machines . . . See Advertising Rates Above.

Bert Mills Coffee Bars—Model 202 cold cup type, limited quantity; some hot cup conversions available. In reply state best offer. Box 604, The Billboard, Chicago 1, Ill.

Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

For Sale—2 each Turf Kings, Wilcox-Gay Recordios with stands, Packard Manhattans, Williams Star Series, \$75 each, King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

Victor V's Ball Gum and Charm with round hole vending wheel or merchandise wheel, all steel cabinet, plastic fronts, keyed alike, clean, \$7.50 ea. Raleigh, 3322 Nicholas, Indianapolis 18, Ind.

20 National 2-Column Hot Nut Venders with console bases; excellent condition; cost \$89.50 each new; make an offer, cash or trade. Arthur Thompson, Box 117, Flushing, Ohio.

1¢—RECONDITIONED BARGAINS—1¢

- 126 Northwestern #33 Bulk Vendors, Porcelain Finish \$6.95
- 88 Northwestern #33 Bulk Vendors, Enamel Finish 5.95
- 62 Victor Standard Toppers 9.95
- 38 Victor Custom Built 9.95
- 112 Victor Model "V" Cab. Style. 6.95
- 94 Victor Model "V" Glass Globes 6.95
- 19 Victor Jumbo, Custom Built 9.95
- 37 Victor Standard Baby Grands 10.95

Subject to prior sale. Send 1/2 deposit, will ship balance C.O.D., or send check in full. Victor's New Machines NOW in STOCK. Complete line Vending Gum, Candy and Charms.

BERNARD K. BITTERMAN
4709 E. 27th St. Kansas City 27, Mo.

Candy Venders—Three 8-Column Rowe @ \$45; six 72-Bar U-Select-It @ \$35. Red Line Vending, New Hampton, Iowa.

20 four-column bulk Belvends in cartons, can't be told from new, \$15 ea.; 15 five-cent Silver King Hot Nut Venders, slightly used, \$10 ea.; 1/2 dep., bal. C.O.D., F.O.B. Chicago. King & Co., 2700 Lake, Chicago 12, Ill.

Wanted to Buy

Large Cigarette Machine Route in any part of the country; all correspondence confidential; have highest trade references. Box 607, The Billboard, Chicago 1, Ill.

Tennessee operator will pay cash for your used 1¢ and 5¢ Vending Machines. Box 608, The Billboard, Chicago 1, Ill.

Used Cigarette Machines, 25¢ and 30¢ operation. Edward P. Martell, P. O. Box 5, Sunderland, Mass.

Want Northwestern Model 33 Peanut, 40's Deluxe, Silver King, 1¢ and 5¢ Bulk and Charm King, Victor Model V, Universal, Toppers, Acorn and other Bulk and Ball Gum Vendors; send list and lowest prices. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

Will trade Chicago Coin Basketball Champ for Jet Gun; Evans Bat-a-Score for Exhibit Six Shooter; Bally Heavy Hitter, \$25; want Mutoscope Cross Country. Kelly Ingoe, Rt. 9, Roanoke, Va.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

- Display Classified
- Regular Classified

2: Now check off the classification you want your advertisement to appear under:

- Agents and Distributors Wanted
- Help Wanted
- Parts, Supplies and Services
- Positions Wanted
- Routes for Sale
- Used Coin-Operated Equipment
- Want to Buy

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

- Next 6 issues
- Next 4 issues
- Next 3 issues
- Next issue only

\$_____ Payment enclosed Bill me (on 3 or more issues only)

Name _____

Address _____

City _____ Zone _____ State _____

ing Company continues to cover the Central and Northern parks for Consolidated.

Victor Vending Machine Company is keeping on top of the bulk venter market with its full line of models. Harold M. Schaefer, president, thinks the complete coverage pays off in better overall sales potential. . . . George Eby, Ferrara Candy Company, reports firm's warm weather candy lines will be accented this summer for best possible operator volume.

Ed Levin, Chicago Coin, reports that due to the terrific demand for Name Bowler, the firm has been forced to cut short the run on the 10th Frame Special. He says they will be back in production on Name Bowler the first week in March. . . . Avron Gensburg and Sam Lewis, due to the fast reaction to the Golden Nugget and the Jumping Jack, seem convinced that the trade in the upright (space - saver) type of equipment has established itself as having found a place in the coin machine field and setting a production, as a matter of fact they have doubled production in the last three weeks. Talent has been added in the experimental laboratory to develop new ideas. Ralph Sheffield, now in Boston, will make a trip South, and is very happy over the situation. . . . Genco visitors included Fletcher Blalok, FAB distributors, New Orleans, and Lon Morris, Morris Novelty Company, St. Louis.

Miami

Greater Miami juke box operators are wishing the best of luck to Manny Brookmire, owner of Brooke Distributors, on his appointment as Decca distributor for South Florida, effective March 1. Brookmire is giving up the Mercury line to Joe Brouman, formerly of Cleveland. Brookmire has acquired a reputation as an astute businessman and should do a lot for the Decca label here.

The new Williams pin game, Silver Skates, is on display at the Bush Distributing Company. . . . Ronny Shapiro, son of Mrs. Doris Shapiro, AMOA secretary, plans to join the Gem City Carnival on March 21 for a season's tour. Ronny got the carnival bug in his blood last year and wants to keep right at it. . . . Sudden thought: Has anybody ever seen

(Continued on page 97)

