

The Billboard

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Truman Sees High Grosses, Boost in Radio and Video

3,794 Stations On Air by '53; More FCC Funds

Congress Asked to Up "Voice" Funds, Aid "Truth" Drive

WASHINGTON, Jan. 21.—A vastly increased role for TV-radio is called for in President Truman's annual budget message to Congress today (21). Proposing increases in the 1953 budgets of virtually every major agency affecting the entertainment world, the President urged particularly substantial rises in outlays to expand the Federal Communications Commission, the State Department's Voice of America, and the federal Civil Defense Administration's information set-up.

Mr. Truman's budget confirmed earlier reports of State Department plans to launch ship-borne "Voice" transmitters and a transfer of Army informational activities in Japan to the State Department. Congress, which slashed State's informational budget last year, is expected to give the program a vigorous going-over again this year.

Foreseeing a boom in broadcast stations, principally TV, in the fiscal year starting next July 1, President Truman's budget calls for an \$8,075,000 outlay to support (Continued on page 6)

Flicks Raise Tootlers 15% Via AFM Pact

MIAMI BEACH, Jan. 19.—The American Federation of Musicians and the eight major motion picture studios reached an agreement last night (18) which will increase salaries of film studio tootlers by 15 per cent. The salary hike agreement is predicated on final approval by the Wage Stabilization Board, and includes a stipulation that the pay increase will not exceed \$18.50 per week per man. The new two-year contract with the Hollywood studios is retroactive to January 15.

Hollywood Local 47, of the A.F.M., sent its reps to the confabs here with a demand for a 50 per cent pay increase (The Billboard, January 19), but the new agreement was reached just before (Continued on page 15)

IF IKE COULD ONLY FIDDLE!

MIAMI BEACH, Fla., Jan. 19.—James C. Petrillo took time out Wednesday (16) from meetings of the American Federation of Musicians' international executive board to discuss politics. "If Harry Truman runs for the presidency," Petrillo said, "I'm for him and I'm going to tell my organization so. After all, he's a member of my union."

AGVA PEACE AND WAR

Unity on Board; Fight Against TVA

By BILL SMITH

NEW YORK, Jan. 19.—A spirit of unanimity and a feeling of "Let's clean house" never before seen or heard in conclaves of the American Guild of Variety Artists dominated its national board meetings, which started Sunday

See editorial in Night Club-Vaudeville Department regarding the new AGVA administration's feeling about The Billboard's coverage of the AGVA insurance situation to date.

(13) at the Taft Hotel here and ended in the early hours of Thursday (17) at AGVA's headquarters. The turning point came when (Continued on page 14)

U. S. "Voice" Goes to Sea

NEW YORK, Jan. 19.—The State Department is now converting an ex-Navy cargo vessel into the "Voice of America's" first sea-going broadcasting station. In operation, the floating relay station (tagged "Operation Vagabond") would pick up the "Voice's" signals as they are transmitted from the States and beam them directly into the target countries, reaching many areas now blacked out, and providing a means of dodging stationary Soviet jamming facilities.

NEW YORK, Jan. 19.—A new battle is looming between the American Guild of Variety Artists and Television Authority over what the former charged was discriminatory action in its resolution barring gimmick shows with benefit angles. AGVA's National Board, meeting here last week, said the resolution was aimed straight at AGVA.

The difference of opinion arose out of AGVA's permitting Vid-Pak to go on the air with its Colgate sponsored show of December 2 without prior approval of TVA. Vid-Pak, a West Coast packager, made a deal whereby AGVA was to get \$10,000 for each such show for its Welfare Fund. In return AGVA members would appear on the telecast for minimum salaries; a star would work for free.

TVA's convention (December 7-9) adopted a resolution "to prevent the practice of persuading performers to appear on sponsored programs for payments far below their customary compensation because of benefit or welfare gimmicks..."

Vid-Pak's contract with AGVA which was made prior to the TVA resolution and which called for a series of telecasts, became the immediate casualty.

Mort Harper, AGVA's West Coast attorney, also representing Vid-Pak (also TVA's rep on Coast) claimed the ruling was (Continued on page 14)

RED PLOT ON BUBBLE GUM—OR MUCH ADO

NEW YORK, Jan. 19.—Cold war jitters reached down to the vending machine level last week with word from Wheeling, W. Va., that some "subversive" gum ball dispensers had been seized there for doling out with their products a hefty dose of Communist propaganda.

But here the manufacturer of the suspect trinkets issued a strong denial of any un-American motive, and charged that talk of a bubbling plot had been blown up out of all proportion to the facts.

When Wheeling authorities learned that gum venders held charms bearing the hammer and sickle and information about Soviet Russia, reaction was immediate. After ordering the equipment seized, City Manager Robert L. Plummer declared:

"That's a terrible thing to (Continued on page 70)

Mich. Wants To Bite Tele

DETROIT, Jan. 19.—Television took it on the chin in the first law passed by the Michigan Senate in the current annual legislative session, by placing a tax on television rights for sporting events.

Under provisions of the bill, which must now go to the lower house, national and world-champion boxing and wrestling matches would pay a 5 per cent fee; non-title matches, 10 per cent. Promoters would be taxed as well as the gate receipts.

Disk Sales Hit Fast Clip As Hot Pops Smash Records

By HAL WEBMAN

NEW YORK, Jan. 19.—The pop record business enjoyed one of its biggest volume weeks in the history of the industry in the period from January 6 thru 12, according to enthusiastic reports received from the major manufacturers.

Each of the top pop firms testified that the disk business at all levels is booming to an extent that has not been achieved in several years. Bulk of the action is attributed to an exceptional number of fast and big-selling hit slicings currently on the market.

Columbia Records, coming out of a strike-bound period, boasted that the week was the biggest in volume in the 12-year history of the company for its line of pop single diskings, claiming that the firm shipped about 1,200,000 pop single platters during the week. The diskery's boom business developed largely around the phenomenal success of warbler Johnnie Ray, whose two diskings, "Cry" (coupled with "Little White Cloud That Cried") and "Please Mr. Sun" (coupled with "Broken Hearted"), alone accounted for 493,000 sales during the peak week.

Arthur Godfrey's "Dance Me Loose" accrued about 80,000 new orders; Tony Bennett's new "Since My Love Has Gone" shipped initially 102,000; Bennett's "Cold, Cold Heart" and "Because of You" each rounded

up 29,000 buyers. Jo Stafford's reading of "Shrimp Boats" sold about 70,000 copies. Two new Columbia diskings, Guy Mitchell's "Wimmin'" and Doris Day's "Baby Doll" were initially shipped to the tune of 62,000 and 42,000 respectively.

RCA Victor likewise was bub- (Continued on page 15)

TV Set Mfrs. Cop Chi Meets

NEW YORK, Jan. 19.—Video set manufacturers continue to dominate the political convention coverage picture out of Chicago, as Admiral this week was set to bankroll coverage via the American Broadcasting Company AM and TV facilities. With Philco and Westinghouse set previously by the National Broadcasting Company and Columbia Broadcasting System, respectively, the total expenditure by the three (Continued on page 7)

Toronto Spots Hit by Strike

TORONTO, Jan. 19.—A two-week transportation strike not alone has tired the public, but also resulted in the various downtown entertainment spots playing to four walls. Neighborhood houses, however, are packing them in.

The night-spots and the arenas have found the going tough. Wrestling and boxing matches have been suspended for the dur- (Continued on page 48)

Budget Message Predicts Rise In Fiscal \$\$

Admissions Taxes, Niteries to Yield Increased Revenue

By BEN ATLAS

WASHINGTON, Jan. 21.—The administration predicts a rise in revenue for all show business, indoor and outdoor—subject to the admissions tax—according to President Truman's annual budget message delivered to Congress today (21). Also foreseen is a mild boom in copyright registration fees, while the coin machine picture is expected to be virtually unchanged.

These official administration predictions are based on what the Bureau of Internal Revenue expects to collect in showbiz excises during the 1953 fiscal year, which starts July 1, 1952. All of these figures were disclosed for the first time today in Mr. Truman's budget message to Congress.

The president foresees the admissions tax, exclusive of the tax on cabarets and roof gardens, yielding \$357 million in the current fiscal year ending next June 30, as compared with \$346,491,715 (Continued on page 69)

Rain Drowns Indoor Takes In Sunny L. A.

HOLLYWOOD, Jan. 19.—Southern California's unusually heavy storms sent indoor show business reeling, with ops looking hopefully to clearing week-end skies to make up their losses. Only the two major local hotel rooms, Ambassador's Coconut Grove and the Biltmore Bowl, fared well. Grove enjoyed a solid turnout for Patti Page's opening Thursday (17), while the Bowl's Joe Faber reported only a slight dip in biz. According to Faber, Bowl's slight suffering was due mainly to guests who sought their niter entertainment on the premises rather than brave the down-pour.

San Fernando Valley, one of the most severely hit sectors, lost biz on three counts. First, entire districts of the valley were covered by high water. Secondly, (Continued on page 48)

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Billboard Backstage

By JOE CSIDA

That lump in my cheek ain't a wad of gum, chum, but I believe:

... It's getting so an honest Communist doesn't have a chance. Already more than 150 radio stations have signed up to carry the Frederick Ziv "I Was a Communist for the FBI" series with Dana Andrews, which kicks off March 30. If the decadent broadcasters in this decadent democracy keep running decadent exposes on how the Communists work, Stalin will never be able to effectively achieve a decadent world peace. Something ought to be done about it.

... And something ought to be done about the way some music publishers take advantage of their brethren. Take a little guy like Ben Bloom. Has the nerve to come up with a song called "Egbert, the Easter Egg," and get three records on it (Guy Lombardo and Merv Shiner on Decca, and Roy Rogers on RCA Victor) about five months before Julian and Jean Aberbach's Hill and Range firm upsies with a song with the same title. Now the Aberbachs have a Rosemary Clooney record on Columbia, and Bloom won't even drop his song and/or turn it over to the Aberbachs. When a couple of fellas come over from Europe and, in the true Horatio Alger tradition, struggle for recognition in a strange land, it's a shame that a publishing octopus like Benny Bloom puts obstacles in their path. The only neutral character

in the "Egbert, the Easter Egg" situation seems to be Mitch Miller, Columbia's artist and repertoire chief. He recorded Bloom's "Egbert" with Betty Clooney for Simon & Schuster's Golden Records, and the Aberbachs "Egbert" for Columbia with Betty's sister, Rosie.

... The major radio networks are considerably upset, too, over a publicity release put out by an important advertiser, the Bakers of America. And I don't blame them. In announcing its purchase of the "Hollywood Star Playhouse" on 183 stations of the National Broadcasting Company, the Bakers' release said: "The Bakers of America Program, voice of the baking industry, has switched to radio as its 1952 advertising medium. . . . John F. Hunt, vice-president of Foote, Cone and Belding, and Arthur Schultz, account executive for the Bakers of America program . . . pointed out that radio, despite the advent of television, is still growing rapidly in every section of the United States. . . . Ninety-eight per cent of the nation's total number of 3,072 counties is effectively covered by just one of the four major radio networks (continued Hunt), and television's coverage is limited to 63 major markets in 703 counties or 23 per cent of the nation's total.

"In 1940," said Hunt, "there were 51,000,000 radio sets in the homes of 29,000,000 families. This was swelled in 1950 to 79,000,000 sets in 40,700,000 families. Yet in

the period between 1950 and 1952 it reached the startling figure of 105,000,000 sets in 42,700,000 families."

And Walter Hopkins, director of the Bakers of America Program, said: "Use of radio gives an opportunity to deliver three hard-hitting messages every Sunday in virtually every county in the United States. And, because radio is so highly flexible, we will be able to change our pace, cover new subject matter, and key our messages to timely events in the baking industry."

The Bakers send out this rave over radio, mind you, at the very moment that NBC is urging half of its affiliates to accept a rate cut, largely because of TV penetration. If you were NBC, you'd be annoyed too.

... One of the most unappreciated men in the music industry, yet withal an industry leader, is being criticized because he is suing another publisher for infringement. I refer, of course, to Herman Starr of the Warner firmament. He claims that a 1919 copyright of his called "You're a Perfect Jewel to Me" was the basis for the current hit tune "It's No Sin." Just because investigations to date indicate that no records or transcriptions of "Jewel" were ever made, that no sheet music jobber ever bought or sold a copy, Starr is being castigated for bringing suit. It's getting so a man can't even sue another man without setting tongues wagging.

19 Pan-Am Reps Find Accord on World Copyright

WASHINGTON, Jan. 19.—Representatives of the United States and 18 Latin American nations reached agreement here this week that the present draft of the proposed world-wide copyright pact would not violate the existing copyright treaties or bilateral agreements between them, but that, in case a difference arose, the world pact would prevail. This agreement was drawn up in the form of an "Article 16" to be presented as an addition to the draft of the world pact when it is considered at a meeting of United Nations Educational, Scientific, and Cultural Organization in Geneva next fall. After the Geneva meet, Article 16 will come up for ratification by UNESCO countries along with the rest of the global pact.

Meanwhile, House Judiciary Committee hearings on a bill to (Continued on page 16)

Plan Air Shows For Heart Fund

NEW YORK, Jan. 19.—The American Federation of Musicians and the four major radio networks are joining forces to present four coast-to-coast public service programs in support of the nationwide fight against heart disease. The programs, which will be carried free of charge by the networks, will feature top stars, including Danny Thomas, Jo Stafford, Jinx Falkenberg and Tex McCrary, Herb Shiner, Perry Como, Mel Torme, Kay Armen, Paul Weston, D'Artega, and Arthur Fiedler. Bruce Barton, national campaign chairman of the Heart Fund, and Mrs. Alben Barkley, will appear on the programs.

The Heart Fund shows will be presented from four different cities, Los Angeles, Chicago, New York and Boston, and will be carried by the Columbia, American, National and Mutual networks respectively. The AFM will authorize the use of the Music Performance Trust Fund for the AFM locals in the four cities to furnish orchestras for the broadcasts.

Curly Howard Dies; One of 3 Stooges

HOLLYWOOD, Jan. 19.—Jerome (Curly) Howard, one of the original Three Stooges, who left the act six years ago, died here Friday (18). Born in Brooklyn, he and his brother, Moe, formed the original act in 1925. They worked with the late Ted Healy until 1933, when they inked a contract with Columbia Pictures, which still continues. Since 1933 they had made 150 shorts and 15 full-length features for that studio.

Besides his brother, Moe, two other brothers, Shemp, who replaced him in the act, and Jack, a non-pro, survive. Burial was in Home of Peace Cemetery, Los Angeles.

3 TV STARS GO H'WOOD-ALMOST

NEW YORK, Jan. 19.—Dagmar, Robert Q. Lewis and possibly Faye Emerson, all of whom have boosted their stature via television, will try to cash in on their reps via cafe dates. Dagmar is already set to open at the Desert Inn, Las Vegas, Nev., January 22, for a two-weeker for \$7,500. Following the Vegas date she'll go to Harry Altman's Town Casino, Buffalo. Robert Q. Lewis is also set for Vegas, at the Thunderbird, sometime in April, during the Variety Clubs convention. There's a deal going for Faye Emerson to play the town at the same time, possibly at the Flamingo. Dagmar will have Sid Gould in her acts. The show will also include Ray Malone, who he was booked independently.

London Dispatch

By LEIGH VANCE

LONDON, Jan. 19.—Scotland Yard detectives were called in when it was found that 150 of the 1,200 ballot cards sent in on a vote by the Imperial Society of Teachers were faked. The ballot was to elect four members to the committee, whose chairman is BBC dancing teacher and band leader Victor Silvester. Said he: "Anyone who gets onto our committee immediately joins the most sought-after teachers in the country." The fakes were posted within two days from post offices near the society's office. Thirty of them had stamps stuck on upside down. Detectives are sure all the stamps were bought at the same time. To avoid any scandal, when the fake was first discovered the committee canceled the whole ballot, spent \$2,000 dollars investigating the fraud. So far the permanent secretary, and an assistant have both resigned, but no other public announcement has been made. The Imperial Society has assets of \$130,000, embraces nine separate societies with over 9,000 members.

Noel Coward Has Hit

In New London Comedy . . .

With his slick comedy piece, "Relative Values," running to packed houses at the Savoy and almost sold out until March, Noel Coward is sitting prettier than he has done for many a year. But he is not content just to wallow. "Now is the time I have to watch out," he says. "The turn of luck started with my cabaret at the Cafe De Paris. Since then everything has gone beautifully right. But luck seems to go in cycles—so I'm not letting myself forget that every hill has its valley on the other side." One thing friends of Coward and Mary Martin will be glad to hear is that their rift—which allegedly started after the comparative failure of his "Pacific 1860" in 1947, in which the latter (Continued on page 48)

Paris Peek

By ANNE MICHAELS

PARIS, Jan. 19.—Twenty-eight films are either scheduled or in the shooting stage for the next two months. And although the industry agrees that without a government subsidy most of the firms, even tho they are in production, will go bankrupt, no one seems to be letting that worry them. Mainly what is happening is that the producers owe so much money that it is against the interests of the firms to whom they are in debt to allow them to close down. Therefore, credit keeps being extended, and the cameras keep rolling.

Gene Kelly, passing thru Paris on his way to Munich, is investigating possibilities of making a new film here. . . . Italian comedian Macario wants to do a parody on "Hamlet," with himself in the title role and Martine Carol, a sort of French Lana Turner, as Ophelia. . . . Six French film stars, Brigitte Auber, Arletty, Francoise Christophe, Odile Versois, Michel Auclair and Daniel Gelin went to Uruguay for the film festival.

Radio Crix Annoyed at Government View . . .

British television reporter, Kennerly Edwards, is shooting films on events of the Riviera, mostly social, in black and white as well as color, for a series of six shows beginning in July. . . . French radio critics are annoyed that the government is complaining of the lack of money for programs while America receives the best transcriptions of all programs done in France, ones which are never heard in the country of its conception. Why, they want to know, can't the same programs that are broadcast over the international radio set-up be done in France as well. One French critic pointed to the fact that composer Marc-Antoine Charpentier was famous in America three years before France ever heard about (Continued on page 48)

Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 19.—Aboard a crowded elevator that got stuck just short of the seventh floor at the Federal Communications Commission one day this week was Dr. Allen B. Du Mont, president of Du Mont Laboratories, Inc. Du Mont coolly helped the elevator operator pry the doors open so that the passengers could disembark on the seventh floor. The operator gratefully invited Du Mont to board another elevator to the street floor. Politely declining, the canny engineer walked down seven flights of stairs.