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of March 7	Issue of Feb. 28	Issue of Feb. 21	Issue of Feb. 14
Ace Bomber (Mutoscope)...			\$150.00	\$150.00
Air Raider (Keeney).....	119.00	\$119.00		
All Stars (Williams).....	95.00		65.00	65.00
Astroscope 10c.....	125.00	125.00	125.00	125.00
Atomic Bomber (Mutoscope)...	155.00	155.00	125.00	
Bank Shots (American).....	285.00	285.00		
Bank Shuffle (American).....			200.00	200.00
Big Inning (Bally).....	149.50 165.00	149.50 165.00	149.50 165.00	149.50 165.00
Bolascore (Supreme).....	95.00	95.00	95.00	95.00
Bomber.....	65.00	65.00	65.00	65.00
Boomerang.....	45.00 59.50	45.00 59.50	45.00	45.00
Challenger (ABT).....	20.00 29.50	20.00 29.50	19.50 20.00	19.50 20.00
Chicken Sam (Seeburg).....	85.00 105.00(2)	85.00 105.00(2)	105.00(2)	105.00(2)
Counter Grip (Mercury).....	110.00 150.00	150.00	110.00 150.00	150.00
Dale Gun (Exhibit).....	45.00 49.50	45.00 50.00	50.00 65.00(3)	49.50 50.00
Dale Six Shooter (Exhibit)...	65.00(4) 75.00	65.00(3) 75.00	75.00 94.50	65.00(3)
Defender (Bally).....	125.00	125.00	125.00	125.00
Deluxe Athletic Scale (Mercury).....	79.50 95.00	79.50	79.50	79.50
DeLuxe Photomat.....	1395.00			
Derby, 4 Player (Chicago Coin).....	145.00 185.00	145.00 185.00	195.00 295.00	195.00 295.00
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)...	150.00	150.00	150.00	150.00
Goatee (Chicago Coin).....	85.00 110.00	85.00 115.00	85.00 95.00	85.00 95.00
Gun Patrol (Exhibit).....	175.00 195.00	175.00 195.00	175.00 195.00	175.00 195.00
Heavy Hitter (Bally).....	49.50 65.00	49.50 65.00	49.50 65.00	49.50 65.00
Hi-Ball (Exhibit).....	69.50	69.50	69.50	69.50
Hockey (Chicago Coin).....	49.50 65.00	49.50 65.00	49.50 65.00	49.50 65.00
Horoscope (Watling).....	75.00	75.00	75.00	75.00
Irish Poker.....	299.50			
Jack Rabbit (Amusement Corp.).....	95.00 109.50	95.00 109.50	95.00 109.50	95.00 109.50
Jet Gun (Exhibit).....	175.00 195.00	195.00	195.00 225.00	195.00 225.00
Jungle Joe.....	225.00(2)	225.00(2)	275.00	195.00
Kicker & Catcher.....	18.50 22.50	18.50	18.50 19.50	18.50 19.50
Liberator.....	75.00			
Lite League.....	85.00 99.50	99.50	99.50	99.50
Love Meter (Exhibit).....	39.50	39.50	39.50	39.50
Metal Typewriter.....	295.00 375.00	325.00 375.00	275.00 325.00	275.00 325.00
Midget Movies.....		195.00	195.00	195.00
Midget Ski Ball (Chi Coin)...	125.00 175.00	125.00 175.00	125.00 195.00	125.00 195.00
Model F (ABT).....	195.00 199.50	195.00 199.50	199.50	20.00
Panorams.....	275.00	275.00 295.00	275.00	275.00
Periscope.....	295.00(2)			
Photomatic (Mutoscope)...	75.00 95.00	95.00	250.00	250.00
Pistol Pete (Chicago Coin)...	250.00(early)	250.00(early)	250.00(early)	250.00(early)
	625.00(early)	625.00(early)	625.00(early)	625.00(early)
	650.00(early)	650.00(early)	650.00(early)	650.00(early)
	75.00			
	90.00	75.00 90.00	69.50 75.00	75.00 90.00
	129.50	129.50	90.00 125.00	129.50
			129.50	
Pitch 'Em & Bat 'Em (Scientific).....	185.00 195.00	185.00	185.00	185.00
Pokerino (Scientific).....	99.50 125.00	99.50 125.00	99.50 125.00	99.50 125.00
Pony Express (Exhibit).....	245.00	245.00	195.00 245.00	250.00
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Punch-A-Ball (Genco).....	15.00	15.00	15.00	15.00
Q-Ball (Scientific).....	50.00			
Quizzer.....	95.00(2)	95.00(2)	95.00(2)	95.00(2)
Rapid Fire (Bally).....	125.00	125.00	110.00 125.00	125.00
Recordio (Wilcox-Gay).....	125.00	125.00	125.00 149.50	125.00 149.50
Recordio Blonde (Wilcox-Gay).....			174.50	
Ride 'Em Cowboy (King).....				295.00
Rifle Range Ray Gun.....	105.00	105.00	105.00	105.00
Shipman Art Show.....	49.50 59.50	49.50 59.50	49.50 59.50	49.50 59.50
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shoot the Bear (Seeburg)...	149.50 225.00	245.00 249.50	245.00 249.00	249.00 265.00
	245.00 249.50	269.50(2)	269.50(2)	269.50(2)
	269.50(2)	275.00	275.00(2)	275.00
	275.00(2)			
Shoot-a-Line.....			275.00	
Shoot the Chutes (Seeburg)...			64.50	
Silver Bullet (Exhibit).....	125.00	125.00	125.00	125.00
Silver Gloves (Mutoscope)...	125.00 249.50			
Six Shooter (Exhibit).....	165.00 175.00	165.00 175.00	150.00	150.00
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Ski Roll (Evans).....	125.00	125.00	125.00	125.00
Skill Gun (ABT).....	39.50	39.50	39.50	39.50
Sky Fighter (Mutoscope)...	125.00	125.00	125.00(2)	125.00
Solar Horoscope.....	160.00	160.00		
Star Series (Williams).....	85.00 89.50	85.00 100.00	85.00 89.50	85.00 87.50
	100.00 125.00	139.50	100.00 139.50	89.50 100.00
	139.50			139.50
	125.00(2)	125.00(2)	125.00(2)	125.00(2)
Sub Gun (Keeney).....				125.00
Super Bomber (Evans).....				125.00
Target Skill (Genco).....	100.00	100.00	100.00	100.00
Team Hockey (United).....	125.00	125.00	95.00 125.00	95.00 125.00
Telequiz.....	169.50	169.50	169.50	169.50
Ten Strike (Evans).....	75.00	75.00	75.00	75.00
13-Way Grip & Lift Scale (Mercury).....	69.50 85.00	69.50 85.00	69.50 95.00	69.50
Torpedo (Bally).....			110.00 125.00	125.00
Undersea Raider (Bally).....	95.00 115.00	95.00 115.00	95.00 145.00	95.00
	125.00	125.00		
Voice-o-Graph (Mutoscope)...	450.00 525.00	425.00 450.00	425.00 525.00	425.00 525.00
	550.00	525.00		
	85.00	85.00	85.00	85.00
Western Baseball.....			125.00	125.00
Western Deluxe Baseball.....			24.50	24.00
Whizz (Genco).....				
World Series (Rock-Ola).....	100.00			

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TOP \$\$\$ SCORER! KEENEY'S 10 PLAYER TEAM BOWLER

"First-Conditioned" and Resurfaced

KEENEY DE LUXE LEAGUE BOWLER \$265
SIX PLAYER 265
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OFFICIAL DELUXE SIX PLAYER \$345
SIX PLAYER w/For-mica 350
SIX PLAYER 235
FIVE PLAYER 215
SKEE ALLEY 79
SHUFFLE SLUGGER 65

CHICAGO COIN

SIX PLAYER (Formica) \$259
SHUFFLE HORSE-SHOES 95

BALLY

SHUFFLE LINE \$105
HOOK BOWLER 105

UNIVERSAL

SUPER TWIN BOWLER \$ 69
TWIN BOWLER 49

GENCO

8 PLAYER \$125
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PIN BOWLER \$ 85
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TRINIDAD 35
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3 MUS-KETEERS 85
KNOCKOUT 79
DOUBLE SHUFFLE 75
COLLEGE DAZE 75

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SOUTH PACIFIC 69
TRI-SCORE 69
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BIG TOP 55
RIP SNORTER 55
1-2-3 45
PUDDINHEAD 39
SCREWBALL 35

HAYBURNER \$155

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MARYLAND 55
GIZMO 35
RAINBOW 35
PHOENIX 35

UNITED

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2 Mills Constellation 149.50
2 Evans Constellation 395.00

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WURLITZER 1015 150
WURLITZER 1080 140
WURLITZER 1250 395
WURLITZER 1100 275

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A.M.I. MODEL B 425
A.M.I. MODEL C 450
A.M.I. MODEL D Write
A.M.I. (Orig. Hideaway) 275
A.M.I. WOM (5/10) 25
ROCK-OLA 1422 125
WURLITZER 1080 150
ROCK-OLA 1428 375

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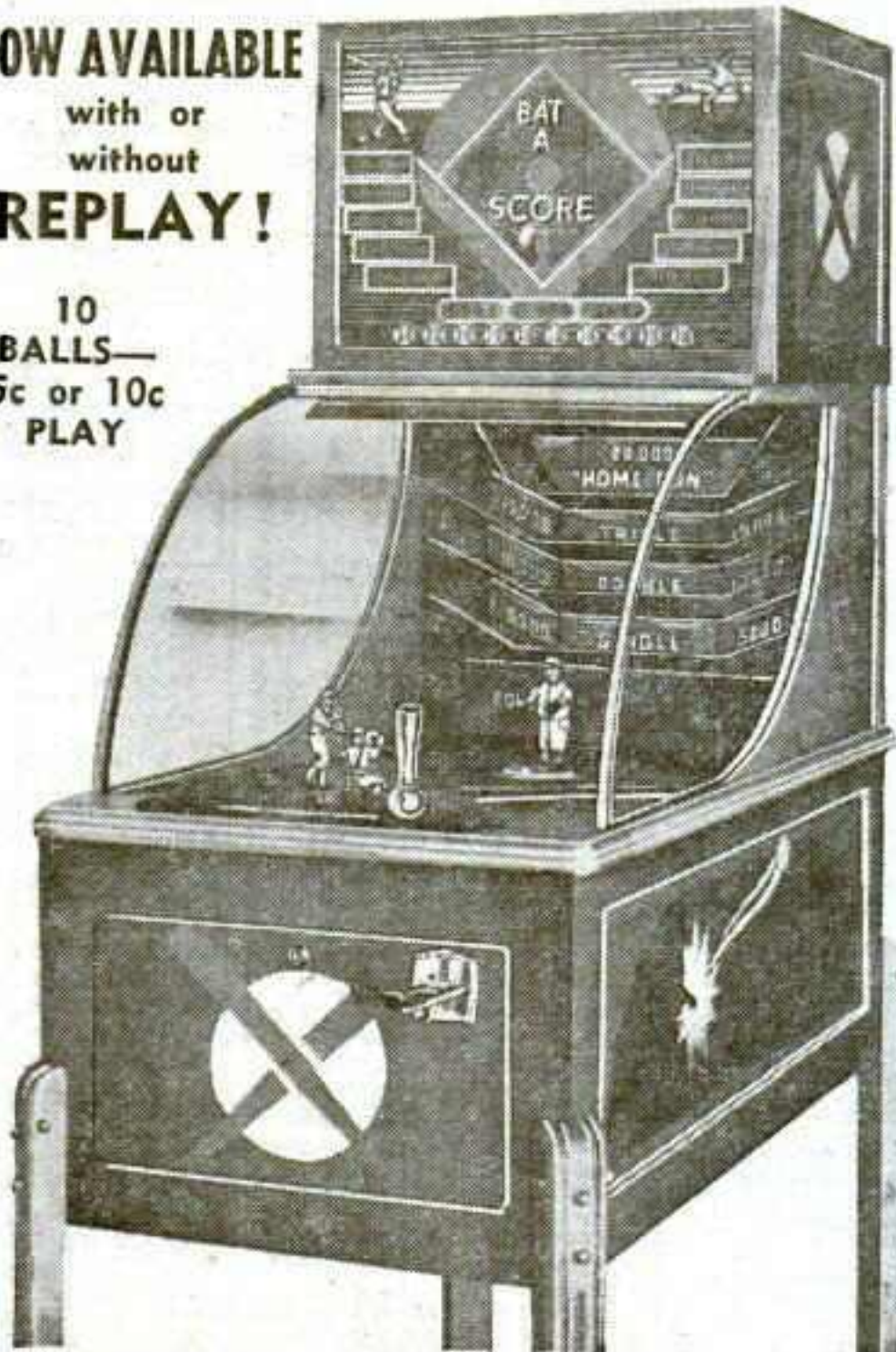
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Here's Action Proven by Players for Appeal—Proven by Operators for profits! Pitcher picks up the ball, winds up and pitches ball THROUGH THE AIR to the batter. Batter swings for a foul, single, double, triple or home run, depending on skill of the player! If batter misses, ball lands in catcher's mitt!

IT'S HIGH SCORING BASEBALL UNDER LIGHTS with BRILLIANTLY COLORED SCOREBOARD & BEAUTIFULLY DECORATED DIAMOND & GRANDSTAND!

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\$79.50

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NEW SELECTION FIVE BALLS NEW PRICES!

Trade Winds	\$29.50	Sharpshooter	\$49.50
Mardi Gras	29.50	Buccaneer	34.50
Merry Widow	29.50	Cinderella	29.50
Puddin' Head	39.50	Ali Baba	34.50
Three Feathers	64.50	Barnacle Bill	34.50
Big Top	64.50	Double Shuffle	49.50
Wisconsin	34.50	Carnival	49.50
Summer Time	34.50	Hit Parade	29.50
Oklahoma	64.50	One-Two-Three	34.50
Dew-Wa-Ditty	34.50	Aquacade	29.50
Saratoga	39.50	Tampico	64.50
Tucson	44.50	Playland	89.50
St. Louis	44.50	Floating Power	44.50
El Paso	39.50	Serenade	34.50
Dallas	44.50	Tennessee	29.50
Maryland	49.50	Super Hockey	59.50
Screwball	34.50	Thrill	29.50
Black Gold	59.50		

USED SPECIALS

KEENEY	CHICAGO COIN		
League Bowler	\$139.50	Trophy Bowl	\$59.50
Double Bowler	79.50	Bowling Classic	59.50

EXCLUSIVE DISTRIBUTORS for SEEBURG in Wisconsin, Minnesota, North and South Dakota, Upper Michigan. GOTTlieb in the State of Wisconsin. CHICAGO COIN in Wisconsin and Upper Michigan.

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Monarch Coin Machine, Inc.