U. S. Music Weighed And Found Wanting . . .

Current American music got a robust going-over at a closed-door confab here of the American Council of Learned Societies' Committee on musicology. Herbert W. Schneider, philosophy professor at Columbia University, raised the question: "For what do ordinary Americans most need music?" Here's how he answered it: "For

dancing, marching, schooling, worshipping, celebrating, eating and drinking." These "institutionalized" activities, he said, are music's chief customers. "We have discovered the art of using musical instruments not for the sake of our ears but for the needs of our legs and feet, diaphragms, viscera, hearts and almost any other organ except the ears," he remarked. "Our most popular music goes directly to our toes."

Schneider characterized one "popular brand of music" as "the kind of schmaltz and crooning which arouses directly the sentiments and passions, but secular and religious." He said it's unfortunate that "such stimulation cannot be taken in silence and privately." As for musical shows and operas, the professor described these as "another type of stimulation, less visceral," directed instead to "our heads and hands." He called them "medleys of marchings, wavings, clappings, gyratings and similar semi-gymnastic rhythms. When not too silly," said Schneider, "such maneuvering is relatively harmless and moderately enjoyable."

Plan Third Year for Sesquicentennial Show . . .

When President Truman met with the D.C. Sesquicentennial Commission at the White House this week to mull a third summer's run for "Faith of our Fathers," House Speaker Sam Rayburn clinched the decision. "I've already seen that show three times," Speaker Rayburn enthusiastically told the meeting, "and I hope to see it again next summer." . . . President Truman in major messages to Congress this week gave the tip-off on the government's expectation of increased amusement business this year. Capitol Hill's cold reception to his call for a \$5 billion tax boost (in his annual economic report) makes it a certainty that there'll be no hike in showbiz excises this session. Truman's warning of more civilian cuts in defense-needed materials was no surprise. Electronics industry had already anticipated presidential forecast of further cutbacks in TV and radio sets. Year's output is expected to drop to around 4 million TV sets and 10 million radios.

Picture Business

By LEE ZHITO

HOLLYWOOD, Jan. 19.—Ever so often one likes to glance back into the early days of Hollywood when the then fledgling motion picture industry was beginning to take form. These fond dips into film-dom's past are singularly enjoyable when seen thru the eyes of one of its pioneers. We had a particularly interesting discussion this week with Mack Sennett, one of the first to bring glamour to the motion picture screen thru his "Bathing Beauty Girls" series among the pioneers who introduced comedy into the new medium. Aside from the highly relished nostalgia that is sure to accompany such conversations, Sennett made some interesting observations of the picture business in general today as it compares with movie making in the industry's formative years.

The metamorphosis of movies, he feels, has changed only the outer trimmings of the medium thru such technical and highly valuable developments as sound and color, but the center core of films is about the same. Despite the development of sound—and he's sufficiently realistic to recognize its introduction as the most vital innovation since Edison's invention—Sennett says the medium is still "moving pictures" and not talking pictures. In other words, action and motion are the thing, and not dialog, altho it is a valuable asset.

To carry this premise further, Sennett points out that comedy on the screen has changed much from the basic elements originally developed during the industry's early days. Pantomime, mugging and plain funny faces still bring the greatest belly laughs no matter how funny the scripting may be. Comedy on the screen to be fully achieved must be visual. To prove this point, he directs your attention to your most successful screen yock pullers of today. Dean Martin and Jerry Lewis, for example, rank high on the laugh ladder because of their great stress of visual rather than spoken zaniness.

Television is similar to the movie screen in this respect, Sennett feels. Red Skelton's funny faces on the TV screen, he says, are the basis of his mounting popularity as a tele comic. The same holds true for the Martin and Lewis team's TV success as well as the Sid Caesar-Imogene Coca show.

A cost comparison between movie making today and earlier years provides similar substance for thought. The two-reel Sennett comedies were shot for approximately \$40,000. However, if they were to be duplicated today Sennett estimates production cost at five to six times the original amount. Carpenters, for example, used to get \$1 an hour. Considerable time and effort were devoted to constructing the breakaway

props and staging the silent comedy situations. Shooting schedules ran as long as six to seven days.

MPIC Backs Kramer Vs. Smearing Pickets . . .

The Commie slur is getting out of hand, according to the Red-fighting Motion Picture Industry Council. MPIC, which is composed of the top film guilds and unions as well as management groups, backed action to publicly challenge irresponsible charges of Red-ism in the film colony. MPIC endorsed Stanley Kramer's libel suit against the Wage Earners' Committee. Said MPIC:

"The Motion Picture Industry Council has noted with increasing concern the attempts made by irresponsible groups on the loyalty and patriotism of the motion picture industry, particularly in the unjustified picketing of motion picture theaters and in the distribution of defamatory circulars. It therefore resolves:

"That the Motion Picture Industry Council commends Stanley Kramer for his courageous stand in instituting a libel suit against the Wage Earners' Committee for the malicious and unfounded picketing of his picture, 'Death of a Salesman,' and pledge to him our complete support in the action he has taken."

THEATER-TV-II

Nathen L. Halpern, Medium's Spark Plug

By SAM CHASE (Second of a series)

NEW YORK, Jan. 19. — The head of the only organization which devotes its programming attention exclusively to theater television, Nathen L. Halpern, president of Theater Network Television, Inc., has been developing program ideas for the medium for several years.

TNT is currently engaged in developing theater TV series of entertainment and sports, both via purchase of rights and by development of original programming. Rights would cover Broadway musicals and plays, stage shows, operas, circuses, rodeos, concerts, dance recitals and related proved shows adaptable to theater TV.

Besides bringing events such as those listed to audiences which otherwise could not witness them, theater TV showings would be of vast importance to their producers and backers. Thus, although legit plays average only about 100,000 customers for their Broadway runs, a theater TV showing to many times that number at one time would virtually assure legit producers and backers of getting off the nut and would encourage staging of many more productions.

The beginnings of creative, specially designed shows for theater TV remains an early objective of TNT, and constitutes a major challenge to personnel now active in other branches of show business, who will be the designers of the new art form. The basic premise of Halpern's thinking, programwise, is that theater TV shows must be different from and superior to home TV, and suitable only for theater presentation.

Back to '48

Halpern's thinking on the subject goes back to 1948, well before the incorporation of TNT last May, and to a time before the

first commercial theater TV installation had yet been made. Halpern at that time was assistant to the president of the Columbia Broadcasting System, where he was in close touch with TV and film developments.

A graduate of the Harvard Law School and a former editor of the Harvard Law Review, Halpern also is one of the relatively few members of the bar of the Federal Communications Commission. As a navy officer during the war, he was assigned to the psychological warfare division at Supreme Headquarters AEF, which developed and operated techniques of using radio, films and publications in combating the enemy, and aiding liberated populations.

Halpern became sold on theater TV shortly after he left CBS to head a syndicate he had formed for purpose of buying AM and TV broadcast stations. His group sought unsuccessfully some of the Warner Brothers facilities and a California TV station at a time when few envisioned such a rapid video growth. At that time Halpern was approached by theater exhibitors who already were wondering whether the crude laboratory theater TV test equipment might give rise to a force which could reshape the industry as the advent of sound had done two decades earlier.

Basic Problems

Basic questions were whether the public might be attracted to new, different and superior programs not otherwise available, and the economic, equipment and distribution potentials of an easy pay-as-you-go system.

From this time until the formation of TNT, Halpern served as television consultant to leading exhibitors and exhibitor organizations, beginning with Si Fabian, and including the Century, American and RKO circuits, Theater Owners of America, and others. In this capacity, he helped develop theater TV in every one of its phases: Programing, distribution, equipment, facilities, theater installation and operation, coaxial connections, engineering developments.

For a while Halpern was virtually a full-time rider on the exhibitor banquet-convention circuit, living and talking the possibilities of the medium, and meeting with a few thousand exhibitors. Believing strongly in action and performance, Halpern's efforts, combined with leading exhibitors, led to practical theater TV in film houses before paying audiences.

Administrative assistant to Halpern at TNT is Richard W. Golden, formerly CBS promotion specialist and Schwerin research executive. Golden previously had a heavy TV scripting and production background. Another TNT staff member is Miss Gene Johnson, formerly Hollywood assistant to Rouben Mamoulian, Robert Ripley and Fanchon & Marco.

Review Index

Table with 2 columns: Review Type and Count. Includes Record Reviews (32), Classical Reviews (26), Legit Reviews (46), Night Club Reviews (13), Radio Reviews (10), Television Reviews (10), Vaudeville Reviews (13).

Highlight Reviews

TELEVISION

'Today' Is Well-Intentioned But Chaotic; More Planning Needed

By JOE CSIDA

It gladdened the heart of this observer to learn late Friday night that Pat Weaver's "Today," at the end of its first week, had achieved encouraging ratings and a respectable mail pull. Trendex (for 10 cities and for calls made between 8 and 9 only) gave it a 2.6 for Monday and a 4.6 for Tuesday.

And these ratings and the mail pull must be viewed as an encouraging nod, rather than any indication that the two-hour effort in its first week was a success. In truth it was a confusing, disorganized mishmash which tried so hard to be everything to all men, that it succeeded in being almost nothing to anybody.

But this is not to say that "Today" cannot, if properly developed, build large segments of 7-9 audience. The basic ingredients, the facilities, are all there. The show's Number One asset, of course, is Dave Garroway. In spite of the obvious lack of rest, which to this viewer seemed quite apparent and appeared to get worse each succeeding day, Garroway's easy manner, his warmth, eagerness to give the viewer just what he felt was wanted, his pleasant overall approach, make him exactly the kind of guy you'd permit into your home that early

in the morning. If you'd let anyone in, Garroway is indeed a happy choice. As he adjusts to his weird new working hours, discontinues doing late night shows for plugs, and gets a little rest—he'll be fine.

Tip to Abe

Abe Schechter would be well advised to unload from Garroway some of the chores the bespectacled communicator takes unto himself on this show. For example, there's no need for Mr. G. to do the book review, as he did Friday. Too, it should be unnecessary for him to work with Fleming, when the latter is dishing out the news or commenting on the out-of-town papers.

Fleming seems a capable and personable newsman and Jack Lescolie is pleasant and strictly a pro, tho that constant wide grin is a little hard to take at 7 of a rainy morning. The show's cast, in short, is fine. Where most of the work needs to be done is in the planning and the production. "Today" is urgently in need of some drastic simplification, and a few changes in gimmicks. As it stands, confusion and chaos is the overwhelming impression.

The "Today's News in Two Minutes" bit reads nicely and talks nicely, but is impractical and defeats its own purpose. The 120-second span enables Garroway to read a minimum of news reports with a shameful paucity of detail. It might be advisable to stretch this segment to at least five minutes, so that the viewer and-or listener gets something approaching what he would get on a radio newscast.

More Weather!

There is a fantastic over-emphasis on the show (and this continued as of Friday) on weather. Sure, the temperature and the rain-or-shine data is essential. But when Garroway reads a weather report, then engages in a conversation with Jim Fidler of the Weather Bureau in Washington, while making marks on a map, and a weather cartoon ap-

pears on the screen, followed by a static blackboard listing of city-by-city temperatures—all within one minute—that's just too much weather. Particularly when you can't do anything about same, anyway.

Flashing of the stationary city-by-city blackboard listings, incidentally, with a teletype-style news strip running across the bottom of the same picture, plus an every-thirty-second change of the time on the same screen, makes for a very confused, unattractive picture. This is the formula which, at week's end, constituted the tube fare while phonograph records were played. Either one of the three items, two at the outside, should be on the screen at any one time.

And now that we're on the record aspects of the show, there seemed here to be no rhyme or reason to the selection of the records played. Monday and Wednesday, several disks much too slam-bang and noisy for the early hours were featured. By Friday, this invitation to tune out had been eliminated, and the platters seemed more wisely selected as to volume and tempo, but still with no kind of pattern in mind otherwise.

In several of its aspects, it was obvious on the basis of Monday-through-Friday comparisons that the producers et al were on the right track in improving features and correcting shortcomings. Opening day's remote pickups (the roof of the RCA Building, Washington, Chicago) were deadly dull and unimaginative. The news or general interest value of watching raindrops fall on the RCA Building roof, the streets around the Pentagon building, the interior of Grand Central terminal (NY) and the Illinois Central terminal in Chi, and a police car parked at a curb on Randolph Street couldn't have been less fascinating.

But on Friday the cameras (Continued on page 11)

LEGITIMATE

"Shrike" Raw, Realistic, Rewarding; Ferrer Brings in Another Winner

By BOB FRANCIS

Webster's International Dictionary defines a shrike as a predatory bird which sometimes impales its prey upon thorns. Joseph Kramm has written a play about a female of the species and her victim. She is epitomized as a lady who will go to any diabolical lengths to get a poor devil of a husband back under her thumb. "The Shrike" is not a happy play. It is a spectacle likely to jar average sensibilities, but its impact will get under the most hard-boiled pew-sitter's skin, and he will be rewarded by seeing one of the finest, individual performances of the season from Jose Ferrer. "Shrike" packs dramatic red meat.

Its locale is entirely within the psycho wards of a city hospital, whither an average man has arrived via an attempted suicide. His reasons for self-destruction hardly signify. He is separated from a wife he no longer loves. There has been another woman in the case, and he has had an overmastering sense of failure. But as he recovers, he is sure of one thing. He is not going back to his wife.

Therein is the meat of Kramm's play because he can't get out unless it is in his wife's custody. The lady sees to that by spreading an aura of loving sweetness over the hospital staff. He knows what she's doing, but after two weeks of confinement in an observation ward and outbursts ranging from rebellion to near hysteria, he is worn down to the point of selling his manhood for the price of freedom. What's to come of it all Kramm sayeth not, but it seems

likely that the lad will eventually get up off his bed of thorns and beat the living hell out of his shrike. Almost any pew-sitter would like to be on hand to see it happen.

Harrowing Brilliancy

Kramm's writing of this little fable has frequent harrowing brilliancy, and never is it commonplace. He evidently has put in plenty of medical research and his hospital sequences have an urgent ring of tragic truth.

Perhaps just to show that he hasn't lost his touch for drama, after his high jinks last year in "20th Century," Jose Ferrer takes time out to play the bedeviled, would-be suicide. His progressive shading of a portrait of a man of spirit and independence forced to abject humility under the velvet-gloved, whip-hand of a fanatically possessive woman is something to see and remember, and his underplaying of the man's final crack-up is magnificent. In addition, he has staged "Shrike" with an eye to giving it a night-marish reality—which is exactly the treatment that such a drama much have to achieve its fullest impact.

Miss Evelyn Splendid

While not so much is required of his co-star, Judith Evelyn, she gives him and the play royal assistance as his sugar-coated nemesis. That a pew-sitter is slightly taken in (like the medicos) by her all-forgiving magnanimity, progressively despising her the while, is a matter of splendid acting. Outstanding support in a large

cast is likewise rendered by Philip Huston, Mary Bell and Kendall Clark, representing the hospital staff. Will Lee, Will Kuluva, Martin Newman, Joe Comadore, Leigh Whipper and Billy M. Greene add excellent character bits as a set of varying wacky wardmates.

Howard Bey's drab setting of public hospital interiors practically reek of disinfectant-scrubbed linoleum. "Shrike" gets a fine production all down the line. It's not for the ostrich-minded, but for any one with a real affection for theater, it's a fine raw hunk of meat.

THE SHRIKE (Opened Tuesday, January 15) Cort Theater

A drama by Joseph Kramm Staged by Jose Ferrer. Settings and lighting by Howard Bey. Costumes by Edith Luyens. General manager, Milton Baron. Stage manager, Buford Armitage. Press representatives, James Proctor and Johanna Grant. Presented by Jose Ferrer in association with Milton Baron.

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Dr. Du Mont-Barney Balaban 'Debate' Highlights ABC-UPT Merger Hearing

Current Phase to Reach Climax When Paramount Pix Exec Gives Testimony

WASHINGTON, Jan. 19. — Highlighted by testimony this week from Dr. Allen B. Du Mont that he has made several unsuccessful attempts to negotiate with Paramount Pictures Corporation to dispose of its class B stock holdings in Allen B. Du Mont Laboratories, Inc., current phase of Federal Communications Commission's hearings on the proposed merger of United Paramount Theaters with American Broadcasting Company is scheduled to reach a climax next week when Paul Raibourn, Paramount veepee, will take the stand.

Raibourn is slated to testify after a parade of Du Mont witnesses completes testimony. Col. William Roberts, counsel for Du Mont Laboratories, served notice that at the windup of the Du Mont phase of the ABC-UPT

hearings he will renew a motion for severance of Du Mont license bids from the ABC-UPT proceedings. Roberts indicated he hopes Resnick, presiding, will act on that motion immediately, or at least prior to making any other findings.

Punctuated by frequent verbal sallies between legalists, the hearing struck a dramatic note on Dr. Du Mont's testimony. The engineer-executive, after testifying about his overtures to Paramount on the latter's stock holdings in Du Mont, entered into the record a heated exchange of letters between himself and Barney Balaban, president of Paramount Pictures Corporation. Dr. Du Mont testified that he had understood in 1948 that Paramount had expected to get around \$10 million from its class B Du Mont stock, which constitutes all of the Du Mont class B stock. He said he discussed with Paramount "Paying up to, I believe, around \$12,000,000, and they were not interested in receiving cash for it at that time, and we went on to the negotiation for possible conversion of the B stock into Class A."

Frederick Ford, chief of FCC's Broadcast Bureau Hearing Division, then asked Dr. Du Mont:

"So that as I understand your testimony, in your dealings with Paramount, you have come to understand that Paramount stock is not for sale to Du Mont at any price?"

Dr. Du Mont replied: "I have come to understand that at that particular time they were not interested in it. What might be in the future, I do not know."