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	March 7 Issue of	Issue of Feb. 28	Issue of Feb. 21	Issue of Feb. 14
Baseball (Bally)		\$95.00		
Big League Bowler (Keeney)		185.00	\$185.00	\$185.00
Bowlette (Gottlieb)		39.50		
Bowling Alley, 6 player (Chicago Coin)	\$259.00 265.00 295.00	265.00 295.00	295.00	295.00
Bowling Champ, 2 player (Keeney)				50.00
Bowling Classic (Chicago Coin)	59.50 89.50	59.50 89.50	59.50 65.00 89.50	59.50 89.50
Bowling League (Genco)	25.00	25.00	25.00	25.00
De Luxe League Bowler (Keeney)	265.00 295.00	265.00 295.00	265.00 295.00	265.00 295.00
Deluxe Bowler (Williams)		125.00		39.00
Deluxe 6 player (Chicago Coin)		375.00		
Deluxe Twin Bowler (Universal)		125.00		
Double Bowler (Keeney)	79.50	79.50	79.50	79.50
Double Bowler, 2 player (Keeney)	99.50	99.50	99.50	99.50
Double Header (Bally)			59.50	59.50
Double Header (Williams)	49.50	49.50	49.50	45.00 49.50
Double Shuffle Alley Express Rebound (United)	139.50	139.50	139.50	139.50
8 Player (Genco)	125.00	125.00		
8 Player Rebound (Genco)	125.00	125.00	125.00	125.00
Five Player Shuffle Alley (United)	200.00 200.00w/p 215.00 225.00w/p 245.00	195.00 200.00 204.50w/p 225.00w/p 245.00	200.00 225.00 225.00w/p 245.00	200.00 225.00w/p 225.00 245.00
Four Player (Keeney)		225.00	225.00	195.00 225.00
Four Player Shuffle Alley (United)	220.00	174.50w/p 220.00	220.00	220.00
Hook Bowler (Bally)	105.00 149.50	105.00 149.50	105.00 149.50	105.00 149.50
King Pin (Keeney)	35.00	35.00	35.00	35.00
League Bowler (Keeney)	125.00(2) 135.00 139.50	125.00 135.00(2) 139.50	125.00 135.00 139.50	125.00 135.00 139.50
League Bowler, 4 player (Keeney)	125.00 159.50	125.00 159.50	65.00 69.50 159.50	69.50 159.50
League Bowler Super Deluxe (Keeney)			295.00	295.00
Official Shuffle Alley (United)	345.00			
Shuffle Alley DeLuxe 6 player (United)	250.00 295.00 325.00 350.00	250.00 269.50 295.00 325.00 350.00	265.00w/p 295.00 325.00 350.00	295.00 325.00 350.00
Shuffle Alley Express (United)	35.00	35.00 49.00 79.50	35.00 49.00	35.00 49.00
Shuffle Alley, 2 player (Keeney)			49.50	49.50
Shuffle Alley, 2 player (United)	60.00	60.00	60.00	60.00
Shuffle Alley Express 2 player (United)	139.50	139.50	139.50	139.50
Shuffle Alley, 6 player (Keeney)	250.00 265.00	250.00 265.00	250.00	
Shuffle Alley, 6 player (United)	215.00w/p 235.00 240.00 265.00w/p	215.00w/p 235.00 239.50w/p 240.00 265.00w/p	240.00 245.00w/p 265.00w/p 325.00w/p	240.00 245.00w/p 265.00w/p(2) 325.00w/p
Shuffle Horseshoe (Chicago Coin)	95.00 129.50	75.00 129.50	75.00 129.50	75.00 129.50
Shuffle Line (Bally)		105.00	105.00	105.00
Shuffle Slugger (United)		65.00	65.00	65.00
Shuffle Target (Genco)	95.00(2)	95.00	95.00	95.00
Shuffle Ten Strike		99.50		
Single Shuffle Alley Rebound (United)	50.00 89.50	50.00 89.50	50.00 89.50	50.00 89.50
Skee Alley (United)		79.00	79.00	79.00
Speed Bowler (Bally)		50.00		
Star Bowler, 2 player	350.00	350.00	350.00	350.00
Super Six Shuffle Alley (United)	350.00(2)	319.50 350.00(2)	325.00 350.00(2)	350.00(2)
Super Twin Bowler (Universal)	59.50 69.00	59.50 69.00	59.50 69.00	59.50 69.00
Trophy Bowl (Chicago Coin)	59.50 99.50	59.50 99.50	59.50 99.50	59.50 99.50
Twin Bowler (Chicago Coin)		32.50	32.50	32.50
Twin Bowler (Universal)	49.00	49.00 69.50	49.00	49.00
Twin Rotation (Exhibit)	395.00	395.00	395.00	395.00
Twin Shuffle (Williams)		69.50		
Twin Shuffle Alley Rebound (United)	165.00	165.00	165.00	165.00
Twin Shuffle-Cade (United)	150.00	150.00	150.00	150.00

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• MUSIC MACHINES
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Cross Roads	175.00
Chinatown	160.00
Gottlieb Hit 'n' Run	210.00
Coronation	210.00
All Star Basketball	175.00
Spot Bowler	115.00
4 Horsemen	110.00
Cyclone	145.00
Rose Bowl	145.00
Quartette	175.00
Rockettes	175.00
Triplets	110.00

NATIONAL COIN MACHINE EXCHANGE
1411-13 Diversey Blvd. Chicago 14, Ill.
Phone: BUckingham 1-6466

COUNTER GAMES

A.B.T. Challenger, new	\$45.00
A.B.T. Challenger, used	25.00
A.B.T. Model "F", new	47.50
A.B.T. Total Score, used	30.00
Bally Line-A-Basket	35.00
Touchdown	25.00
Kicker and Catcher, new	35.00
Mercury Counter Grip	25.00
Mills Flip Skill	35.00
Williams Music Mite, new	135.00
Pop-Up	22.50
Shipman Art Show, new	49.50
Shipman Art Show, used	35.00
Shipman 3 col. stamp vendor	39.50
S'man 3 col. stamp vendor, used	25.00
Keeney Texas Leaguer Baseball	50.00
Whiri-A-Ball	22.50

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Seeburg Wallomatics, 100 Selection Ea. \$ 75.00
Seeburg M100's Ea. 575.00
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Chico Pistol Pete 65.00
Ex. Jet Guns 175.00
Ex. Pony Express 175.00
Chico Bowling Classic 55.00
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Bally Shuffle Champs 35.00

1/2 deposit. No crating charge.
OLSHEIN DIST. CO.
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20 NATIONAL ELECTRIC CIGARETTE MACHINES
A-1 500 Pack Capacity
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Conn. Raises Cig Fair Trade Min.
BRIDGEPORT, Conn., March 7.—The fair trade minimum retail price of cigarettes has been increased by the State to \$2.05 per carton and 21 cents a pack. The old prices were \$1.96 a carton and 20 cents a pack.
At the same time, Director Ernest S. Goodrich, of the excise division of the State tax department, announced that wholesale fair trade minimum prices had been increased to \$1.96 a carton. The increase, Goodrich said, reflected the rise in manufacturer's prices recently announced.

No Wyoming Bell Bill
CHEYENNE, March 7.—Fear of a gubernatorial veto and protests from constituents apparently halted the introduction of a measure legalizing bell machines in Wyoming.
It had been indicated earlier that Wyoming business groups, veterans and fraternal organizations would seek such legislation. Ex-Gov. Leslie Miller opposed the action and Governor Rogers stated in his message that he would veto any measure legalizing bells.

Coinmen You Know

• Continued from page 95

AMOA business manager Jimmie Bonnie without his cigar?

Gil Gross and Mac Shaw, alumni of Taran Distributing Company, initiated The Billboard's Miami coin machine correspondent, Al Denny, into the mysteries of jai alai the other night. The boys pride themselves on their ability to pick

winner in this fast-as-lightning Basque sport, but it wasn't until the last game of the evening that they were able to click on their selections. But that was more than enough to bring the trio "even."

Perfect summer weather is bringing the crowds to Miami and Miami Beach as the season reaches its peak. Sid Levine, counsel for the Music Operators' Association of New York City, told the AMOA at its meeting February 25 that half of Manhattan's operators are acquiring tans under Florida's sun. "They left their Cadillacs at home," he quipped.

Al Miller, formerly of Chicago, is now a partner of Al Albertelli, of Super Vending Corporation. Hoskie Goldberg, Sterling Novelty Company, Lexington, writes his pal, Harry Goldberg, of H & G Vending Company, that he expects to spend some time in Miami soon. Goldberg is a frequent visitor.

Operators of pin-games at Miami Beach received a stern warning recently when a store owner was fined for permitting a youth to play the machine. George Caravasio, Southern Phonograph Company, has been in and out of town so much lately he's beginning to be mistaken for a tourist.

Vaughn Shively, Miami Automatic Music Company, sold a portion of his route to Supreme Distributors. Since AMOA came upon the local scene, a good market has developed here for "pieces" of routes which command increasingly high prices.

Jack Lipsiner, Coin Operated Service, is expanding his music and games route. Jack's the boy who is studying accounting at the University of Miami, servicing coin-operated machines for a host of operators, and still finds time to conduct his own operation.

Eddie Shaw, formerly of Cigarette Service, has been named office manager of the William H. Harris Theatrical Agency. Binkley Distributing Company has taken over distribution of the Royale and Varsity record lines formerly handled by Stone Distributors. Over at Brooke Distributors, Manny Brookmire is busy stocking up with a complete library of Decca selections now that he has been appointed the new Decca distributor for South Florida. More and more juke box operators are wending their way into Manny's emporium.

To celebrate their fifth wedding anniversary, Jack Lipsiner and his wife, Clair Lilyan, dined with Mr. and Mrs. Jimmy Mullins, of Mullins Music Company, at the Cathay House Restaurant. Cigarette vending machine operators are busy changing over to 28 cents since the tobacco manufacturers raised their price (see separate story).

Indianapolis

When cigarettes were decontrolled, Indianapolis vendors found they had a king-size price headache. Wholesale prices on cigarettes went up nearly 1 cent a package, but the king-sized brands were already being sold for 25 cents in the machines. One tobacco company executive said it would be "impossible" to pass the increase along to smokers who buy thru machines.

Mrs. Lottie Behrman, Sicking Company, announces the addition of new equipment added to the company line as follows—United's Clover Shuffle Alley-10 frame with 8 and 9-foot playfields and Chicago Coin's DeLuxe Regulation Alley. Gene Ford, manager, Shaeffer Music Company, has gone to Hollywood, Fla., for a two-week vacation. He will visit his wife's parents who live there

RECONDITIONED—REFINISHED

SEEBURG 148-ML	\$229.00
C-3 Eastn. Elec. Cig. Vend.	135.00
9-Col. Nat'l Candy Vend.	85.00
Bright Lights	200.00
Spot Light	289.00
Coney Island	289.00
Atlantic City	400.00
United A-B-C	145.00
Palm Beach	485.00
Exhibit Playland	74.00
Chicago Coin Champion	64.00
Williams Freshie	74.00
Williams Dreamy	84.00
Gottlieb Bowling Champ	64.00
NEW Silver King Peanut Vend.	13.95
NEW Shipman Stamp Vender	39.50

NEW! Bally Beach Club—Williams Silver Skates — United Cascade and Clover — Chicago Coin Name Bowler — Gottlieb Flying High.

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Seeburg Bear Guns	225.00
Dale Guns	49.50
Exhibit Jef Gun	175.00

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<p>POSTWAR WALL BOXES</p> <p>Seeburg 5-10-25c Wire-less \$24.50</p> <p>Seeburg 5c 3-Wire 14.50</p> <p>Wurlitzer 5-10-25c (3020). 17.50</p> <p>AMI 5-10c 24.50</p>	

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Top center rollover scores 1 goal on reel and adds 500,000 to HIGH SCORE
High Scores!

Brand New!
Ball trapped in Penalty Box scores 500,000 and is returned for replay when 4 balls are trapped in A-B-C and D and bottom center rollover then lites for Extra Special!

2 Top side rollovers and 2 bottom side rollovers score 1 goal each when lit!

4 Balls in A-B-C-D Score 1 replay and lite up 2 bottom side rollovers for replays!

ROLLOVER at BOTTOM CENTER of Playfield becomes... "EXTRA SPECIAL" to score 5 Replays!

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5-BALLS	ARCANE
<p>NEW</p> <p>UNITED SHOW BOAT BALLY BEACH CLUB GENCO GOLDEN NUGGET CHI. BIG HIT GOTT. FLYING HIGH WMS. SILVER SKATES</p> <p>BINGO</p> <p>Frolics \$425 Atlantic City 425 Stars 295 Spot Lite 315 Coney Island 325 Bright Spot 325 Leader 295 Boilers 250 Bright Lights 265 A-B-C 175 5 Star 140</p> <p>UNITED</p> <p>Touchdown .. \$165.00 Arizona 99.50 Utah 84.50 Tampico 79.50 Aquacade 79.50 Serenada 54.50 Carolina 49.50 Moon Glow .. 49.50</p> <p>WILLIAMS</p> <p>Horseshoes .. \$159.50 Hayburners .. 165.00 Shoot 'n' Moon 159.50 Shoe Shoe .. 119.50 Control Twr. 119.50 Dreamy 99.50 Sweetheart .. 99.50 De-Icer 99.50 Boston 89.50</p> <p>CIGARETTE VENDERS</p> <p>FACTORY REBUILT, 25c. KING SIZE COLS.</p> <p>Rowe President, 10 Col. \$135 Rowe Royal, 8 Col. 130 Rowe Royal, 10 Col. 140 National Model 950, 9 Col. 145 National 930, 9 Col. 130 Unedapak Model 500, 9 Col. 125</p>	<p>AUTO-PHOTO</p> <p>EXH. SPACE GUN ABT RIFLE SPORT ABT CHALLENGER EVANS BAT-A-SCORE EV. SUPER BOMBER, New \$295</p> <p>Wico Major League \$1295.00 4 Player Derby 195.00 Photomatic, Late 650.00 Photomatic, Pre-War .. 350.00 Voice-o-Graph, 354 .. 525.00 Panoram 295.00 Auto. Silver Gloves .. 249.50 Ch. Basketball Champ. 250.00 Exh. Pony Express, 54 .. 245.00 Shoot the Bear 249.50 Ch. Midget Skee Ball .. 199.50 Chi. Pistol 129.50 Star Series 139.50 Pokerino Jr., New 169.50 Telequiz & Film 119.50 Goatee 109.50 Jack Rabbit 125.00 Team Hockey 119.50 Watl. Fortune Scale .. 119.50 Mercury 13-Way Athletic Scale, New .. 99.50 Chicken Sam, Rebuilt .. 150.00 Pokerino 99.50 Life League 99.50 Exh. Dale Gun 94.50 Baffing Prac. 89.50 Marion Scale 89.50 Quarterback 89.50 Flash Hockey 75.00 Kiddie Rides Write</p> <p>COUNTER GAMES</p> <p>Zoom, 14 \$24.50 Kicker & Catcher 29.50 Pike's Peak 29.50 View-a-Scope 39.50 Art Show & Film 49.50 Mercury Counter Grip .. 34.50 ABT Challenger 29.50 Acme Shocker 24.50 ABT Skill Gun 39.50 Ex. Love Meter 39.50 Heavy Hitter, 54 69.50 Flip Skill and Stand .. 69.50</p>