Q. "But the last dealings you had were to that effect?"

A. "Yes."

At this juncture, Col. Roberts suggested that the answer be revised to show that figures represented "cash price" proposals. Stressing that Paramount thru its ownership of Du Mont's class B stock did not control Du Mont Laboratories even tho the class B holdings entitled Paramount to three directorships, Dr. Du Mont placed in the record a series of letters revealing sharp differences between himself and Balaban.

In a letter dated October 17, (Continued on page 12)

Ed Sullivan in 'Toast of USA' Promotion Role

NEW YORK, Jan. 19. — Ed Sullivan this year will visit more than 100 department stores throughout the nation, traveling between 15,000 and 20,000 miles, in a unique sales promotion campaign arranged by his TV sponsor, Lincoln-Mercury. He will make special one-day appearances at the stores in connection with a "modern living - perspective" theme that will ring in makers of accessories and Drexel, a manufacturer of furniture.

Sullivan will be the key figure in the promotion, appearing on fashion shows, local radio and TV programs, and leading parades. His first stop will be Filene's in Boston in early March. "Toast of the Town" will continue to originate from here.

Westinghouse Takes Full Web

NEW YORK, Jan. 19.—Westinghouse this week expanded its initial order and bought the full Columbia Broadcasting System radio network of 193 stations for its political convention and election package. Initial Westinghouse decision had been to buy 63 stations under the CBS selective facilities plan.

With the entire network, Westinghouse will not have to share coverage with other advertisers which may have been the reason for its change of heart. Without a selective facilities plan CBS might have been forced to sell the package to Westinghouse on a limited network without having the possibility of reselling it to other clients.

KRLD-TV BOLAND BOWLED BY JAP

DALLAS, Jan. 19.—Charlie Boland, KRLD-TV sports announcer, should be able to speak from experience when he does his stint at the Sportatorium wrestling shows here each Tuesday night from now on.

In a pre-bout interview Tuesday (15) night with Duke Keomuka, Japanese wrestler from Houston, Boland was on the receiving end of a judo chop to the neck that knocked him across the ring.

Keomuka proceeded with his match with grappler (Dizzy) Davis as scheduled, later surrendered to sheriffs' deputies, was taken to the county jail, pleaded guilty of a charge of fighting, and was released on payment of a fine of \$110 and costs.

SPONSOR BOOST

'Cameo' Rate On Trendex Twice 'Girls'

NEW YORK, Jan. 19.—The Trendex rating of the first outing of "Cameo Theater" on January 6 racked up about twice the score for the sponsor, Riggio Tobacco's Regent Cigarettes, that the sponsor had on the last-rated "Leave It to the Girls" TV stanza, in the same slot.

Working out of the 10:30-11 p.m. Sunday time on the National Broadcasting Company, "Cameo" hit 15.2, while "Girls," in the December Trendex, drew an 8.4 mark.

General Foods Takes CBS' "Chameleon"

NEW YORK, Jan. 19.—The Columbia Broadcasting System's radio network last week sold "Mr. Chameleon" to General Foods for its Postum and Post Bran Flakes, sponsorship to begin January 24. The program is in the Thursday 9-9:25 p.m. slot.

This is the first prime evening radio time purchase of any substance made in several months. CBS has also sold its annual seasonal program to the Ferry-Morse Seed Company, which is buying "Garden Gate" for 14 weeks in the Saturday morning 9:45-10 a.m. slot. In the past two weeks the network also made sales to Admiral and to Ovaltine, two advertisers who have been out of radio for many years.

FILMS, ABC-UPT ON FCC'S AGENDA

Merger Hearings Will Look Into Paramount's Stand on TV-Flicks

WASHINGTON, Jan. 19.—The Federal Communications Commission yesterday (18) formally ordered that its hearing on the proposed merger of United Paramount Theaters, Inc., and the American Broadcasting Company will embrace a study of Paramount's use of films, talent and stories. The FCC's action came as a coincidence this week's Du Mont phase of the ABC-UPT merger proceedings, during which FCC spokesmen three times suggested a study of this issue.

At the same time, the Commission denied requests by the Fanchon and Marco theater interests and Gordon Brown, owner of WSAY, Rochester, N. Y., to participate in the merger hearings. The Commission over-ruled two dissents by Commissioner Robert F. Jones, who, in one of his dissents, a 20-page document, expressed concern over "monopolistic" practices in film distribution. The majority opinion declared that neither petitioner had shown that its participation would aid the Commission or was necessary for protection of the corporations.

Even before the FCC's formal ruling was issued, the subject of film distribution and relationship between movie interests and TV was being explored in the ABC-UPT hearing.

"Block" Dials

Chris J. Witting, general manager of the Du Mont Network, testified under questioning by Du Mont Counsel William Roberts, and by Frederick Ford, chief of the FCC's hearing division, that TV stations have found it difficult to obtain good film for TV use. He said that film offered is generally of 1936-38 vintage, and declared the costs are extremely high inasmuch as "certain distributors" insist on selling a block of pictures when a TV station may only want one. Because of a dearth of decent film for TV, he said, the purchaser may find himself negotiating not on a single film, as he might have wanted, but for a block of "as many as 39 pictures."

Witting, in answer to questioning by Ford, said that he has

never held formal conversations with Paul Raibourn, Paramount veepee, about programming. James L. Caddigan, director of Du Mont's programing and production, testified similarly. Caddigan, a former Paramount executive for 15 years, denied that his move to Du Mont was a Paramount suggestion.

Question of film distribution and talent distribution is expected to come in for heavy treatment next week. Subject is being watched with interest not only at current hearings but in anticipation of theater-TV hearing scheduled for February 25.

EASTER FILM

J. Fairbanks To Re-Issue "See," "Hill"

HOLLYWOOD, Jan. 19.—Jerry Fairbanks will re-issue two Biblical films produced for the Family Theater this Easter, but will make them available for local commercial sponsorship. This marks the first time these films are open to time buyers. Two hour-long re-releases are "That I May See" and "Hill No. 1." Rates will be based upon a percentage of the time seg during which films will be televised, but with Family Theater first approving the product to be advertised via the pix. Inasmuch as the pix will be sold to sponsors, stations will be able to get exclusive rights in their markets to the films.

Money raised thru the sale of the films will go to Family Theater to cover cost of previous productions and go toward building a bankroll for future pix. Heretofore, films were offered free to all stations, but sponsorship was prohibited.

"Town" Turns To Film-TV

NEW YORK, Jan. 19.—The TV version of "Big Town" will switch to film from its current live showing, beginning in April, in its usual Thursday night 9:30-10 p.m. slot on the Columbia Broadcasting System network. Lever Brothers, the sponsor, last week looked at a pilot film of the series and found the quality most acceptable.

The current male lead, Pat McVey, will remain in the cast, but the fem lead, Julie Stevens, is being replaced by Jean Nye. Ruthrauff & Ryan is the agency. The program will be produced on the Coast.

This is the first prime evening radio time purchase of any substance made in several months. CBS has also sold its annual seasonal program to the Ferry-Morse Seed Company which is buying "Garden Gate" for 14 weeks in the Saturday morning 9:45-10 a.m. slot. In the past two weeks the network also made sales to Admiral and to Ovaltine, two advertisers who have been out of radio for many years.

CBS-TV Adds Spier, Furse

NEW YORK, Jan. 19.—The Columbia Broadcasting System's TV network this week added Bill Spier and Russell Furse to its programing staff. Spier, who is well known for his work on the radio version of "Suspense," will enter the department as an executive producer.

Furse moves in as general manager of the program department, replacing Carlton Winckler who becomes manager of production in the operations department.

The Billboard's Fourteenth Annual

RADIO and TELEVISION PROMOTION COMPETITION

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

RADIO-AS-A-MEDIUM PROMOTION

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

AUDIENCE and/or SALES PROMOTION • PUBLIC SERVICE PROMOTION

They will be open to stations and networks only.

Deadline for All Entries, MARCH 15, 1952

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

Promotion Competition, THE BILLBOARD
1564 Broadway, New York 19, N. Y.

PROMOTE YOUR PROMOTION

Here's a PARTIAL list of the judges who will select this year's winners:

SPONSOR'S PANEL

Richard Rettig, Vice-Pres. WHITEHALL PHARMACAL CO.

John R. Gilman, Vice Pres. COLGATE-PALMOLIVE-PEET CO.

Albert S. Dempewolf, Dir. of Adv. CELANESE CORP. OF AMERICA

J. M. Allen, Vice-President BRISTOL-MYERS CO.

M. J. Roche LEVER BROTHERS CO.

Stanley Pulver LEVER BROTHERS CO.

Ralston H. Coffin, Dir. of Adv. RCA VICTOR DIVISION RADIO CORP. OF AMERICA

W. H. Ramsey PROCTER & GAMBLE

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Tom Slater RUTHRAUFF & RYAN

Tom Harrington TED BATES & CO.

G. D. Gudebrod N. W. AYER & SON

EDITORIAL

Another Radio 'Formula'

We hold our contemporary, Printers' Ink, in reasonably high esteem, but this revered advertising journal was sold a neat bill of anti-radio goods last week. They picked up a research project originally carried out for Foote, Cone & Belding, by Ilse Zeisel, a member of that agency's research staff, and Ilse's brother, Dr. Hans of the Tea Bureau, Inc. Printers' Ink published an article based on the project under a head which said: "For Radio Researchers—What Is TV Doing to Radio Listening?"

The Zeisels, it seems, have worked out a series of tables and graphs, by the use of which advertisers are alleged to be able to estimate the radio sets-in-use figures their time purchases on networks will earn them. The sets-in-use graphs drawn by the Zeisels show such alarming decreases in radio sets-in-use, as the number of TV homes increase, as: for daytime, from 25 per cent down to 13 per cent, from 26 per cent down to 14 per cent, etc., and, for afternoon, such alarming drops as from 38 per cent down to 19 per cent, 37 per cent down to 18 per cent, etc.

Of course, displaying the integrity of the true researcher, the preamble to this elaborate and frightening set of graphs and tables, says:

"It will be well to state clearly at the outset what these formulae cover and what they do not cover: (1) We are dealing only with the size of nationwide broadcasts; all measures are expressed in percentages of all U. S. radio homes. Regional networks and individual local stations may show quite different trends."

(Ed. Note: You're darn well right they do, chums. See the Radio Sets-In-Use figures in seven major TV markets for '46 thru '51 published in this paper last week, or the WNEW sets-in-use story in this issue).

But the Zeisels go on with their judicious preamble: "(2) Since the total number of radio homes in the U. S. is constantly increasing, the number of radio audiences might increase while the percentage of radio homes decreases."

(Ed. Note: Whaddaya mean "might," kids? They do increase!)

But here's some more Zeiselisms: "(3) Nothing is said regarding the relative effectiveness of the two media per se or on a per-dollar basis. This point is of special importance in view of the fact that reduced radio rates compete with ever-increasing TV costs."

(Ed. Note: It's graphs and tables like yours, that are bringing about those reduced radio rates. Aren't you ashamed?)

And then, this final "qualification" from this brother and sister act: "At least two factors make the radio picture, as presented here, appear somewhat less favorable than it actually is. First is the fact that the out-of-home radio listening in cars, on beaches, etc. is not included in this measurement. Second is the fact that the Nielsen sample (on which the Zeisel charts are based) does not yet include a sufficient proportion of three-or-more radio (set) homes."

But having thus proved the complete lack of practical value of their own tables, graphs and general formulae, the Zeisels nevertheless seriously suggest that this hocus-pocus procedure they have developed be used by grown-up advertising people in estimating what they're likely to get for their dollar when they buy radio. And Printers' Ink puts straight-faced sub-heads like this, all thru the piece: "How to forecast future radio ratings!" "How accurate are these estimates?" "Why this new formula is needed!"

Is this the kind of folderol on which advertisers and agencies are going to base the expenditure of their money? Is this the type of destructive double-talk on which radio networks are going to base their rate structures?

Let's face it. If broadcasters don't do something about it, this is exactly the type of nonsense which will lead them down the road to the poorhouse.

HOPALONG SNARL

Action Would Stop Sponsors' Plugging Show

DALLAS, Jan. 19.—An injunction suit has been filed in District Court here that may determine whether a television sponsor can legally be prevented from promoting the program he sponsors.

The Oak Cliff Baking Company, bakers of Holsum Bread, asked an injunction against the use of Hopalong Cassidy's picture in the Dallas area by the Continental Baking Company, which sells Wonder Bread. Wonder Bread sponsors the Hopalong Cassidy show here thru a contract with the National Broadcasting Company and WFAA-TV.

Oak Cliff said it had purchased from Hopalong Cassidy, Inc., exclusive rights to Hopalong's likeness and name in Dallas - Fort Worth trade area for bread products promotion. Accordingly Hopalong's picture appears on the wrapper of every loaf of Holsum bread sold here and is also used on billboards.

The firm protested that last week-end Continental Baking Company put up placards, "wrap-arounds" on loaves of Wonder Bread and signs on its bread trucks carrying Hoppy's picture. Ads said: "See Hopalong Cassidy, 2 to 3 p.m. each Sunday, on WFAA-TV—Sponsored by Wonder Bread."

Plaintiffs said all this hurt their business, altho wonder Bread was, in fact, Hoppy's TV sponsor in this area.

Mercury Signs Up Count Basie

NEW YORK, Jan. 19.—Count Basie, veteran jazz keyboard specialist and orkster, was inked to a term recording paper by Norman Granz for the Mercury diskery, with Basie efforts to be geared for both Granz's jazz department and for the diskery's pop department.

Basie last recorded for Columbia Records, and that diskery shortly will release an album of efforts made by the Count's recent sextet which featured clarinetist Buddy DeFranco. Basie currently is on the road with a new big band, and will shortly embark on a Southern tour as co-headliner on a concert-dance package with warbler Billy Eckstine.

KIST Wins on FCC Leeway

WASHINGTON, Jan. 19.—KIST, Santa Barbara station operated by Harry C. Butcher, once General Eisenhower's aide and author of a best-seller on the general, won Federal Communications Commission okay this week to file post-deadline arguments in the TV allocation hearings to support its bid to have channel 3 assigned to Santa Barbara.

KIST said that superiority in use of channel 3 for Santa Barbara did not become evident until announcement of the U. S.-Mexican TV agreement. The National Broadcasting Company had opposed KIST's post-deadline filing.

CBS Cancels AM Sustainers

NEW YORK, Jan. 19.—The Columbia Broadcasting System this week decided not to service stations with sustaining radio shows during the hours of 8:30-9 a.m. and 9:15-10 a.m. All of this time except the 9:45-10 a.m. portion is station option time. This last fifteen-minute early morning slot is network time.

The reason that CBS-AM has decided against its sustaining programming service is that few of its affiliates were taking the shows. If the web can come up with network clients in the hour and a half of early time, they can give the stations 28 days' notice and request repossession of the time.

KTTV Plays Vital Video Role in L. A. Disaster

HOLLYWOOD, Jan. 19.—Los Angeles Times' Station KTTV proved with convincing impact the vital role TV can play in a disaster when the station remained on the air for more than 24 hours to televise live remote pick-ups from various stricken areas of flood-engulfed Los Angeles. While the remaining six tele outlets gave rainstorm top play in its news coverage, only KTTV went all out for complete coverage. KTLA sent film units roaming thru town and incorporated the footage in its regular newscasts, adding an additional

half hour of storm films to its regular sked last night.

KTTV, in its best on the spot coverage since it pried into the House Un-American Activities Committee hearing room last summer, sent out two mobile units, stationing one at Civil Defense headquarters in the City Hall and the other at Reseda, one of the hardest hit of the L. A. communities. Roy Maypole and Deane Moore went on from Reseda at 6 a.m. Friday (18), while Bill Welsh at the City Hall location interviewed Civil Defense head Adm. R. E. Berry, Mayor Fletcher Bowron and other officials who directed flood fighters. Cameras covered the valley spot where one person drowned in the flood and showed flood damage and efforts to stem rising waters.

KTTV's facilities were also used to good public service advantage in calming the frightened populace with announcements from the various agencies, and kept curiosity seekers at homes instead of clogging the roads by driving to stricken areas.

General Petroleum Company sponsored the 8:30 a.m. to 3 p.m. portion of Friday's (18) coverage with regular courtesy mentions for the Mobilegas dealers. KTTV Veepee-General Manager Dick Moore handled the time sale via the West-Marquis Agency, with Ted Stromberger account exec for General Petroleum.

COLLEGE SEGS

WTMJ-TV Tees Off Education Co-Op Series

MILWAUKEE, Jan. 19.—WTMJ-TV has launched a series of half-hour weekly programs, "Education on Parade," which are being presented and produced in co-operation with 10 colleges and universities in Wisconsin. The series is intended to demonstrate the possibilities of bringing cultural and educational programs to the TV screen, and meanwhile acquaint the college students and faculties with the production techniques of the medium of television. Last year six schools participated, and this year the 10 colleges will each put on two shows.

Each school is building its seg around the special branch of learning in which the individual institution excels. Participating schools are Marquette University, Milwaukee Downer College, Wisconsin State College in Milwaukee, Mount Mary College, the University of Wisconsin in Madison, Carroll College, Milwaukee School of Engineering, Lawrence College, the University of Wisconsin Extension in Milwaukee and Beloit College.

Reps Briefed

In preparation for the series, sessions attended by 20 representatives of the schools and station personnel were held for briefing on programing and production methods. Students and faculty cast members rehearse their parts on campus, with a WT MJ-TV staff director sitting in on the final dress rehearsal.

The opening program, January 12, was put on by Marquette University, showing "How an Earthquake Starts and How It Is Measured." Others on the roster are: "Remedial Reading," "Blood and Circulatory System," "Parent Education," "Parliamentary Procedure," "Heating," "Relating the Arts," "Natives of Wisconsin," "Mock Trial," "Trees of Wisconsin," "The Weather," "How to Appreciate Modern Art," "Refrigeration," "Geology" and "Growth of the Drama."

SCS Enters PG-CBS Tiff

HOLLYWOOD, Jan. 19.—State Conciliation Service moved this week to resolve the impasse reached in wage negotiations between the Publicists' Guild and Columbia Broadcasting System. Conciliators will be appointed.