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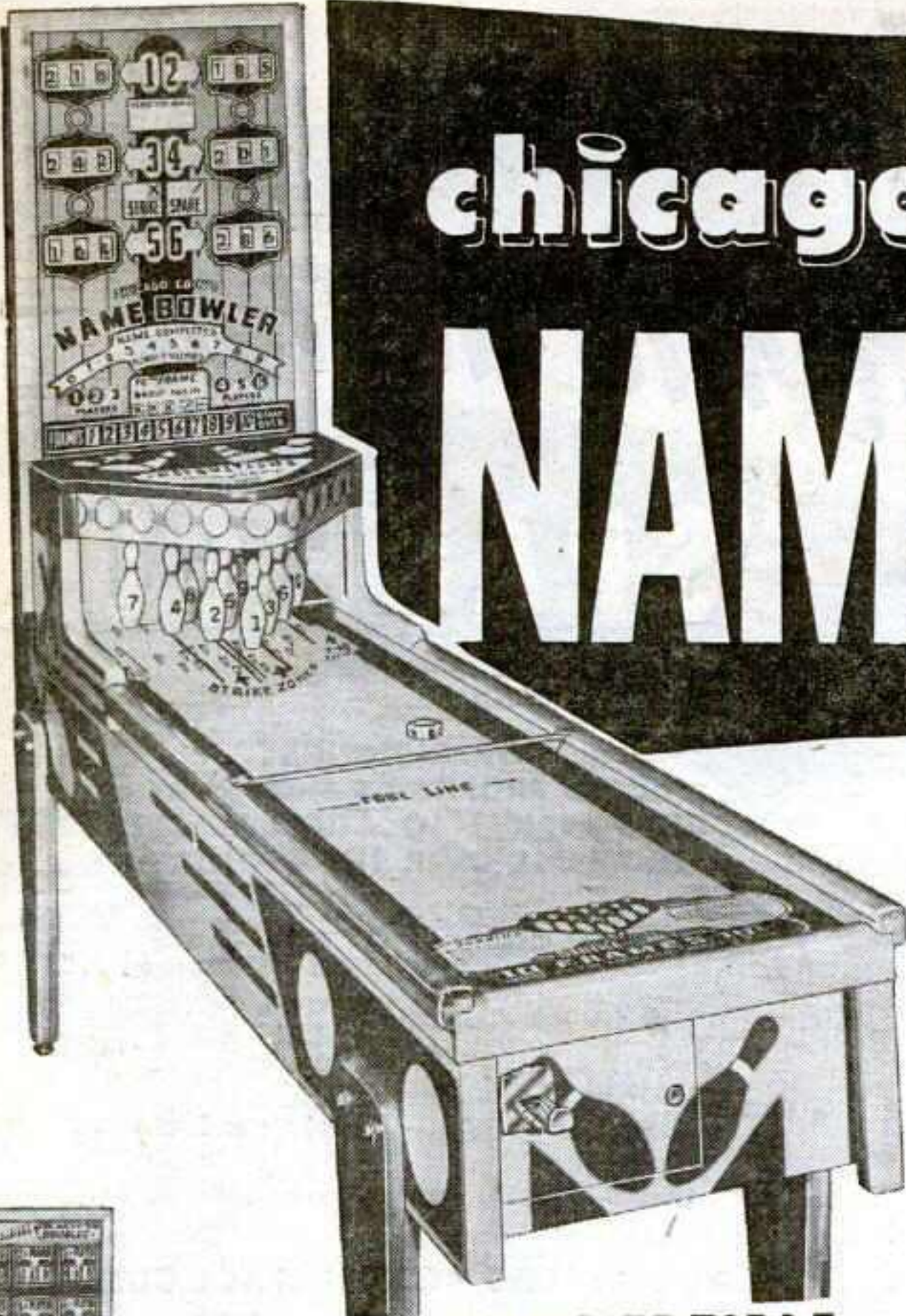
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- NEW**
- NEW**
- NEW**
- NEW**

Name Spelling Feature -- each time a player matches the last number of his score with lighted number, a letter of "Name Bowler" lights up.

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Horsecollar (15-21-50 pts.)	
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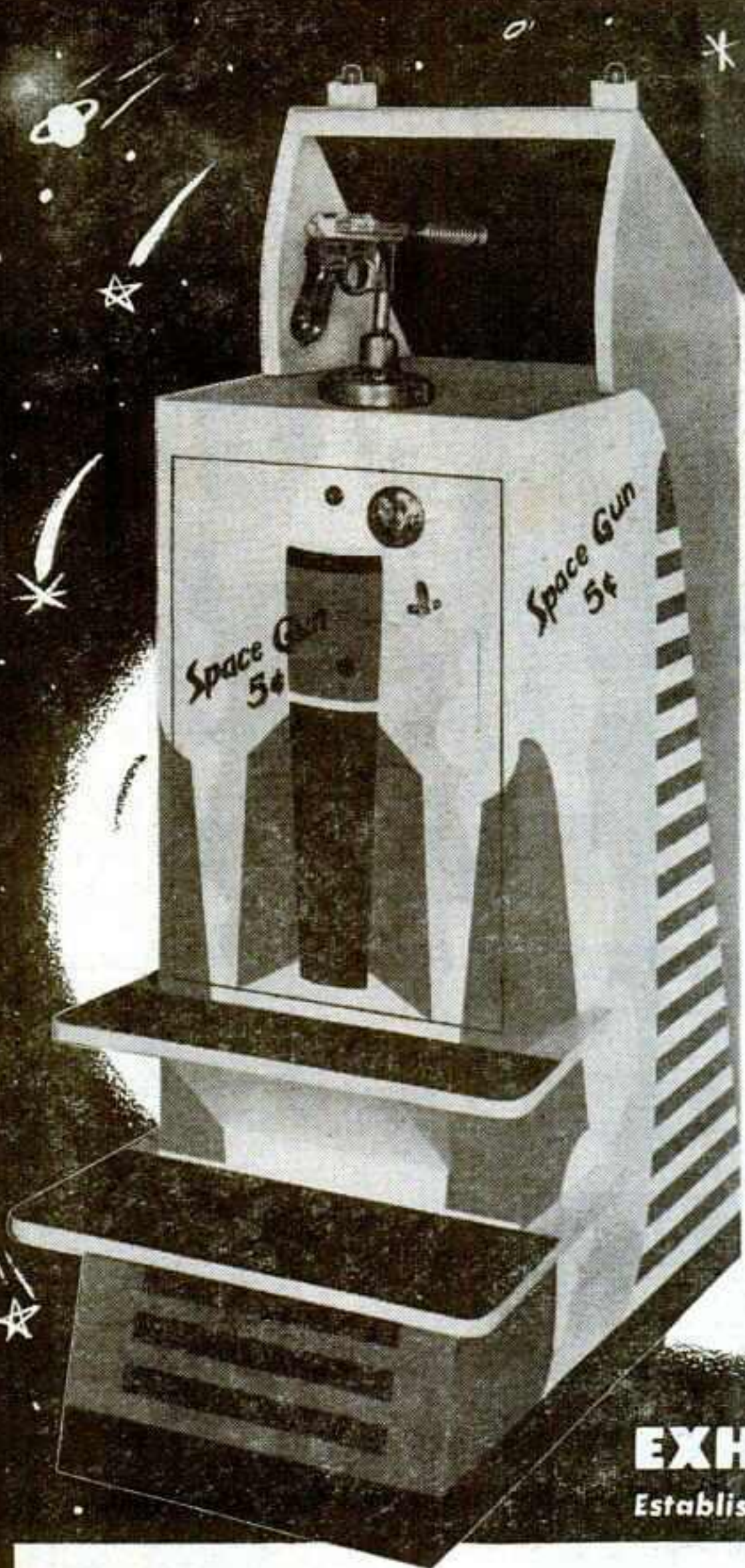
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ATOMIC ACTION

"SPACE GUN"

TOP EARNINGS . . .
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 FROM ALL OVER THE COUNTRY:

- ★ Phoenix—" \$26 gross per week . . . "
- ★ Cleveland—" \$21 average . . . "
- ★ New York—" \$37 first week . . . "
- ★ Miami—" \$16.50 for 3 days . . . "
- ★ Seattle—" \$31 average on 5c play . . . "
- ★ Los Angeles—" \$24.50 . . . and helped all my kiddie rides, too . . . "

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- Walk-up Steps on Cabinet for kids too
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And Don't Forget . . .

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 RUDOLPH THE RED-NOSED
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It climbed to \$3,000,000 in 1950 . . .

It reached \$5,000,000 in 1951 . . .

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AND IT'S STILL GROWING

Bigger

The **Billboard**

Coin Machine
 SPRING
 EXPORT
 QUARTERLY

April 4, 1953



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 YOU THINK TO SELL
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 COIN MACHINE EXPORT MARKET

. . . Sells to the \$7,000,000 coin
 machine export market and the
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Issue dated—April 4
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Bally Heavy Hitter	49.50
Battling Practice	49.50
Bingo Roll	49.50
Boomerang	59.50
Chicago Coin 4 Player Derby	295.00
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Chicago Coin Pistol	90.00
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Evans Bat-a-Score	185.00
Keeney Submarine Gun	125.00
Kirk Astrology Scale	95.00
Mercury 12-Way Grip & Lift Scale	49.50
Midget Skee Ball	175.00
Mutoscope Voice-o-Graph	450.00
Mutoscope Photomatic Deluxe	450.00
Panorams, Very Clean	295.00
Periscope	95.00
Quizzer, Very Clean	95.00
Seeburg Bear Gun	249.50
Seeburg Chicken Sam	85.00
Sky Fighters	125.00
Solar Horoscope	160.00
Standard Metal Typers	375.00
Texas Leaguer	49.50
Under Sea Raider	125.00
Walling 200 Scale	160.00
Williams Star Series	85.00

ONE BALLS

Champion	\$35.00
Citation	30.00
Gold Cup	24.50
Photo Finish	39.00
Turf King	90.00
Winner	65.00