CBS unit earlier voted unanimously in favor of strike after the web refused to budge beyond its offer of a 10 per cent wage increase.

WICH to Air City Council

HARTFORD, Conn., Jan. 19.—Meetings of the City Council of Norwich, Conn., will be recorded and broadcast immediately after each session.

Broadcasts, according to John Deme, general manager of WICH, Norwich station, will not include reports or other routine business. He said that the mayor and City Council have agreed that such broadcasts will be in the public interest.

WIP'S QUIZ

Tours Town To Cement Audiences

PHILADELPHIA, Jan. 19.—After five years in the studio, "Kitchen Kapers," WIP's food quiz show, moves out early February to embark on a series of one-night stands, playing the broadcasts before Parent Teacher groups, church and civic groups in and around Philadelphia, and nearby New Jersey. Show will appear each week in a different community without charge, tapping the broadcast for airing. Sponsoring organization can sell tickets. Tiny Ruffner, emcee of the show, and Johnny Wilcox, co-emcee, will appear with each performance to conduct the food quiz, with members from the audience participating as contestants. Merchandise prizes awarded with each show.

Kaiser-Frazer Buys NBC TV-er

NEW YORK, Jan. 19.—With Eversharp due to bow out of its alternate week half hour of "Show of Shows," Kaiser-Frazer this week put in an order for the time. The period involved is the 10 to 10:30 p.m. slot on the National Broadcasting Company TV web. Weintraub is the Kaiser-Frazer agency.

The auto firm currently bankrolls the "Ellery Queen" video show via the American Broadcasting Company, and is reported quite satisfied with that stanza, which recently shifted to the 7:30 p.m. Sunday time. However, the new order extends Kaiser-Frazer's billings in the medium to a new high.

TELE REPLACES OL' NORTH STAR

DETROIT, Jan. 19.—A new use for television was discovered by James S. Pooler, Detroit Free Press staff writer, in finding one's way back to town. Based on original scientific research by a staff artist's youngsters, Pooler came up with the discovery that the loop ends of video antennae all point toward Detroit when you get out in the country, giving benighted travelers an assist on their way. The only problem, Pooler ruefully conceded, was that, if the traveler got too far away, he'd find the loops all pointing to the next town having television.

NBC's Affils Okay Time Issue, Hold Out on Rates

NEW YORK, Jan. 19.—The economic study formula for radio rate revisions at the National Broadcasting Company this week was meeting with good success in one sphere, and continued affiliate resistance in another, according to Carleton D. Smith, station relations veepee. Smith said that 125 out of 170 affiliates already had okayed the web's plan to take over the 9-9:30 a.m. station time starting July 1, and the 9:30-10 period subsequently. By December 8, only 60 had said yes.

However, Smith also admitted that only 70 to 80 affiliates had proved the new rate formula, which provides either boosts or cuts for the individual outlets. Here major resistance continues to come from some of the web's 50,000-watt bulwarks, at least four of which voted to reject the formula at the recent Boca Raton convention. Medium and smaller outlets in key markets also were failing to line up as expected, despite the web's determination to move ahead with its plans regardless. Charles R. Denny,

NBC's radio topper, currently is doing an ambassadorial job in the field, meeting with affiliate execs in an attempt to win them over individually.

WBEN, 50,000-watter in Buffalo, is known to have given NBC a flat "no" to its rate formula. The station now has the highest rate in town of any web affiliate. If the NBC formula for the outlet took effect, it would be cut to the lowest. This likely would produce a chain reaction, forcing the other Buffalo network affiliates to follow suit.

Kayo for Ban On AM Acc'ts

WASHINGTON, Jan. 19.—Paralleling a Federal Court verdict in the Lorain, O., case prohibiting newspaper interests putting restraints on radio advertisers, a Federal District Court in Cleveland issued a similar decree this week for the Mansfield News-Journal. The court judgment, a consent decree, announced here by U. S. Attorney General J. Howard McGrath, held that officers of the paper had violated the anti-trust law by refusing to accept ads from firms proposing to advertise over radio. Recently the Supreme Court affirmed a verdict by the Federal Court in Cleveland against the same persons, acting as officers of the Lorain Journal Company, Lorain, O.

H. G. Morrison, assistant U. S. Attorney General, said the opinion means that the "local radio station, as well as potential future advertising media, will have an opportunity to sell their services in a free competitive market to customers who need have no fear of economic reprisal."

Packard Sets 20 TV Areas

NEW YORK, Jan. 19.—Packard this week had cleared 20 markets on a spot basis for airing its TV film series, "Rebound." A product of Crosby Enterprises, the series will use all types of shows, with each week's stanza having a surprise twist ending. Placed thru the Maxon agency, the series will tee off on all stations the first week in February. In New York, WJZ-TV will air the show 9 p.m. Fridays starting February 8.

3,794 AM-TV Stations Seen by Truman in 1953

Budget Message Presages Rise In FCC's Work, More \$\$ for "Voice"

• Continued from page 1

the FCC, compared with the current fiscal year's appropriation of \$6,116,650. With the TV freeze left impending, the budget estimates that FCC will be regulating 3,794 commercial broadcast stations next fiscal year, compared with 3,394 this fiscal year, 3,153 in the 1951 fiscal year, and 3,144 the fiscal year before that.

Mr. Truman's budget foresees the Commission disposing of 504 bids for new TV stations or for major changes in existing ones in the fiscal year starting next July 1. This compares with 81 such TV bids this fiscal year, 26 the previous fiscal year, and 38 the fiscal year before that. At the

same time, a "slight dip in radio bid processing is seen. The budget expects 335 bids for new AM stations or for major changes in present ones next fiscal year, compared with 336 the current fiscal year, 466 the fiscal year before that, and 651 in the 1950 fiscal year.

The box-score for FM bids for new stations or changes is seen as: 150 next fiscal year; 135 the current fiscal year. There were 172 in the 1951 fiscal year, and 199 the 1950 fiscal year.

Biggest part of the proposed FCC budget increase is for expansion of field engineering and monitoring services, with the next biggest wad going to broadcast activities.

"Truth" Campaign

The President is expected to get most of the proposed FCC budget increase thru Congress, but he is threatened with a setback paralleling last year's on his requests for increased "Voice of America" funds. The budget proposes an outlay of \$157 million next fiscal year to support State Department's "Campaign of Truth," which embraces the "Voice of America." This is \$47 million more than the current fiscal year's outlay.

A big wad of the new "Voice" money is sought for expanded radio facilities, the President said, including ship-borne transmitters, capable of reaching more and more people behind the Iron Cur-

tain, and overpowering Soviet "jamming" attempts. The President said the increase is also needed for transfer of the Army's information program in Japan to the State Department and "for a general intensification of our efforts in the most critical areas of the world." He said the "Campaign of Truth" program has been making "substantial gains." "The overseas information program, Mr. Truman said, "speaking thru every possible medium—radio, press, motion pictures, information centers, exchange of persons—is exposing the true nature of the Communist menace."

Informational budget increases are requested for most old-line and defense agencies, but the largest increase is sought for federal Civil Defense Administration's information set-up, which is giving special emphasis to radio-TV. The proposed 1953 budget for public information in this agency is set at \$5,375,000, compared with half that amount this fiscal year, and only \$680,261 the previous fiscal year.

GAMES CALLED

Ballantine Ends Baseball TV in Boston, Philly

NEW YORK, Jan. 19.—Ballantine beer last week decided to drop its radio and television coverage of big league baseball in Boston and Philadelphia. The firm will continue to bankroll the games of the New York Yankees, but that will be the last of its once-heavy diamond coverage. Bankroller is understood to feel it has overextended itself, what with recently adding the TV film series, "Foreign Intrigue," to its budget.

The Philadelphia schedule covered both the Phillies and Athletics home games on TV, which it split with two other sponsors on WPTZ, WFIL-TV and WCAU-TV. On AM, the hookup included a regional network. In Boston, the games were those of the Braves, aired via WBZ-TV and WNAC-TV, with a regional radio chain as well. The sponsor is understood to be adding some radio newscasts in those cities to compensate for the lost impressions. Agency is J. Walter Thompson.

EASIER THAN EXPLAINING TO HIS WIFE

CHICAGO, Jan. 19.—A new high in diversity of duties of a television director was hit this week by Doug Gabrielle, director of "Impact," news show produced by WENR-TV and The Chicago Daily News.

Guest on the wind-up spot on Tuesday's (15) show was a 20-year-old girl dope addict. Gabrielle went to the police lock-up to arrange details for the interview and found the girl clad in her only possessions, a suit and slippers.

The girl wore a mask on the show, but the police also ordered that her hairdo be changed so she wouldn't be recognized. So Gabrielle and a police matron shepherded the girl to a hairdresser. Then the girl insisted she wouldn't go on unless Gabrielle bought her a brassiere and blouse.

"But how am I going to explain a brassiere on my expense account?" Gabrielle pleaded.

The girl remained firm. When she appeared on the show, she was wearing a new brassiere, blouse, girdle, stockings and shoes. Gabrielle is still fighting it out with the accounting department.

WNBC CHASES "D.P."

Phones Listeners, Starts Net Bally

NEW YORK, Jan. 19.—In a move to bring radio's "displaced program" listeners back into the fold, WNBC, here, is launching a personalized telephone promotion Monday (21). Stunt calls for WNBC operators to place 5,000 calls to New York telephone subscribers weekly, so National Broadcasting Company performers can extend personal invitations (via tape) to tune in on their shows.

Ted Cott, general manager of WNBC, used a Tallulah Bankhead "Hello Dahling" recording last week to test his idea, and results were so good that NBC has decided to extend the idea to its owned-and-operated stations and eventually to its affiliates.

Expansion plans will ultimately result in NBC placing 4,000,000 phone calls a year, with WNBC alone accounting for 260,000. Promotion also calls for additional personnel. In line with this, Jim Gaines, NBC veepee in charge of o&o stations, has hit on the idea of handing phone-calling assignments to paraplegic vets.

"Displaced program" tag stems from Cott's contention that "newspapers are TV-happy today, and are neglecting legitimate radio news in favor of minor TV items." This thinking, he says, is even carried out in newspaper program listings, which separate radio and video into different segs, instead of giving people a chance to choose between "listen-

ing or viewing" at a particular time.

In view of newspapers' apathetic attitude toward radio today, Cott opines it's better for NBC to put its radio advertising budget into the phone survey, pointing out that WNBC will spend about \$400 weekly for its own survey, in return for a guaranteed phone listenership. On the other hand, he says, \$400 wouldn't even make a dent when channelled into newspaper ads.

Present plans for tapes, which will be recorded weekly, call for phone messages from Kate Smith, Dave Garroway, Martin and Lewis, Walter O'Keefe, and various stars appearing on Theater Guild shows.

TVA Board Set For Hearing On Phil Loeb Case

NEW YORK, Jan. 19.—The executive board of Television Authority this week agreed to provide a hearing for Phil Loeb at which he could present his case in the matter of his being dropped from "The Goldbergs."

TVA is now going ahead with the formation of a board of three important persons to hear Loeb. Should he be cleared, the union will decide on appropriate action to counter the action of the National Broadcasting Company. The Actors Equity council, meanwhile, did not support its membership in their resolution that the program be placed on the unfair list unless Loeb is reinstated. It commended TVA for its decision to set up a hearing, and threw its weight behind the video performers' union.

John Cleary Named To NBC Radio Post

NEW YORK, Jan. 19.—John P. Cleary this week was named Eastern program director and production manager for the National Broadcasting Company's radio network. Cleary, who reports to AM program veepee Charles C. Barry, has been an executive producer since 1950, and formerly was radio director of the Kaster, Farrell, Chesley & Clifford agency.

Nassers Get Legal Aid To Block AFM 5% Plan

HOLLYWOOD, Jan. 19.—Precedent-setting test case of the legality of the American Federation of Musicians' 5 per cent trust fund royalty on theatrical films released to TV loomed on the horizon this week as George and James Nasser set legal wheels in motion to block the AFM demand. If the courts rule against the trust fund plan, flood gates of Hollywood product will be pruned open for tele. Either way the ruling is made, its reverberations will be felt in the pattern to be followed by the film unions seeking additional compensation for tele use of pictures produced for theatrical exhibition.

Nassers, thru attorney George T. Goggin, earlier had filed in the U. S. District Court a proceeding designed to determine what rights if any United Artists had to withhold from television release three films produced by the Nassers for UA release. (Pix

in question are "Don't Trust Your Husband," "Without Honor" and "A Kiss for Corliss.") Action filed five weeks ago was continued this week until February 8. Following the Nassers' action against UA, AFM attorney Leonard Horwin filed a petition intervention, claiming AFM is entitled to proceeds from TV exhibition of the films on the basis of the producers' pact with the musicians' union.

Goggin this week informed the AFM legal eagle that he will fight the musicians' demand for coin from TV use, and furthermore, pointed out that the AFM's demand at this time was premature since it had no particular significance in the matter of the Nassers seeking to acquire rights to the films. Despite the fact that the producers signed the AFM pact, Goggin intends to establish that his clients are in no way obligated to pay the union any of the TV proceeds.

BACK IN FOLD

WINC Bows to Local Demand, Rejoins ABC

NEW YORK, Jan. 19.—Among seven new radio affiliates signed by the American Broadcasting Company is WINC, Winchester, Va. The outlet, which, with the others, brings ABC to a record high of 311 stations, was an ABC affiliate until a couple of months ago, when it left the ABC fold to join the National Broadcasting Company as a bonus station. Its return was spurred by indignant local citizenry, which held mass meetings in the town's high school, demanding that their long-time ABC programs be returned to the air.

Other stations signing affiliation pacts were five in the Wyoming Cowboy Network, including KODI, Cody; KWOR, Worland; KWR L, Riverton; KGOS, Torrington; and KSID, Sidney, Neb. All are 250-watters. Seventh affiliate is WKVA, Lewiston, Pa., 1000-watter. This brings to 21 the new affiliates signed by ABC since last August.

Harpo Marx Signed by NBC

NEW YORK, Jan. 19.—Harpo Marx this week was signed to an exclusive pact by the National Broadcasting Company. The contract covers radio as well as TV, despite Harpo's routines, which are traditionally speechless. The web plans to utilize the comic mainly in guest spots on its various video shows at this time. Harpo is represented by his manager-brother, Gummo, and the William Morris office.

UNITED THEY STAND

Cleveland Stations Sponsor Radio Ad Study

CLEVELAND, Jan. 19.—Eight local radio stations here are negotiating with a national research organization to make a broad study of the greater Cleveland market in terms of the effectiveness of all advertising media. Plan was formulated by general managers of stations at a meeting Tuesday (15). Group will meet again within two weeks to develop the idea further, and will consider retaining a consultant who would assist in developing a year-round radio selling program. Survey would cover amounts of time the average Cleveland devotee to each media, and number of people reached during a week

or month with advertising impressions. Study would also cover numbers of TV sets, radios, magazines and newspapers in average home, in a move to show that present TV figures do not represent number of sets now actually in working order. Data on out-of-home listening and cost of advertising per person reached per dollar spent, to various local media would also be incorporated in an over-all presentation based on the study. Presentation would be shown jointly by stations to local and national advertisers.

Stations involved in the plan are WDOK, WERE, WGAR, WHK, WJMO, WJW, WSRS, and WTAM.

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

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

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

Settlement Reached In Sindlinger Suit

PHILADELPHIA, Jan. 19.—A settlement of the suit of Albert Sindlinger against the A. C. Nielsen Company and C. E. Hooper was arrived at here this week. The case, which never came to trial, had Sindlinger suing for about \$2,500,000 on charges of restraint of trade. The settlement, which will bring Sindlinger a reported \$75,000 in cash, also ends a patent dispute between him and Nielsen, and sets up a working arrangement between them.

PUBSERVICE

KSOX Fights Newspaper, Wins Clients

HARLINGEN, Tex., Jan. 19.—KSOX, here, has been performing a unique public service in leading the fight against Roy Hoiles, the millionaire publisher of the town's only newspaper, The Morning Star. Hoiles has been attacking the public school system, churches, majority rule, etc.

Now Roy Hofheinz, owner of the station, has challenged Hoiles to a debate on public schools which is to be held in February. This is just the culmination of the station's counter-attack against Hoiles resulting in increased business for the outlet. Many advertisers have switched to AM.

Hunt Circus to Background New TV Film Series

NEW YORK, Jan. 19.—An attorney and an ex-newspaperman have joined forces to film a television half-hour dramatic series using Hunt Bros.' Circus, truck show with one of the oldest titles in the outdoor field, as background.

Financing and producing the series are local attorney Maxwell Evarts and Paul Grindle, former staffer with The New York Herald Tribune. In the can is one audition film made by a 40-man crew who spent 10 days on the circus at the tag end of last season. An ad agency is marketing the series for the duo, but Grindle declined
(Continued on page 54)

Schlitz, G'year Mull TV Change

NEW YORK, Jan. 19.—Two TV advertisers this week were considering moves to revamp their programming.

Schlitz, which currently programs the hour "Playhouse of Stars," on the Columbia Broadcasting System, is far from satisfied with the program and is searching for a new dramatic formula.

Goodyear has decided to program its radio property "Greatest Story Ever Told" on video regularly on a once a month basis. Since the program is on film, however, the firm may decide to cancel one of its other TV shows. They are the "Goodyear Playhouse" and the "Paul Whiteman Revue."

NO PRODUCTION PROBLEMS HERE

NEW YORK, Jan. 19.—The World Broadcasting Company is saluting the newly-born cherubs of the nation in its new "Bundle of Joy," program series. The show has a local personality as an emcee. In addition to plugging the rest of the family as well as the baby, he uses disks to fill in the time lags between baby production announcements.

ABC Signs Admiral as Set Makers Splurge 8 Mil on Chi Confabs

Continued from page 1

competitors is likely to pass the \$8,000,000 mark.

Exact cost of the ABC coverage to Admiral will be determined by the number of TV outlets the web ultimately is able to clear. But with the full 311-station radio web enlisted, estimates have it starting at better than \$1,500,000 with a possibility of hitting \$2,000,000. (The CBS and NBC AM-TV sales have been estimated at well over \$3,000,000 each.) Better than 200 technicians,

well, is likely to develop the use of Radox, but on a Nielsen-owned plan only. Sindlinger also is apt to move ahead with a plan by which stations can use the device for a daily measurement of their exact audience size by people, rather than homes, including out-of-home listeners.

broadcasters, editors, etc. will be involved in the ABC coverage. Order was placed thru the Irwin Wasey agency.

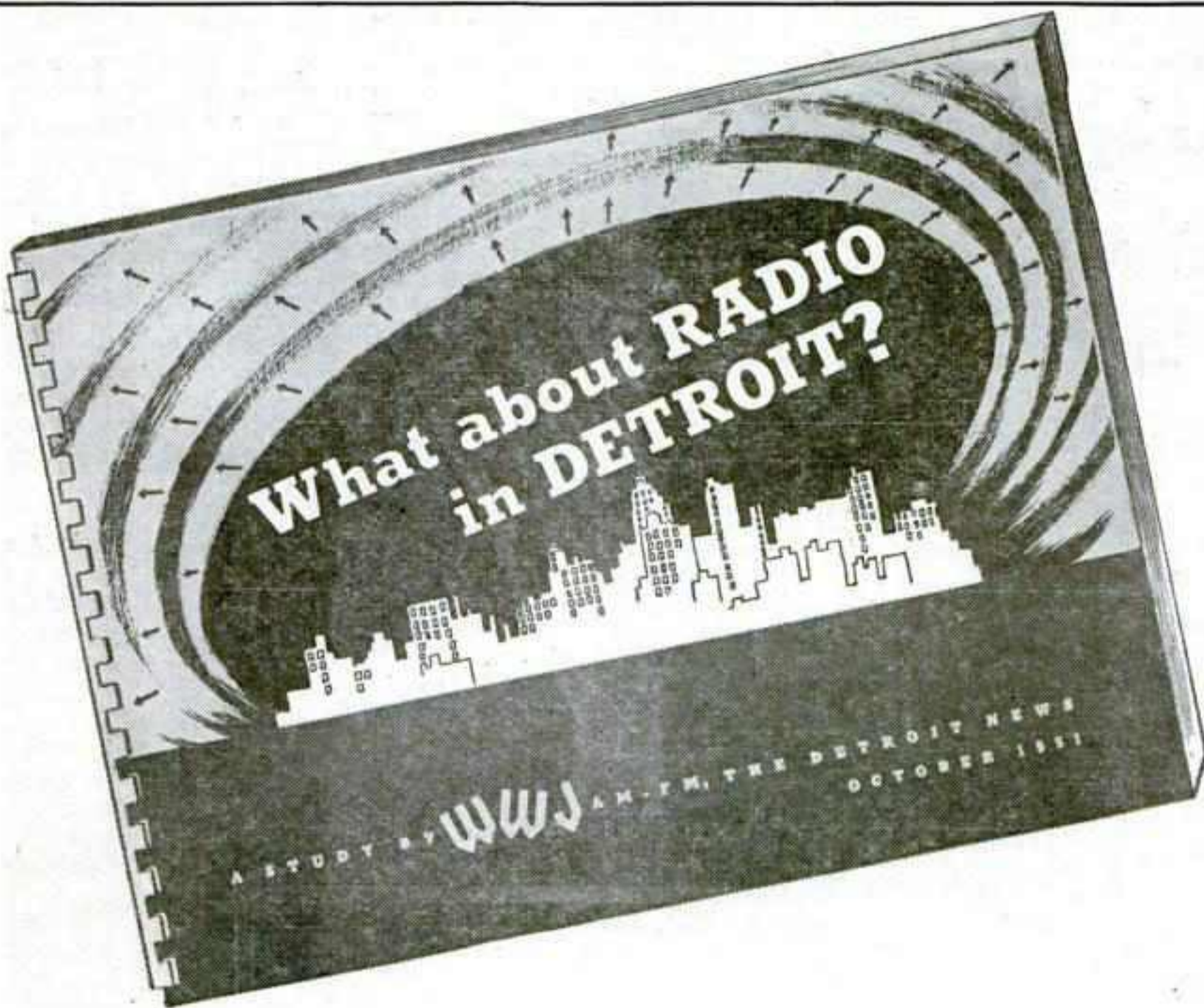
ABC's video coverage will depend largely on its ability to corner stations in a battle with the Du Mont web, which has not yet closed a commercial deal. There are some dozen markets available to the two networks, with ABC's owned stations accounting for five of these. Other markets may swing over to ABC, such as Philadelphia's WFIL-TV, which has a long track record with the web. Du Mont is reported still undecided about accepting NBC's offer to feed its outlets.

With three major manufacturing firms now represented, the industry this week was asking what happened to RCA. The giant of the field apparently will not be involved in one of the hottest

campaigns ever, despite its ownership of NBC.

Another subject of comment was a reported Time-ABC deal, reported erroneously elsewhere, which had cooled off several weeks ago. One version is that the web rejected the deal because the Time-Life group came out editorially for Gen. Eisenhower, and hence it might appear unlikely for the magazines to sponsor impartial coverage. The publishing firm, however, is reported interested in sponsoring some kind of TV series associated with the campaign.

Meanwhile, on the heels of the ABC announcement that it would sell but not give time to candidates, NBC said it was considering a like policy but had made no decision as yet. CBS this week flatly decided against such a policy.



- What is the radio market reached by radio in Detroit today?
- How far has TV cut into the radio market?
- Has TV hurt the effectiveness of radio advertising?

Do you want the real facts? Then send for the new study of the Detroit market compiled by WWJ. See factual proof of the continuing irreplaceable importance of radio to do an effective selling job in the Detroit market. See, also, how you can eliminate guesswork in buying radio time in Detroit, when you buy WWJ.

Write WWJ—The Detroit News, Detroit 31 . . . or contact The George P. Hollingbery Company . . . today!



FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

AM—550 KILOCYCLES—500 WATTS
FM—CHANNEL 26—87.1 MEGACYCLES

This One



G8C3-417-8584

Copyrighted material

THE BILLBOARD

Radio-TV Show Charts

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

Share of Total Audience Radio vs. TV... NEW YORK

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

Table showing Share of Total Audience for Radio vs. TV in New York from 7 P.M. to Midnight. Columns include Day, Television % of Total Aud., Radio % of Total Aud., and Total Aud. Sets in Use Radio & TV.

Summary table for Share of Total Audience, including Monday-Friday (6 A.M. to 6 P.M.) and Entire Week (6 A.M. to Midnight).

TOP TEN RADIO PROGRAMS

December, New York Radio Pulse

Table of Top Ten Radio Programs in New York for December, listing program names, stations, and times.

TOP TEN TV PROGRAMS

December, New York Tele Pulse

Table of Top Ten TV Programs in New York for December, listing program names, stations, and times.

Out-of-Home Listening... in NEW YORK

... According to Pulse Reports

RADIO STATION WNEW chalked up the best score for out-of-home listening in New York the first week of November, 1951.

With 3.6 per cent of New York's radio families listening to radio out-of-home during the average quarter hour, the out-of-home audience was approximately 16.8 per cent of the at-home audience.

The top shows for out-of-home listening during November in New York follows:

Table of top out-of-home listening shows in New York during November, categorized by Evening and Daytime (Monday-Friday).

Out-of-Home Viewing... in NEW YORK

... According to Pulse Reports

OUT-OF-HOME televiewing is not quite a factor that out-of-home radio listening is. The out-of-home television audience in New York the first week of November, 1951, was only about 5.9 per cent of the at-home television audience.

Table of top out-of-home viewing shows in New York during November, categorized by Evening and Daytime (Monday-Friday).

RADIO STRENGTH IN TV MARKETS REPRINT OFFER

Offer of reprints of the two-page spread of charts in the January 19 issue of The Billboard has met with a wide response. Charts showed radio sets in use in the following major television markets...

NEXT WEEK: Top 10 TV Shows Each Day in CHARLOTTE

Based on Videodex Reports

Top 5 Radio Shows Each Day in BIRMINGHAM

Based on Pulse Reports

Share of Total Audience RADIO vs. TV in BIRMINGHAM

A Special Study Effect of Local Factors on Network TV Shows

According to Videodex

FOR FULL INFORMATION

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

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

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

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

Top 5 Radio Shows Each Day of the Week in NEW YORK

(3,599,600 Families)

... According to Pulse Reports

Table of Top 5 Radio Shows in New York, listing station names, wattage, and audience reach.

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

THE Columbia Broadcasting System had the most top shows in New York the first seven days of December, 1951, the Pulse Report shows.

7 P.M. to Midnight

Table of Top 5 TV Shows in New York from 7 P.M. to Midnight on Sunday.

Table of Top 5 TV Shows in New York from 7 P.M. to Midnight on Monday.

Table of Top 5 TV Shows in New York from 7 P.M. to Midnight on Tuesday.

Table of Top 5 TV Shows in New York from 7 P.M. to Midnight on Wednesday.

Table of Top 5 TV Shows in New York from 7 P.M. to Midnight on Thursday.

Table of Top 5 TV Shows in New York from 7 P.M. to Midnight on Friday.

Table of Top 5 TV Shows in New York from 7 P.M. to Midnight on Saturday.

6 A.M. to 6 P.M.

Table of Top 5 TV Shows in New York from 6 A.M. to 6 P.M. on Monday-Friday.

Table of Top 5 TV Shows in New York from 6 A.M. to 6 P.M. on Saturday.

Table of Top 5 TV Shows in New York from 6 A.M. to 6 P.M. on Sunday.

Hialeah Opening Sparks Business For Miami Spots

Celebrity Club, Little Palm Debut; Lou Walters Brings in Belly-Dancer

MIAMI, Jan. 19.—With this week's opening of the Hialeah race track, nitery biz picked up considerably after a dull two weeks following the Christmas and New Year's holidays. Ops were crying the blues when high-priced talent couldn't fill their spots, and newcomers in local cafe biz operations were asking each other, "When does the season begin?"

The two most recent debuts included Alan Gale's Celebrity Club (January 18) and Arthur Childers' Little Palm Club (January 12). Gale is, as usual, backed up by vocalist Freddie Stewart and dancer Rae Alton. The room will run until April, when Gale heads north for another crack at his New York Celebrity Club.

Luba Malina headlined the Little Palm show to the noisiest and rudest audience of the season. Altho seating only about 150, patrons, yakety-yacked thruout the gal's performance, drowning

her out at times with their chatter. Finally she looked at 'em wistfully and said, "I can't compete with you." When, at the finish, the management gave her a bouquet of posies, she accepted but remarked, loud enough for ringsiders, "I don't deserve 'em." Also on the bill was a quintet of
(Continued on page 45)

New Battle On Between AGVA & TVA

Ban on Gimmicked Benefit Shows Draws Beef From AGVA

• Continued from page 1

aimed at AGVA. Other board members cited examples of shows using the forbidden formula which TVA had sanctioned. They cited a recent Ed Sullivan "Toast of the Town" show with Robert Sherwood, a forthcoming Arthur Murray show with big names for the benefit of ANTA and other examples which TVA had sanctioned.

The phrase "customary salary" as part of the TVA resolution was also hotly debated. AGVA argued that "customary salary" was meaningless. It denied AGVA members the right to negotiate for themselves for advantageous spots on big shows. It was said that TVA can only set minimums, not maximums.

In support of this belief, which the entire AGVA National Board upheld, it passed a resolution in two parts:

"That this Board does fully endorse the positions as stated by counsel (Silverstone and Rosenthal) and does affirm the fact that AGVA is in contractual arrangements with Vid-Pak in accordance with an exchange of telegrams which contain material portions of the agreement between AGVA and Vid-Pak.

"That this Board protests what appears to be a most arbitrary and unreasonable attitude on the part of certain officials as well as board members of TVA which denies to AGVA and Vid-Pak the due performances of the foregoing contractual terms."

Stem Takes OK, Hall Pulls Big

NEW YORK, Jan. 19. — Stem takes held up last week due to new shows, with the Radio City Music Hall way out in front. The feared post-holiday slump has so far not been in evidence.

Radio City Music Hall (6,200 seats; average \$126,750) pulled in a terrific \$146,000 for its kick-off week with "The Greatest Show on Earth" plus a house cast production show (no specialty acts).

Roxy (6,000 seats; average \$53,000) pulled \$82,000 for its first stanza with Alan Dale, Beatrice Kraft and "Model and Marriage."

Paramount (3,654 seats; average \$50,750) wound up its three-weeker with Tony Bennett, Joey Adams, De Marco Sisters, Art Mooney band and "Double Dynamite," with \$55,000. New show has the Ink Spots, Sarah Vaughan, Erskine Hawkins ork, plus "Scandal Sheet."

Palace (1,700 seats; average \$37,875) did \$37,000 for its 13th week of the Judy Garland two-a-day show, against \$38,000 the week before. Last Thursday, two shows (matinee and evening) fell off when Miss Garland was out with a sore throat.

COLGATE-AGVA 34G BREAKDOWN

HOLLYWOOD, Jan. 19.—Just what happened to the \$34,000 paid by Colgate for the American Guild of Variety Artists TV benefit show—basis of the heated dispute now raging here between Television Authority and AGVA—was explained in a breakdown to The Billboard by Henry Taylor of Vid-Pak, packagers of the AGVA show. According to Taylor, this is the way the dough was spent:

Writing	\$ 3,700
Music	5,600
Packager's commission	3,400
Counsel's fees (Mort Harper) ..	1,800
AGVA benefit fund	10,000
Total	\$24,500
Cast	9,500

Total

However, still feeding fuel to the TVA-AGVA fires here is the fact that to date Vid-Pak hasn't provided TVA with a complete breakdown of what each act was paid on the show. Because Vid-Pak hasn't provided the demanded information, it still remains on TVA's unfair list,

TOUGH CHIEF

St. Paul Nix Bans Zorine Without Look

ST. PAUL, Jan. 19.—Zorine and Ingagi, gal-gorilla act, skedded for Thursday night (17) opening at the Flame bar and night club here, was banned by local Police Chief Charles Tierney, before it even went on.

The chief's action brought a protest from Neal Thorpe, manager of the act which includes the gal dancer and the "gorilla," which isn't real. Thorpe, who handles the act for Trans-American Management, Inc., of Chicago, claimed "It's the first time in the annals of show business that an act has been banned before it had a chance to be seen."

Chief Tierney issued his order, he said, after determining that the act's advertising was misleading, plus having received several telephone calls objecting to the show.

Harry Green, Flame owner-manager, and Neal joined in inviting Tierney to view the act several hours before it went on, but Neal said the offer was rejected.

Declaring the presentation was neither a strip nor nude act, Neal called it an "interpretative dance." Newspaper ads named Zorine "Queen of the Nudists," a line later changed to read "Queen of the Exotics." Neal said Zorine could wear anything from a full-length white flowing robe to a brief outfit.

Tierney checked his authority with the city attorney and then decided he could issue the ban. Neal said Green is "the loser" because he had to post a bond with American Guild of Variety Artists. Neal indicated he may sue the city in an effort to get the show on the board.

Mayfair Dark During Lent

CHICAGO, Jan. 19.—The Blackstone Hotel here will shutter the Mayfair Room, plush nitery, February 14 for the Lenten season, reopening immediately after Easter with name attractions.

Room has been featuring Sherman Hayes and his orchestra since December, when the last act, Sylvie St. Cyr, French chanteuse, closed. A special show headed by Joey Bishop was brought in for New Year's Eve, but the band policy was resumed immediately thereafter.

Night Club-Vaude Reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Pocus and Burlesque Notes, appears on page 46. Radio-Television Reviews on pages 10 and 11.

EDITORIAL

Another AGVA Fact: "Reports Were True"

In the course of the past several months, during which The Billboard originally and exclusively focused the spotlight on a number of suspected shenanigans allegedly being perpetrated in connection with the American Guild of Variety Artists insurance plan, this paper was accused of "selling out" to agents and employers, and otherwise "persecuting" certain AGVA executives. We have previously insisted that any such charges were sheer poppycock, that we were writing the AGVA Insurance Plan stories—as we write all other trade stories—strictly as our facts indicated they should be written, without fear or favor to anyone.

The following letter, sent this week, to Roger Littleford, co-publisher of The Billboard, by Jack Irving, AGVA's new National Administrative Secretary, we blushing submit, speaks for itself:

"Dear Mr. Littleford:

"As one of my first official acts since being appointed National Administrative Secretary of AGVA, I wish to express to you and Billboard AGVA's heartfelt appreciation for the disclosures of facts reported by you concerning the previous AGVA Administration. It is now crystal clear that your reportings and editorials were true and amply substantiated.

"The Board and I were and still are shocked and deeply disturbed over what had transpired within AGVA. The revelations of hush-hush whisperings and secret operations within AGVA proved that you were right. Along with others, I now realize that I was used as an unwitting tool by that small group within and without AGVA, which placed personal gain over responsibility and loyalty to the organization. For having been thus duped, I am truly sorry. It cannot and will not happen again.

"I believe that I speak the sentiments of the AGVA National Board in stating that we could not have achieved this result without your aid and support. I have every reason to believe that your oft-stated hope for a forthright and strong AGVA will soon be realized. Your continued friendship and support and that of the trade press generally is desired.

"Sincerely yours,
"Jack Irving,
"National Administrative Secretary."

AGVA'S AT PEACE AFTER BIG STORM

Unity Follows Bitter Debates at National Board's Five-Day Meet

• Continued from page 1

the New York delegation, led by Jerry Wayne, Red Buttons, Murray White and Rex Weber, of Los Angeles, heretofore regarded with suspicion by board members from other parts of the country, finally convinced the board, plus Georgie Price, AGVA prexy, who chaired the meeting, that the charges of chicanery were based on issues and not on personalities.

The major issue was the administration of the insurance program which had been reported as improperly handled. This led to other issues, one of which was dramatized by a Radio City Music Hall delegation, led by Wade Thompson, which flatly charged Henry Dunn, who had previously resigned, of gross mishandling of its negotiations, and asked that the board refuse his resignation and discharge him instead. Dunn defended his stand.

The Dunn resignation had been placed at the top of the agenda and acted upon before the charges were made. Subsequently, various attempts were made to reopen the issue, but an emotional statement by Sid Marion, Los Angeles—who said: "We buried him (Dunn) already; I beg you not to do anything further"—prevented any further action.