BINGO GAMES

ABC	\$150.00
Bolero	225.00
Bright Lights	265.00
Bright Spot	349.50
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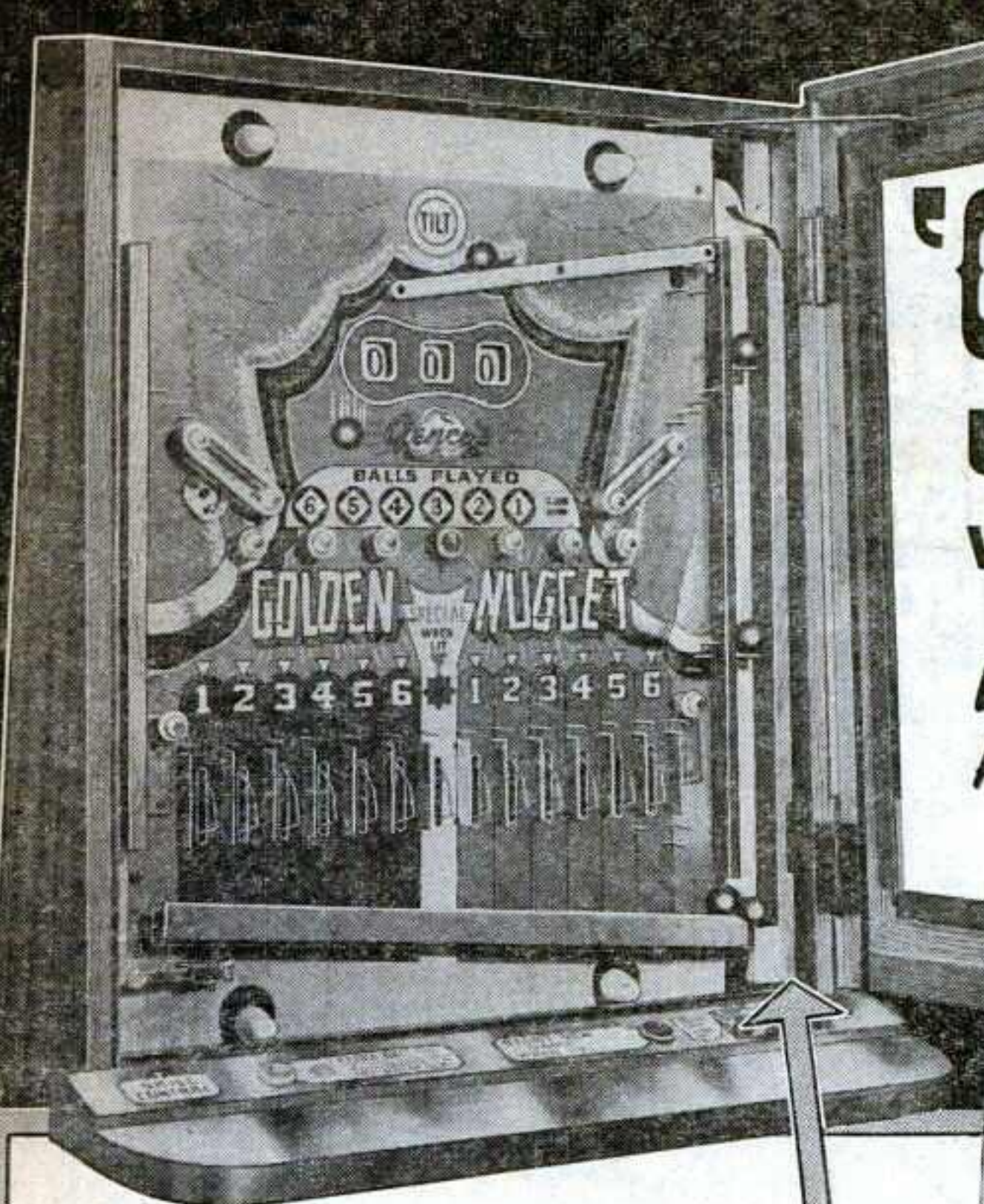
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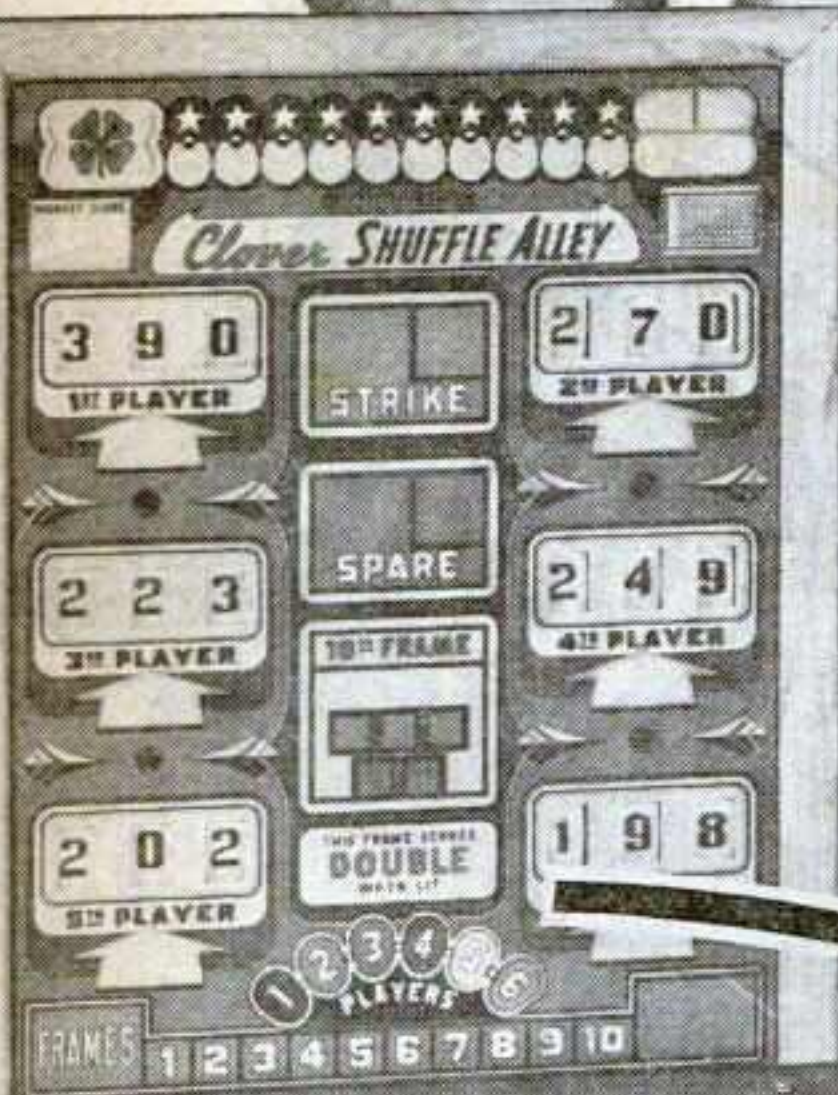
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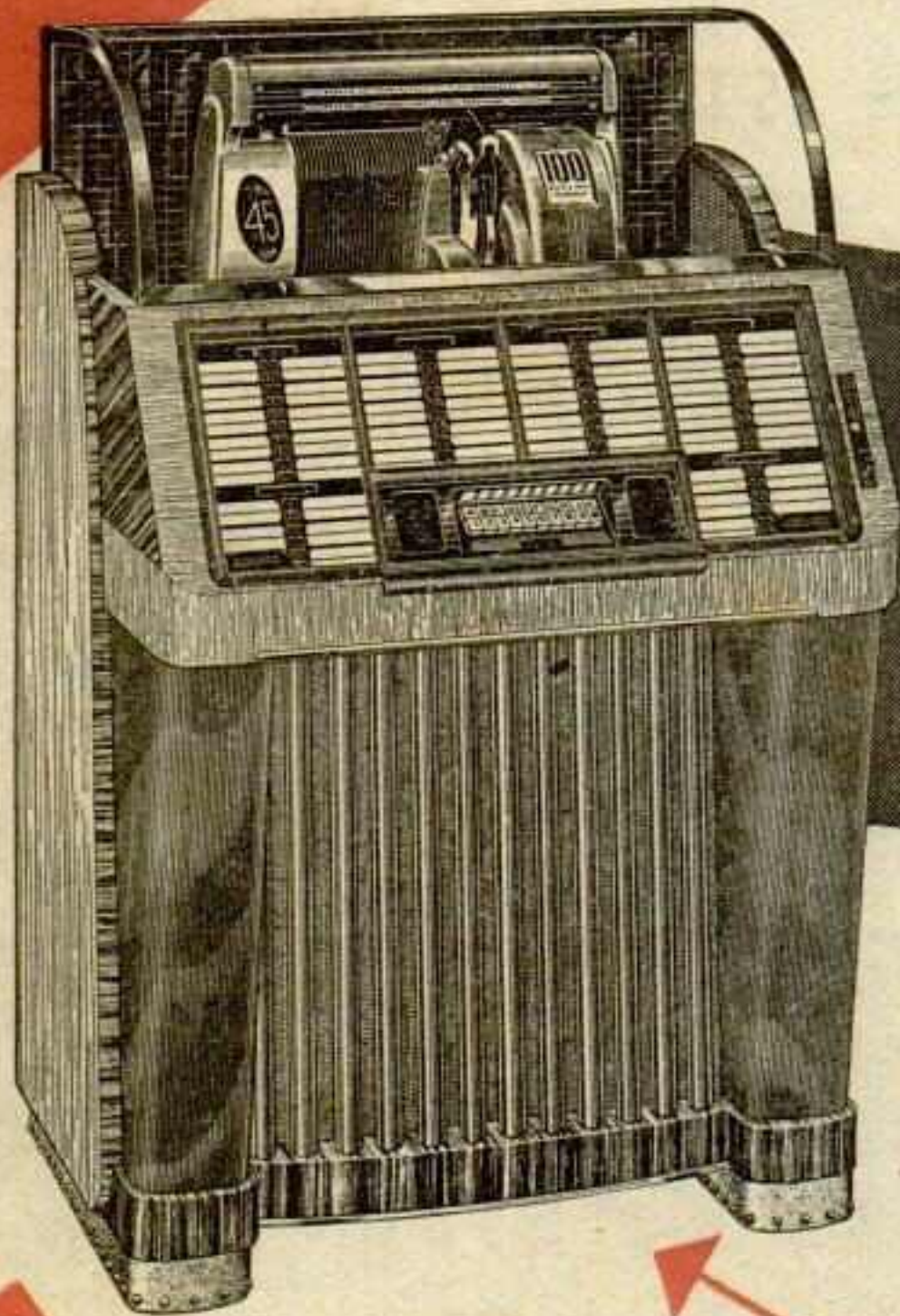
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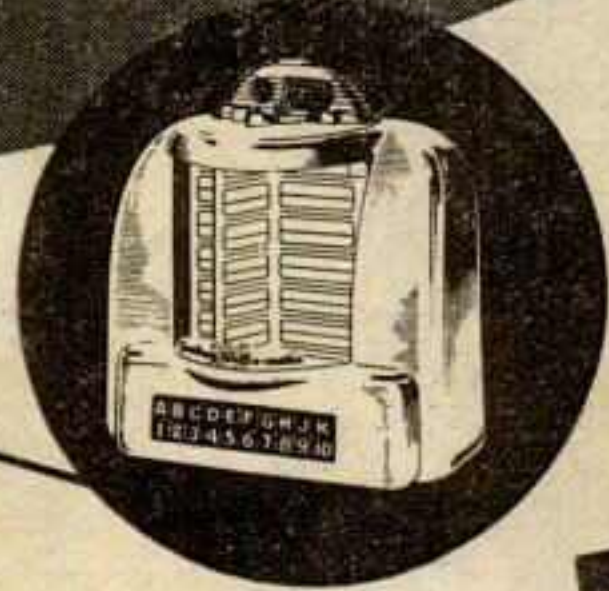
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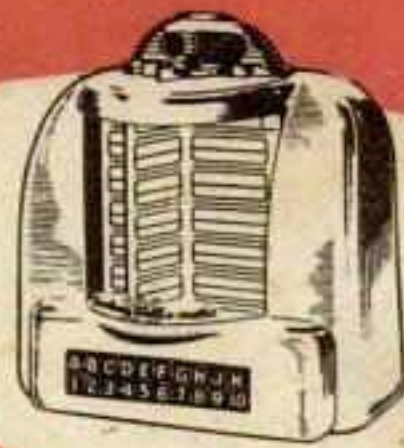
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