Insurance Debate

James Donovan, attorney for Matthew M. Adler, broker for the accident insurance program, made several addresses to the board asking for co-operation, evidences of good faith and the continuation of the status quo. Henry Katz, AGVA house counsel, and Jonas Silverstone, national counsel, led the attack against the handling of the insurance program, charging that the evidences of good faith were not displayed by Adler. They produced documentary evidences that dual policies and certain riders which were in existence had been kept from

the board. Donovan fought hard, but it was evident that the weight of evidence was too great.

After being criticized by Georgie Price, who did a masterful job of handling a highly excitable board, Donovan agreed to renegotiate a new contract which would give AGVA advantages which heretofore had been kept from it. The insurance program will continue in effect but under separate controls (see separate story).

The one-card union, which the board favored, resulted in a resolution asking that all AGVA members continue paying their dues to Television Authority so AGVA would not lose any of its voting rights in that body.

Jack Irving, unanimously elected the new administrative secretary, tho he'll continue as Midwest regional head, pledged himself to a clean administration, declaring: "I will not do anything that can bring discredit on this body. On all subjects of national policy, I will see that the national board, or its executive committee, is fully advised." Asked to express himself on the negotiations with the Music Hall for a contract with its 103 cast members, Irving replied: "If the cast wants \$100 a week and will stand firm, I pledge you I will do everything in my power to see they get it, even if it means a strike."

On benefits, Irving said he was unqualified against them: "If organizations can pay for halls, food and music, they can pay for our actors." A board consisting of two members of the administrative department plus one public member was appointed to pass on all applications for benefits in the future.

The national board, with representatives from all over the country, remained in constant session, practically around the clock. Once suspicions were allayed and evidence of future good faith were presented, the proceedings were sharp and business-like. Georgie Price, who had come under attack on the onset of the five-day meeting, apologized to the board for misunderstandings. From then on he was a tower of strength. The next AGVA convention was voted upon to be held in Los Angeles next June.

No Decision on Audit Plan By SPA Council

Morris Proposals Evoke Interest But No Action

NEW YORK, Jan. 19.—The Songwriters Protective Association council meeting held last night (18) failed to reach a decision made on a striking new proposal by pubber Buddy Morris on the audit hassle. Earlier, Morris told SPA that he would pay the entire cost of an audit of his books if SPA-sponsored auditors Eddie Traubner and Dave Blau were eliminated in favor of "accredited accountants." It was learned by The Billboard that the SPA council did agree to hold further confabs with Morris and his attorney, Lee Eastman, but that the writers would probably fight for their right to select the auditors.

Those pubbers who side with Morris feel that the proposal to eliminate Traubner and Blau is certain to stir up inner sanctum differences in SPA. Morris himself points out that Traubner and Blau backers within SPA would "protect" the two proposed auditors in order to safeguard "the 25 per cent they would collect of any additional monies they think they can find owed to the writers."

Meanwhile, both sides still hope to settle the entire matter amicably, despite charges and counter-charges and the injection of personalities into a business discussion.

Ford Music Files Anti-Trust Suit Vs. BMI

NEW YORK, Jan. 19.—Charging violation of the Sherman and Clayton anti-trust acts, Sam Wigger's Ford Music, Inc., filed suit against Broadcast Music, Inc., in the United States Southern District Court on Thursday (17). Papers were served on BMI yesterday (18), but BMI execs were either not available or unable to comment on the action because of not having had time to study the complaint. Ford Music, a BMI affiliate, asked for treble damages totaling \$150,000, costs of the action, counsel fees and a permanent injunction restraining BMI from continuing in its present status and practices.

Among the charges leveled at BMI in the action are that it is part of a conspiracy in restraint of trade, that it is monopolizing a

(Continued on page 34)

Winterhalter Renews Pact With Victor

NEW YORK, Jan. 19.—Hugo Winterhalter, whose combined artist-musical director-artist and repertoire exec pact with RCA Victor ran out on Wednesday (16), this week made a hand-shake agreement with Dave Kapp, recently installed director of pop recording for the diskery, for a renewal of his paper. Winterhalter's new deal will leave him with approximately the same duties he currently performs as well as a new and improved artist's contract.

Winterhalter's renewal with the diskery squelches trade rumors that his status with Victor was imperiled under the Kapp regime. Retention of Winterhalter gives the Kapp recording department at the moment Hy Grill, Steve Sholes, Steve Carlin, Herman Diaz and Winterhalter, in addition

(Continued on page 43)

AND A VERSE FOR SUNDAY!

NEW YORK, Jan. 19.—Pubber Al Brackman was contacting Milt Herth this week for plugs on one of the Hollis pubber's tunes, when Herth asked: "When do you want it—Friday or Monday night broadcast?" Brackman's suggestion: "Play one chorus Friday and the second chorus Monday."

U-I Launches Talent Guest

NEW YORK, Jan. 19.—Universal-International Pictures, with the aid of 70 disk jockeys, is staging a talent search for a male singer as part of a promotional hypo on the Frank Sinatra-Shelley Winter flick, "Meet Danny Wilson." Gimmick calls for the jocks to run local contests with individual winners' photos and disks being sent here for final judging by a board consisting of diskery, trade paper, publisher and movie firm execs.

Winner of the contest gets the right to use the professional name "Danny Wilson," a trip to Hollywood, a guest spot on Sinatra's TV show and personal appearance work in key city promotions of the flick.

Film Majors Grant Tootlers 15% Hike

Petrillo and Schenck Agree in Miami; "TV Just Movies," Sez AFM President

(Continued from page 1)

midnight last night on a note of harmony. A joint statement issued by AFM proxy James C. Petrillo and Nicholas M. Schenck, repping the motion picture industry, indicated that the negotiations were run off smoothly.

Local 47 reps came here set on continuing the existing separation between films produced for theater use and those turned out for TV. Petrillo, however, told The Billboard: "As far as I'm concerned, you can call it TV—but it's motion pictures just the same. Eventually the studios must get together with TV, and when they do we'll probably merge with the electricians' union."

None of meetings with the Hollywood execs, said Petrillo, covered TV. The union's executive board, according to the AFM proxy, was only concerned with the contract for the studio musicians. "Television had no place in these negotiations. That's a separate business and I don't think the motion picture studios are ready to take on TV talks because they're still fighting TV," he concluded.

The Local 47 reps are known to have submitted a total of 29 demands, most of them of a general nature. Petrillo did say, however, that some of the demands were "a little bit out of line."

The previous contract between the AFM and the Hollywood studios expired August 31, but was extended until January 14. It is now expected that the indepen-

Miss Boswell's Back at Decca

NEW YORK, Jan. 19.—Veteran thrush Connee Boswell jumped back on the disk band wagon last week after a several-year lapse, when she came back to roost with the Decca diskery, with which company she originally made the wax for which she has been best noted.

Miss Boswell has already recorded a pair of sides for the firm, both standards, "Begin the Beguine" and "Believe It, Beloved." The coupling is being rushed to the market for immediate release.

Disk Sales Hit Fast Clip As Hot Pops Smash Records

Columbia Has Biggest Week in 12 Years, Other Majors Bubble and Boom

(Continued from page 1)

bling over with claims that showed sales of about 370,000 single disks wrapped up during the big week on seven titles. Victor's boom is built largely on the high-stepping pace currently being set by a trio of Eddie Fisher platters: "Any Time," "Turn Back the Hands of Time," and "Tell Me Why." "Any Time" did 93,100 disks; "Hands of Time," 34,000, and "Tell Me Why" wound up with about 79,500 orders.

"Slow Poke," by Pee Wee King, one of the biggest disks in the country, pulled in about 87,100 sales. "Bermuda," by the Bell Sisters, stepped to the tune of 45,600 sales; Hugo Winterhalter's two-week-old "A Kiss to Build a Dream On" scored 17,100 re-orders, and Perry Como's "Tulips and Heather" marked up 13,700 sales in its third week for a 78,500 aggregate.

800,000 "Why"

Decca currently is moving at its best pace, since its big hit run of over a year ago, mainly on the strength of the Four Aces' etching of "Tell Me Why," which picked up an additional 147,000 orders

last week. "Why" diskery is approaching the 800,000 mark. With this etching as the leader, the diskery last week moved 23 titles at the rate of 10,000 or more sales during the stanza. Among these were Louis Armstrong's "A Kiss to Build a Dream On," Louis' "Sleepy Time Down South," Guy Lombardo's "Whispering Shadows" and "Crazy Heart" coupling, the Weavers' and Gordon Jenkins' "Old Paint" and Dolores Gray's "Shrimp Boats."

Decca's sales execs claim that the current week's business is

BEAR SAGA

H&R Wins Pub Rights On 'Smokey'

HOLLYWOOD, Jan. 19.—In probably the first deal ever made between an agency of the federal government and a music publisher, Hill & Range Songs, Inc., has worked out an agreement with Clint Davis, rep of the U. S. Forest Service, whereby the pubber has rights to the character, Smokey the Bear. Smokey is the familiar grizzly bear, whose picture appears on those "Stop Forest Fire" (Continued on page 43)

Haynes Sells Coast Nitery

HOLLYWOOD, Jan. 19.—The Coastal location band picture, which has been sagging of late with more closings than openings, picked up a new spot, when Sherman's, the longtime San Diego cafe-dancery, was sold by Sherman Haynes to Ned Stuart and Abe Aronson.

The new owners have inked Nick Stuart (no relation to the owner), the ex-MCA orkster who went with Associated Booking recently, to open a four-weeker with options January 29. The new Stuart ork will use 12 men and a girl. In addition, a Hawaiian band will be used at intermission.

Record Execs Meet, Mull Trade Problems

NEW YORK, Jan. 19.—The temporary board of directors of the Record Industry Association of America met Thursday (17), kicked around in general terms some key problems facing the disk business, reviewed progress made by Leonard Schneider's (Decca) screening committee to find an executive secretary, and set February 8 as the date for the group's next meeting.

At the February 8 meeting, the new industry association will really get under way. At that session a permanent board of directors will be elected. The screening committee will then put before the permanent board two to four choices it has arrived at for the important executive secretary post, and after the executive secretary is hired, he will participate with the board in the determination of legal counsel for the association.

The temporary board consists of Milton Rackmil (Decca), Frank Walker (MCM), Jim Conkling (Columbia), Paul Barkmeier, (RCA Victor), and Glenn Wallichs (Capitol). All but Barkmeier and Wallichs were present at the Thursday meeting. The latter, however, was represented by

Cap's attorney, Lou Edelstein, and the former by assistant general manager Howard Letts. Attorney Henry Cohen, serving as temporary counsel acted as secretary. The group discussed the bootleg record situation, the various international copyright developments and other matters, on some of which action should be forthcoming shortly after the February 8 meeting.

Screen Gems Wraps Up 40 Tunes on Film-TV

NEW YORK, Jan. 19.—Following a successful test of its product in several major markets, Screen Gems, Inc., will take the official plunge into the TV-film business on February 1 with the release of 40 films in the firm's "TV Disk Jockey Toons" series. Fifteen of the films were used in the tests which began last summer. Additional 25 background clips being filmed this month are for standard platters and such hot-off-the-press disks as the Les Paul-Mary Ford "Tiger

even better than that done last week. Gross sales for last week was over a million singles culled both from the hit list and from the powerful Decca catalog.

Capitol's execs were reticent to discuss figures but stated that "January is shaping up as one of the biggest months in the company's history." A good deal of the credit for the big month was handed to the three-week-old Les Paul-Mary Ford plattering of "Tiger Rag," which execs claim has hit almost half a million in the short period. Five of the diskery's top 10 sellers were held down by the Paul-Ford team and Nat (King) Cole.

Hot "Sin"

Mercury Records claims that it is currently moving at the fastest clip in its history, with the firm stating that it is shipping at the rate of 60,000 to 75,000 platters per day. Leaders for the waxery are Eddy Howard's "Sin," Patti Page's "Retreat" and "Come What May" coupling, Howard's "Stolen Love," Bobby Maxwell's "Chinatown," and Richard Hayes' "River, Stay 'Way From My Door." Diskery's business boom has been aided immensely by the revamped rhythm-and-blues wing, where sales have increased more than 800 per cent since the advent of Bob Shad as head of the department.

MGM Records' execs were content with current business, claiming that, tho the diskery has no booming single hits, the entire line currently is stepping at a solid and healthy pace. A stand-out "sleeper" single at MGM is the George Guetary reading of "Stairway to Paradise," which stepped out of the firm's "An (Continued on page 49)

L. A. Floods Knock Music Biz for Loop

HOLLYWOOD, Jan. 19.—Biggest loser in indoor show business to the torrential downpour, which has flooded the Los Angeles area during the past five days, was Associated Booking Corporation, whose office was directly in the path of the flood waters coming down out of the hills. The agency also was ready to call off a week-end one-night tour for Les Brown, unless the storm halted suddenly. Brown's manager, Don Cramer, said the band bus will attempt to hit San Luis Obispo, but roads are still blocked.

Hal Howard, MCA band chief here, reported that Skinnay Ennis' ork was planning on leaving late today for the start of a Northwest tour. It was doubtful at press time if a scheduled date by Harry James' band at San Bernardino January 19 would be played.

Clyde Baldschun, of McConkey Artists' here, said that the Navy may call off a big club date skedded for the El Centro, Calif., base today.

Rag," Eddie Fisher's "Any Time," Leroy Anderson's "Blue Tango" and Patti Page's "Retreat." By the end of the year Screen Gems will have available a catalog of 140 TV films.

The Columbia Pictures subsidiary, which has thus far confined its film production to this city, is getting ready to start turning out its TV product on the West Coast. Columbia's Ralph Cohn is currently in Hollywood setting up production facilities (Continued on page 48)

WHO LIKES THE "ONE-STOP"?

47% of Distributors Think He's OK, Some Bearish on Trend

NEW YORK, Jan. 19.—Record distributors are divided in their opinions of the value of the disk industry's recent phenomenon—the one-stop record shop which services juke box operators by carrying hit disks of all labels. Results of a Billboard survey show that 47 per cent of the distributors believe that the sub-distributors are good for the business, while a little over 34 per cent of the regular distributors claim that the one-stops are detrimental to the industry.

It is generally recognized that the growth of the one-stop operators has been tremendous during the past year. Almost every important city has at least one such sub-distributor, while the local market is covered by at least seven one-stops. The Billboard has previously reported that several one-stops have shown large sales increases. One operator here reported a 200 per cent increase last year, and a diskery claimed that its distributors did 50 per cent more business with one-stops last year than in the previous year (The Billboard, January 19).

Growth of the one-stop to its present status in the industry is seen by traders as proof that juke box operators are finding it more convenient and profitable to buy all labels from a single source regardless of the higher price the ops have to pay for their records. Standard charge is 5 cents over the regular wholesale price, tho it has varied to such extremes as 3 cents over wholesale and 20 per cent off list prices. One sub-distributor in a small

Midwestern city told a diskery exec recently that he would soon change his price to juke operators to 10 per cent off list, with expectations that he would not lose any business.

The one-stop set-ups range from complete wholesale warehouses (usually a store in the city's "juke box row") to regular retail disk shops which offer special prices to coin machine operators. Latter system is typical of the one-stops in the smaller towns. The dealer still makes a profit on his sales and also creates general consumer interest in the single disks which he stocks.

Among the smaller cities which now have one-stops in operation are Wichita, Fayetteville, Little Rock; Charlestown, W. Va.; Hendersonville, Ky.; and Tulsa. There are at least two one-stops in such cities as Evansville, San Antonio, Nashville, Dayton and Portland, Ore.

Among the distributors who

said that the one-stops are "not good for our business," the general opinion was that the regular distributor loses control over the labels being sold and that the one-stops don't give the juke box operator a true picture of the disks available on small labels or by newer artists on major labels. Typical comments were: "They sell to stores which should be buying from us"; "ops miss out on information of value regarding promotional activities"; "they're prone to overlook small lines," and "they push records they have in stock instead of the best version of a song."

Those distributors who favor the existence of one-stops commented in some instances as follows: "They make available to ops labels which have limited distribution"; "they're good in towns away from the big distribution centers"; "they definitely aid the small operator"; "small (Continued on page 74)

Pan-Am Reps Agree On World Copyrite

U. S., 18 Latin Republics United on Draft of Global Pact Before UNESCO

Continued from page 2

synchronize U. S. copyright laws with the proposed world-wide pact were, postponed from next week to January 28, 29, 30. A galaxy of showbiz representatives will testify on the bill, which would amend present laws to permit copyright protection of foreign authors without the works being printed in this country (The Billboard, January 19).

This week's confab with Latin American countries, held at the Pan-American Union Building here, proceeded with little difficulty over any point except interpretation of language in the various copyright treaties. Major problem, the nations agreed, will be altering national laws to fit the global pact.

On still another front, this week, plans were being made to boost the Inter-American copyright treaty toward Senate ratification this year. Signed several years ago by the U. S. and 20

other Latin American nations, the treaty has been ratified by only 10 countries. Outlook for Senate action this Congress looks dim however, since the Senate Foreign Relations Committee is giving priority to Korean and other urgent matters. Altho the treaty would embrace much the same provisions as the proposed world-wide UNESCO pact, its proponents point out that it could give participating nations protection pending ratification of the UNESCO agreement.

The U. S. delegation to the copyright conference of the American Republics was headed by Dr. Luther Evans, Librarian of Congress, and consisted of the following others: Roger C. Dixon, chief, business practices and technology staff, State Department; Arthur Fisher, register of copyrights; Sidney Kaye, Broadcast Music, Inc., and John Schulman, D. C. copyright attorney.

Group Submits New ASCAP Payoff Plan

NEW YORK, Jan. 19.—The Lengsfelder plan was verbally presented to the writer members of the board of directors of the American Society of Composers, Authors and Publishers at a meeting with the Lengsfelder committee held Thursday night (17). Tho the two groups met on the friendliest of terms, it is generally expected that the board will continue to act coolly toward any changes in ASCAP's current 60-20-20 distribution set-up or election procedure. The meeting wound up with the board requesting the Lengsfelder group to present its proposals in writing.

The committee, headed by Hans Lengsfelder, proposed that a 10-year performance average be used

in computing the 60 per cent slice of the writer distribution. Also suggested were the "seniority of works" plan originally proposed by Pinky Herman, a new system of electing writer board members to give the "smaller" penners three seats on the 12-man board, and changes in the ratio of cur- (Continued on page 43)

Meyerson Out Of Remington

NEW YORK, Jan. 19.—Jack Meyerson this week resigned his post as general sales manager for Remington Records, low-priced LP diskery headed by Don Gabor. According to both Gabor and Meyerson, the split was over policy matters, with Meyerson's departure from the firm agreed to amicably. A replacement has not as yet been set by Gabor.

Meyerson, who had been with Remington since last March, was formerly president of Musicraft Records and a Decca exec.

NOW SEE THIS, MARKS & BMI

NEW YORK, Jan. 19.—While it is human to err, it becomes embarrassing when the error is piled up three consecutive times. One of the first Rodgers and Hart songs, "Manhattan," currently is getting the big pic-inspired revival treatment. Its listing in the radio performance charts for the past three weeks has been most thoroughly snafued. So let one and all within reading distance be made aware that it is a prize property of Edward B. Marks Music and that it is an equally cherished bit of licensed material from the chambers of Broadcast Music, Inc.

Boast Boosts RB Invasion Of HB Field

HOLLYWOOD, Jan. 19.—Trend toward r.&b. firms expanding into the h.b. and Western field gained momentum here this week, when Lou Chudd, of Imperial, announced that he was paring his rustic talent roster, preparatory to going thru the South and Southwest for a three-week tour for new oature talent, and Art Rupe, of Specialty, told The Billboard that he is seeking to re-enter the country field. Rupe recently inked Doyle Wright, Albany, Ga.; Donn Reynolds, McAllister, Okla., and is inking Zeke Clements, formerly with several major labels. He is dropping four artists, and may drop more from his catalog. Rupe has 10 h.b. artists under contract and may add five or six more on his trip. Distributors and d.j.'s are lining up auditions for him.

Rupe, who took a flyer into the rustic business about three years ago when Pete Kameron, now affiliated with Pubber Howie Richmond, was with Specialty, is seeking to resume h.b. operation. He wants strictly country artists and (Continued on page 43)

TUGBOAT SINKS

Note Sends Flash News To Mercury

NEW YORK, Jan. 19.—Mercury Records' fast coverage of the saga of the "Flying Enterprise" elicited the following letter from Jack W. Young, one of the diskery's distributors, to Mercury sales exec, Morry Price: "Suggest you hold release on 'Sinking of the Flying Enterprise' to back it up with a tugboat that just sank off the Atlantic Coast! The tugboat skipper's first words when he got back to the Atlantic City boardwalk were, 'Contact Mercury—I think I've got a hit!'"

Postscript to Young's letter said: "Of course, I'm only kidding." According to Mercury veepee Art Talmadge, "Some even accuse us of cutting the tow line."

Faction in ARD Boils; May Form New Ass'n

NEW YORK, Jan. 19.—Growing dissatisfaction inside the newly formed Association of Record Dealers, Inc., was strongly evident this week. It was learned that three or more members of the ARD held a rump meeting to decide whether to challenge the present leadership or start a dealers' organization of their own.

It is understood that the reasons for the schisms developing within the ARD are not due to the stated policies of the group, but due to a general lack of confidence in the method in which the organization was formed, the fact that the known leaders of the group refused to reveal the names of the officers of the ARD and, finally, a desire to have all officers of ARD elected democratically by all members of the organization.

The problems were discussed at the rump meeting, and when the

rebel group meets again next week, they will decide which way to move. However, the rump group has been in touch with many of the "Madison Avenue" record shops here in New York, and have been talking about forming another dealers' organization if these stores would join.

Meanwhile, the ARD has scheduled a meeting with one of the large record manufacturers here next week. The dealers' group will be represented by Charles Lichtman, president of ARD, and the members of the advisory committee. The object of the meeting is to see "if record manufacturers will co-operate with the ARD." The next meeting of the ARD is tentatively set for the middle of February, tho at this writing no date or meeting place has been selected.

Decca-Universal Merger Seen Real Possibility

At Least Working Agreement to Be Set Before Autumn

NEW YORK, Jan. 19.—With all sorts of rumors flying both confirming and denying a merger between Decca Records and Universal Pictures, it was learned from reliable sources this week that the companies will be put together "one way or another." It was learned that J. Arthur Rank, supposedly an obstacle in such a merger in his role as second major stockholder in U-I to the tune of about 134,000 shares, can and will be circumvented in setting up a blend between the diskery and the flickery.

Just how the merger will take place has not yet been determined but it may even develop in the form of a working agreement rather than a physical merger. This will be determined after a complete study of tax structures, etc., is made by committees representing both parties which is currently surveying the respective companies' economic setups.

It is certain that no merger or working agreement between the firms will be completed before April, and it is not unlikely that such an arrangement will be effected until summer. It also is considered likely that if the merger finally is worked out, Decca prexy Milton Rackmil will head the operation, as has been frequently predicted in the several months which has passed since the diskery acquired its block of approximately 300,000 shares of Universal stock.

Rio Promoter Slaps 27G Suit On Tom Dorsey

RIO DE JANIERO, Jan. 19.—A \$27,500 damage suit was filed here against Tommy Dorsey by impresario Vincent Mangioni, who claimed that the band leader had walked out two days before the end of his contract for a seven-week tour of Brazil. Mangioni also wanted the return of the \$2,800 advance he claims he paid Dorsey for the two days that were not worked.

According to Dorsey, the dispute was over a delay he met in getting money due him, tho he did not say that he would fight the suit. He left Wednesday (16) for the United States by plane without his luggage and band instruments, which were attached by the authorities here and are being held in custody by the Copacabana Hotel. The musicians and singers from the band were still in town waiting passage back to the United States at this writing.

A WEAVER OF DREAMS

Recorded by Nat Cole (Capitol) Bing Crosby (Decca) Billy Eckstine (MGM) EDWARD KASSNER, Inc. 1619 Broadway New York, N. Y.

Stop-Look-Listen NAT COLE'S New Release "UNFORGETTABLE" Capitol 1808 BOURNE, INC. 799 7th Ave. New York 19, N. Y.

Ives Is 4-Way Mercury Artist

NEW YORK, Jan. 19.—Mercury Records, after months of dickering, this week signed Burl Ives to a five-year recording paper. The diskery intends to use Ives as a four-way artist; he will record in the pop, kiddie, sacred and folk fields. Ives' current pact with Columbia Records will run out at the end of this month. The deal was set for Mercury by Veepee Joe Carlton.

The New National Raga! Tiger Rag (HOLD THAT TIGER!) LEO FEIST, INC.

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

BREAKING BIG! "GOODBYE MARIA" (I'm Off To Korea) TANNEN MUSIC, INC. 146 West 54 St., New York 19

FORECAST

PLAY ME A HURTIN' TUNE
and
I'M ON A SEESAW OF LOVE
by
The Andrews Sisters and
Guy Lombardo
27910*

DECCA DATA



YOUR WEEKLY GUIDE
TO

AMERICA'S FASTEST SELLING RECORDS



PLEASE, MR. SUN
by
Bill Kenny
of the
INK SPOTS
27946*

TO BUILD SALES

Vol. II

Published in the Interests of Decca Dealers and Music Operators

No. 4

TO BUILD PROFITS

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	COUNTRY	SALES
2	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTBREAK RIDGE Ernest Tubb	46389*
31	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
6	TOO OLD TO CUT THE MUSTARD I'M IN LOVE WITH MOLLY Ernest Tubb and Red Foley	46387*
8	WONDERING NEW SILVER BELLS Webb Pierce	46364*
6	BEER BARREL POLKA STARDUST Grady Martin	27838*
38	JUST A CLOSER WALK WITH THEE STEAL AWAY Red Foley	14505*
12	IT IS NO SECRET He Bought My Soul At Calvary Andrews Sisters and Red Foley	14566*
9	I'M STEPPIN' OUT OF THE PICTURE DRIFTWOOD ON THE RIVER Ernest Tubb	46377*
1	** YOU KNOW I'M STILL IN LOVE WITH YOU I'M GONNA SEE MY BABY Webb Pierce	46385*
1	** RAGTIME MELODY TUCK ME TO SLEEP IN MY OLD 'TUCKY HOME Rex Allen	27876*

SEPIA

18	SMOOTH SAILING Love You Madly Ella Fitzgerald	27693*
8	BLUE VELVET The Morningside Of The Mountain Arthur Prysock	27722*
16	TRUST IN ME COCK-A-DOODLE DOO Louis Jordan	27784*
10	CRY I AIN'T IN THE MOOD Little Donna Nightower	48254*

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

DECCA "BEST BETS"

Your guide to the hits of tomorrow based on actual sales

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	SALES
2.	1.	BLUE TANGO Belle Of The Ball Leroy Anderson	27875*
3.	2.	DANCE ME LOOSE RIVER IN THE MOONLIGHT Russ Morgan	27906*
6.	3.	OLD PAINT WIMOWEH The Weavers and Gordon Jenkins	27928*
8.	4.	FLYING FINGERS DIZZY FINGERS Bill Snyder	27907*
5.	5.	YOU BETTER GO NOW Baby Did You Hear? Jeri Southern with Music by Camarata	27840*
4.	6.	LAY SOMETHIN' ON THE BAR No Sale Louis Jordan	27898*
7.	7.	A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT Arthur Prysock	27871*
9.	8.	OOPS! NECESSARY EVIL Ella Fitzgerald and Louis Armstrong	27901*
12.	9.	ANNA MARIA SOMEBODY Gordon Jenkins	27912*
11.	10.	IF YOU GO THAT'S HOW A LOVE SONG IS BORN Patty Andrews and Gordon Jenkins	27913*
14.	11.	TELL ME WHY SLEW FOOT RAG Grady Martin and Roberta Lee Grady Martin	27926*
—	12.	I'LL SEE YOU IN MY DREAMS GOOD NIGHT SWEETHEART Guy Lombardo	27911*
13.	13.	BERMUDA THE LITTLE WHITE CLOUD THAT CRIED Roberta Lee	27893*
—	14.	TIGER RAG State Street Boogie George Barnes	27939*
—	15.	AT LAST! AT LAST! THE ISLE OF INNISFREE Bing Crosby	27934*

COUNTRY

3.	1.	IS HE SATISFIED I'VE GOT SO MANY MILLION YEARS Rex Allen with Anita Kerr Singers	46390*
6.	2.	I LOST AN ANGEL WITHOUT YOU I'M LOST Charlie Adams	46391*
2.	3.	SOMEONE TO CARE I WON'T HAVE TO CROSS JORDAN ALONE Jimmie Davis	14596*
—	4.	LETTER FROM MY DARLIN' RAW HIDE Bill Monroe	46392*
—	5.	CHARMING BETSY MONA LISA NO. 2 Lonzo and Oscar	46393*
—	6.	SEARCH ME LORD NOW DIDN'T IT RAIN Jordanares	14602*

SEPIA

1.	1.	THE BELLS OF ST. MARY'S USE ME LORD Sister Rosetta Tharpe with Rosette Gospel Singers Sister Rosetta Tharpe with Sam Price Trio	48269*
3.	2.	I DO BELIEVE LOVED ONE Lincoln Chase	48270*
—	3.	CHARMAINE Hands Across The Table The Ray-O-Vacs	48260*
—	4.	FEELIN' SAD AND LONESOME BAREFOOT SUSIE Waymon Brown	48264*

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

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	POPULAR	SALES
7	TELL ME WHY A GARDEN IN THE RAIN Four Aces	27860*
19	A KISS TO BUILD A DREAM ON I Get Ideas Louis Armstrong	27720*
2	WHEN IT'S SLEEPY TIME DOWN SOUTH IT'S ALL IN THE GAME Louis Armstrong and Gordon Jenkins	27899*
3	WHISPERING SHADOWS CRAZY HEART Guy Lombardo	27888*
10	SHRIMP BOATS More! More! More! Dolores Gray with Music by Camarata	27832*
23	PEACE IN THE VALLEY SAY A LITTLE PRAYER Red Foley	27856*
13	SLOW POKE I Wanna Play House With You Roberta Lee	27792*
4	SNOWFLAKES Green Sleeves Guy Lombardo and Evelyn Knight	27892*
8	UNDECIDED The Lie-De-Lie Song Guy Lombardo	27835*
12	ALABAMA JUBILEE Dixie Red Foley	27810*
11	COLD, COLD HEART Because Of You Louis Armstrong	27816*
1	** BE MY LIFE'S COMPANION Love Lies Mills Brothers with Sy Oliver	27889*
8	CHARMAINE When I Grow Too Old To Dream Gordon Jenkins	27886*
9	I LIKE IT YES YOU ARE Jane Turzy	27851*
11	DOMINO When The World Was Young Bing Crosby	27830*

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

NEW RELEASES

Play Me A Hurtin' Tune Andrews Sisters and Guy Lombardo	27910*
I'm On A Seesaw Of Love	27910*
The Tavern Song Spaghetti Rag	Russ Morgan 27930*
Please, Mr. Sun If I Forget You	Bill Kenny of the INK SPOTS 27946*
Rough Ridin' I Don't Want To Take A Chance	Ella Fitzgerald with Ray Charles Singers Ella Fitzgerald 27948*

SINGLES

Did Anyone Call I've Got A Feelin' You're Foolin' Featured in MGM Pict. "Singin' In The Rain"	Dolores Gray 27942*
I'll Still Love You Until (Anema E Core)	Victor Young 27941*
Allegheny Fiddler (Fiddle-Didle-Do) Mountain Laurel	Jane Turzy 27949*
Try Me One More Time Baby We're Really In Love	Roberta Lee 27936*
Give Me Time What Good Am I Without You	Jeri Southern 27950*
I Wanna Say Hello (Whatever Happened To The) Piano Players (That Played Like This)	Frankie Froba with Adeline Niece 27940*
I'm Gonna Jump In The River Til My Baby Comes Back	Buddy Johnson 27947*

Gay Hawaiian Party "Official Aloha Week Song"	Alfred Apaka 27820*
Kalua (Based on an Old Polynesian Song)	27820*
Five Little Girls Ragtime Annie	Chuck Rogers 46394*
Angels Watch Over Me Happy Rhythm	Sunshine Boys Quartet 46395*
Train Porter Blues Moonrise Blues	Charlie Harding 48273*

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

ALREADY A HIT IN
NEW YORK, BOSTON, NEWARK,
WASHINGTON, ATLANTA,
CLEVELAND, PITTSBURGH
AND SPREADING FAST!

LEROY ANDERSON
conducts his "Pops" Concert Orchestra
BLUE TANGO

and Belle Of The Ball

Decca 27875 (78 RPM) and 9-27875 (45 RPM)



The **ORIGINAL**
ABBEY RECORDING of ...

"GOODBYE SWEETHEART"

Over 100,000
 sold in
 10 days...

Sung by June Ward
 with Lee Barrett Orch
 b/w

"Too Sure"

Abbey 15062
 (78 R.P.M.)
 Abbey 15062x45
 (45 R.P.M.)

DON'T BE MISLED BY IMITATIONS
THIS IS THE ORIGINAL!!

ABBEY RECORDS, INC.

418 West 49th St., New York 19, N. Y.
 Phone PLaza 7-6696

DISK PROMOTION

Snyder Spells Basil to Grab Record Jackpot

CHICAGO, Jan. 19.—Bill Snyder, who dropped his band six months ago to work solo dates, stepped in to front the Chicago Theater house ork this week while Louis Basil vacationed—and hit a record jackpot.

Hudson Ross, large Loop retail shop, used a blow-up of Snyder in its window to promote his new Decca waxing, "Flying Fingers," while the theater also helped by plugging the new side, and his "Bewitched," best seller etching. Result was the sale of 18,000 sides in 7 days.

Snyder, after doing a TV date here with the Chicago Symphony early next month, is scheduled to move his harpsipiano into New York for personal appearances.

Tannen, Decca Answer Dixie Suit on Tune

NEW YORK, Jan. 19.—Nat Tannen, Decca Records, and a host of other disk firms asked for dismissal of the Dixie Music Publishing action against them over the alleged infringement of the tune "Cold, Cold Heart." The defendants claimed that they had obtained the right to publish and record the song from authorized owners and have paid the royalties due. They made a general denial of all allegations against them.

The papers were filed by the defendants in New York Federal Court here Thursday (17). Dixie Music is charging that "Cold, Cold Heart" is an infringement on its tune, "You'll Still Be in My Heart," which was published in the songbook "Round-Up of Hits for Radio and Recording." Other defendants in the suit are Hank Williams, the writer, and Acuff-Rose, publisher of "Cold, Cold Heart."

Southern Music Switches Staff

NEW YORK, Jan. 19.—Southern Music completely reshuffled its Latin-American department this week. Miss Provi Garcia who was previously in charge of the Porto Rican department, will be in complete charge of the Latin-American department in New York which covers catalog from all South American countries.

Ferdinand Castro, who was formerly in charge of the Latin-American department for the firm, was promoted to assistant to Ben Selvin, general manager of the pubbery. Al Salinas, who was previously Castro's assistant, now becomes head of Southern Music's contact department for all Latin-American music in New York.

Capitol Shifts Feller Duties

NEW YORK, Jan. 19.—Capitol Records last week switched Sid Feller to a full time staff arranging and conducting schedule in lieu of his a. & r. duties for the diskery. Label's expansion of its activities in the East and the attendant increase in recording dates necessitated the switch.

Artists and repertoire duties here will still be handled by Dick Jones and Dave Cavanaugh.

BIX HITS THE GLORY ROAD

NEW YORK, Jan. 19.—Songwriter Bix Reichner is now getting plugs on his songs the hard way. Reichner is booked to warble his latest ditty, "If You Know the Lord," at a Youth for Christ meeting scheduled for the Baptist Temple in Philadelphia on February 2. Sheet music of the tune published by Malvern Music, as well as the RCA Victor etching with Beverly Shea and Hugo Winterhalter's ork, will be sold at the affair after Reichner finishes his vocal chores.

RCS Surveys Disk Segs for Peatman Reports

CHICAGO, Jan. 19.—The on-again-off-again pubber pic here appears to be headed for a change, with Chicago now joining New York and Los Angeles in surveying recorded and transcribed programs and the results being fed to Dr. John Peatman for use in formulating his weekly reports.

Radio Checking Service, which has been monitoring live radio programs here since 1930, is handling the disk and transcription survey, covering all musical numbers (except classical and public domain) performed over the network outlets, including WGN, WMAQ, WBBM and WENR-WLS. James H. Sutton, manager of RCS, said the survey was being confined to these outlets to conform with the Peatman program.

However, with the advent of the new monitoring system, added emphasis is now being placed on all recorded music shows here by pubbers maintaining offices or representatives in the Windy City. While the network outlets run lower in record performances than the indies, pubbers still have a healthy plug market open. Monitoring covers the 8 a.m. thru 1 a.m. time period, thus eliminating some of the early morning disk jockey sessions, but it was estimated that some 3,000 to 4,000 disks are played in the period covered each week.

Performances on the indie outlets runs from WJJD's 1,050 to WCFL, 1,900 and WIND, 2,010 weekly. These disks are not included in the RCS survey, Sutton said, altho the service does cover WCFL's live musical shows during the week.

Another BMI Pin-Up Hit!

PLEASE, MR. SUN

Published by Weiss and Barry
 Recorded by

Johnnie Ray	(Columbia)
Tommy Edwards	(MGM)
Perry Como	(Victor)
Bill Kenny	(Decca)
Les Baxter	(Capitol)

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 JERRY GRAY—Decca
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WATCH THIS TUNE — YOU'LL HEAR IT SOON

I Never Knew I Cared So Much

(Until You Said Goodbye)

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 Sheet Music Available — Records Soon

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over **67,000 ACTIVE BUYERS** read
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WEEKLY SPECIAL



another great coupling for . . .
CARL SMITH
THE LITTLE GIRL IN MY HOME TOWN
 (When You Feel Like You're in Love)
DON'T JUST STAND THERE



78 rpm 20893 — 45 rpm 4-20893

WEEKLY CHECK LIST OF BEST SELLERS FOR DEALERS, OPERATORS, JOCKEYS

Based on actual sales figures for week ending January 19th

★ POPULAR

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

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

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

JEALOUSY
FLAMENCO
FRANKIE LAINE
39585—4-39585

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

BECAUSE OF YOU
I WON'T CRY ANYMORE
TONY BENNETT
39362—4-39362

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

SOLITAIRE
BLUE VELVET
TONY BENNETT
39555—4-39555

DOWN YONDER
WAY UP IN NORTH CAROLINA
CHAMP BUTLER
39533—4-39533

HEY, GOOD LOOKIN'
GAMBELLA
JO STAFFORD
FRANKIE LAINE
39570—4-39570

ONCE
NEVER
TONI ARDEN
39577—4-39577

BABY DOLL
ODDS
DORIS DAY
39637—4-39637

WE WON'T LIVE IN A CASTLE
WIMMIN'
GUY MITCHELL
39639—4-39639

SIN
JEALOUS EYES
SAMMY KAYE
39567—4-39567

THERE'S ALWAYS ROOM AT OUR HOUSE
I CAN'T HELP IT
GUY MITCHELL
39595—4-39595

JUST A MOMENT MORE
I RAN ALL THE WAY HOME
SARAH VAUGHAN
39576—4-39576

CHARMAINE
AT DAWNING
PAUL WESTON
39616—4-39616

THE BLONDE SAILOR
ONLY YOU
FRANKIE YANKOVIC
39630—4-39630

JEZEBEL
ROSE, ROSE, I LOVE YOU
FRANKIE LAINE
39367—4-39367

FRANCESCA
MAMBO NO. 5
XAVIER CUGAT
39349—4-39349

★ FOLK

ME AND MY BROKEN HEART
LET OLD MOTHER NATURE HAVE HER WAY
CARL SMITH
20862—4-20862

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

ALWAYS LATE
MOM AND DAD'S WALTZ
LEFTY FRIZZELL
20837—4-20837

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

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

BLUE YODEL NO. 6
TRAVELLIN' BLUES
LEFTY FRIZZELL
20842—4-20842

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

IF YOU'VE GOT THE MONEY I'VE GOT THE
TIME
I LOVE YOU A THOUSAND WAYS
LEFTY FRIZZELL
20739—4-20739

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

WEARY BLUES
I MADE A MISTAKE AND I'M SORRY
RAY PRICE
20883—4-20883

OKEH BEST SELLER

THE LITTLE WHITE CLOUD THAT CRIED
CRY
JOHNNIE RAY
6840—4-6840

★ GOING STRONG

THE THREE BELLS
I ONLY HAVE ONE LIFE TO LIVE
SAMMY KAYE
39602—4-39602

A KISS TO BUILD A DREAM ON
CHERRY PINK AND APPLE BLOSSOM WHITE
JIMMY DORSEY
39526—4-39526

THE THREE BELLS
THAT LUCKY OLD SUN
LES COMPAGNONS
DE LA CHANSON
4105-F—4-4105-F

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



COLUMBIA RECORDS
 FOR MUSIC THAT SENDS 'EM—TO YOU!

Trade Marks "Columbia," "Masterworks," Reg. U. S. Pat. Off. Marks Registered

House Action Would Prevent Price Cutting

WASHINGTON, Jan. 19. — The House Judiciary Committee has scheduled hearings February 13 on a bill affecting retailers of TV, radio and phonograph sets and disks, and designed to render meaningless the Supreme Court decision that led to the Macy-Gimbels price wars. The bill provides that it would be legal to bind persons who are not signers of fair trade price agreements to such agreements if the agreements are themselves lawful. Congress is under considerable pressure, largely from druggists, to act on the bill, and hearings may run as long as four to five weeks.

Introduced by both Rep. Norris Poulson and Rep. Albert P. Morano, the measure would have effect in 45 States which have laws permitting manufacturers to set minimum fair trade prices. Another bill introduced by Rep. Thomas B. Curtis would repeal the Millard-Tydings Act which upholds the legality of these State laws. The Curtis Bill, scheduled for hearings at the same time, seems to have little chance of action by Congress, however.

The Supreme Court recently ruled that a person not signing fair trade price agreements is not bound to sell at those prices.

Retail Trade Up, U. S. Sez

WASHINGTON, Jan. 19.—Retail radio and music stores showed healthy gains in sales during November, 1951, compared to November, 1950, the Department of Commerce reported this week. Radio stores sales jumped 9 per cent from November a year ago, and 6 per cent from October, 1951. Music store sales rose 6 per cent, but fell off a slight 1 per cent from October.

CLEAR NOW

"Cloud" on ASCAP List; Pubber, Too

NEW YORK, Jan. 19.—Johnny Ray, in his guise as a songwriter, and his current hit tune and recording, "The Little White Cloud That Cried," wound up as properties attached to the American Society of Composers, Authors and Publishers this week, after both had drifted for several weeks thru the hit status as unlicensed entities. Tune, published thru Larry Spier's Carlyle Music subsidiary, was licensed temporarily by Spier himself while he was dickering for a deal with Broadcast Music, Inc., for both the new pubbery and for writer Ray.

BMI would go for no more than an individual deal on the "Cloud" song, reportedly offering Spier an advance of \$5,000 to have it licensed thru BMI. Spier countered with a proposition, said to be about \$35,000 per annum, for a regular pubber deal and a writer's deal for Ray, and was turned down. Subsequently Spier applied for membership in ASCAP for the Carlyle firm, and both "Cloud" and Ray wound up working under the allegiance this week.

Mooney in Cincy On "Blacksmith"

CINCINNATI, June 19. — Art Mooney, in town for a visit with Mr. and Mrs. Milt Magel, owners-operators of Castle Farm, put in the day calling disk jockeys thru-out the area on his new tune, "The Blacksmith Blues," which he cut for MGM Records Thursday (17) and which is slated for release Wednesday (23).

In a call to The Billboard, Mooney said that MGM is putting all its guns behind his latest waxing, which he claims has a beat reminiscent of the flourishing band days. He is making a number of personal appearances in the Midwest the coming week to hustle the new ditty.

RCA SPENDS 3G WAXING 1 SIDE

NEW YORK, Jan. 19. — What may be the most expensive recording date for one side of a pop disk was run-off by RCA Victor a few weeks ago for a Ralph Flanagan ork session held in Cincinnati. Diskery spent over \$3,000 to get a tape for "On My Way Now," Flanagan disk released last week.

To make the single side, the diskery flew a-and-r exec Hugo Winterhalter, promotion exec Bob McCluskey, two engineers and nine trunks of recording equipment to Cincy. In addition to paying for the band's 14 sidemen, the label hired a singer, rented the State Theater and took on deejay Ernie Waite to emcee the proceedings, which called for 1,000 people to sit in on the session and sing along with the band on the pop-spiritual.

Howard Solo Under Levin

CHICAGO, Jan. 19. — Eddy Howard, who recently dropped his band, has not renewed with Music Corporation of America, it was learned this week. Howard, now appearing at the Oriental Theater here, will continue as a solo under the personal management of Biggie Levin, who handled the Oriental booking, and will make himself available to other offices for future theater, niter and TV appearances.

The Howard ork has remained intact, with Norman Lee now fronting the group. On future recording sessions for Mercury, with whom Howard renewed last month for another three years, he will use local orks.

Following the Oriental run Wednesday (23), Howard will head East for a date on the "Toast of the Town" TV show and theater work.

NAMM Sets Program for Atlanta Meet

CHICAGO, Jan. 19. — Agenda for the National Association of Music Merchants Southeastern regional conference at the Hotel Ansley, Atlanta, February 11-12, was completed this week. Atlanta committee includes V. P. Manley, chairman; O. L. Baskette; A. E. Foster; T. C. Lanier; J. S. Rutan and Warren Carder.

Initial business session will convene at 1:30 p.m. Monday (11) with Manley, manager, organ and piano department, Rich's Inc., Atlanta, presiding. Program includes an address by William R. Hartsfield, mayor of Atlanta; "Retail Sales Prospects—Spring, 1952" by William R. Gard, NAMM secretary, Chicago; "Trade Practice Problems" by Emert S. Rice, president, W. S. Rice & Son Music House, Inc., Columbia, S. C., and "Shareholders of Promotion" by Dr. John C. Kendel, vice-president, American Music Conference, Chicago.

Monday's program includes a conference banquet, with Alvin E. Foster, V. P. and general manager, Cable Piano Company, Atlanta, as toastmaster, and Richard H. Richard, Rick's Inc., guest speaker.

Two sessions have been skedged for Tuesday, with Otis L. Baskette, president, Baskette Piano Company, Atlanta, presiding in the morning, and Manley taking over in the afternoon. Subjects to be covered include: "Potentialities in Organ Sales" by Marvin Korin, Central Commercial Industries, Inc., Chicago; "Buying Motives and Decisions of Piano Selling" Eddie Reynolds, president, Reynolds Piano Company, Jacksonville, Fla.; "Public Relations for Retailers," Dr. Ole S. Johnson, chairman, Retailing Concentration, University of Georgia; "Buying and Selling Phonograph Records," Miss Dinty Moore, buyer, record department, Rich's, Inc.; "The Piano Production Situation," L. P. Bull, president,

A VICTOR PLUG FOR DECCA MAN


WASHINGTON, Jan. 19.—Eddie Gallaher, disk jockey at WTOP here, pulled a switch this week on Leonard Wolf, Decca record representative, who called on him with a request to push a few Decca disks. Gallaher sat Wolfe down and played for him Dewey Bergman's "Your Horoscope in Music" album which is narrated by Gallaher and was recorded by Victor. Wolfe said he sat it out.

Cap Continues Distrib Revamps

NEW YORK, Jan. 19.—Capitol Records continued to realign its sales set-up this week with a series of appointments affecting the operation of several branch offices of the Capitol Records Distributing Corporation. Changes in Boston, Philadelphia and Chicago were made by William H. Fowler, acting general manager of the distributing subsidiary of the diskery.

John Broderick, formerly a salesman in the territory, was named Boston branch manager, effective January 1. Sam Trofe has been named acting branch manager at Philadelphia, effective February 1. This is a temporary assignment for Trofe, formerly a salesman in the Philly area, who will be moved into a branch manager's spot in another territory at a later date. Donald Foreman has been promoted from Chicago branch promotion work to district promotion manager in that area, effective February 1. He will work under the direction of Bud Fraser, veepee and district sales manager of the Capitol Records Distributing Corporation.

Story & Clark Piano Company, Chicago; "Band Instrument Production," Ralph L. Thompson, sales manager, C. G. Conn, Ltd., Elkhart, Ind., and "A Mountain of Sales," Verne R. Marceaux, director, education division NAMM.



WEBB PIERCE

on DECCA 46364 (78 rpm)
9-46364 (45 rpm)

Sings →

Wondering

HERE'S
THE
VERSION!

EXCLUSIVELY ON



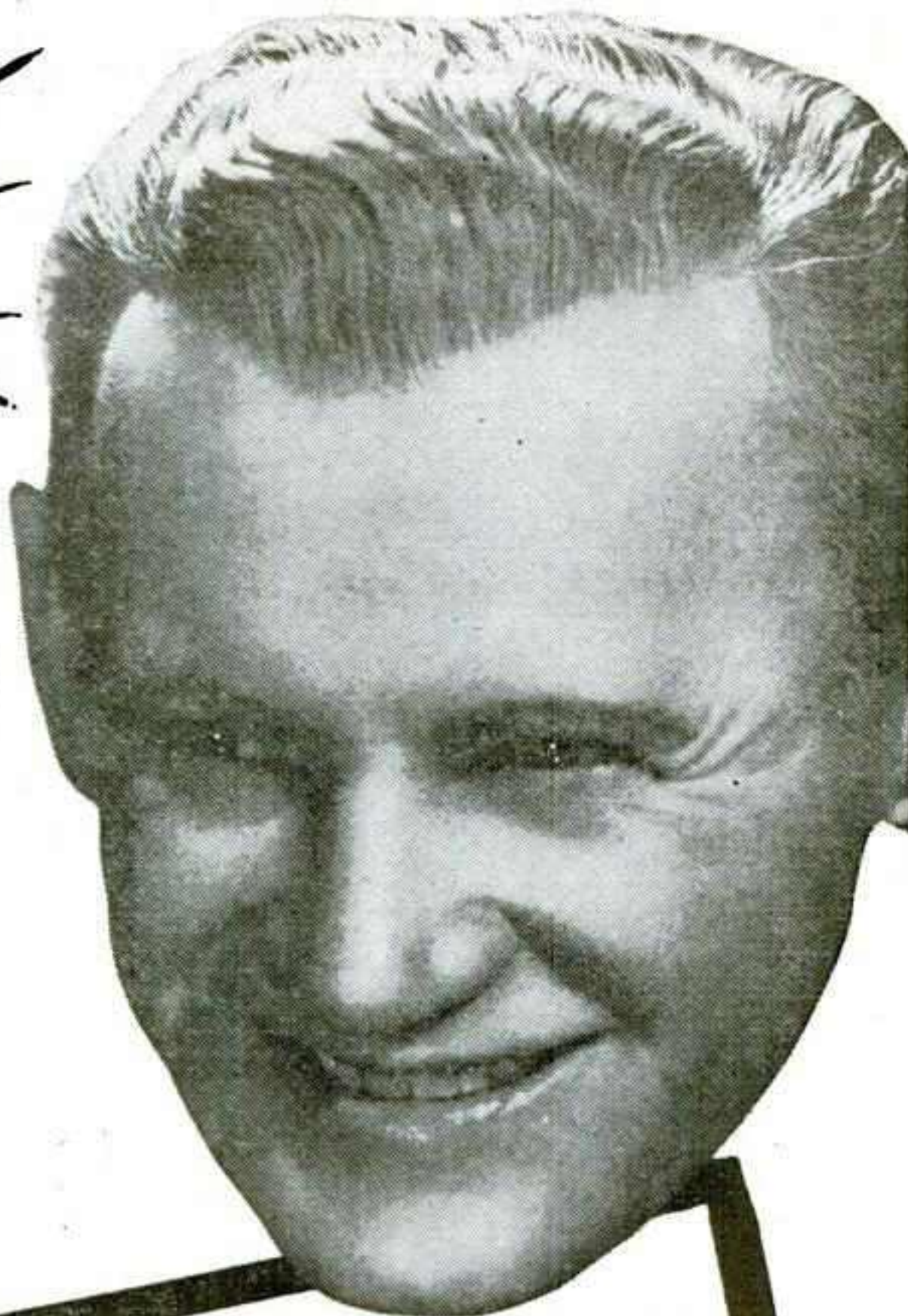
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KAYE-O

Never before such a **BIG** hit for Sammy

SWING and SWAY with ...

SAMMY KAYE



"MY LEI-EE-YANA"

VOCAL CHORUS by
THE KAYDETS

**"YOU KNOW YOU BELONG TO
SOMEBODY ELSE (so why don't
you leave me alone)"**

78 RPM 39633
45 RPM 4-39633

VOCAL CHORUS by
DON ROGERS and the KAYDETS



COLUMBIA RECORDS
FOR MUSIC THAT SENDS 'EM—TO YOU!



Coming your way

HELEN O'CONNELL



on a great
smash hit!

"COME
WHAT
MAY"



Record No. 1944

THE BILLBOARD Music Popularity Charts

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

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart Based on reports received January 16, 17 and 18.

Last
Week

This
Week

2. 1. Cry

By Churchill Kohlman—Published by Mellow (BMI)

RECORDS AVAILABLE: E. Barton, Coral 40592; R. Casey, Cadillac 103; P. Chapman, Dec 27857; B. Farrell, MGM 11113; Four Knights, Cap 1875; G. Gibbs, Mercury 5749; (Little) D. Hightower, Dec 48254; A. Holmes, King 15145; Los Tres Diamantes, V 23-5626; B. McLaurin, Derby 785; J. Ray, Okeh 6840; C. Singleton, Atlas 1003; C. Taylor, Mercury 8262; J. Valli & H. Winterhalter, V 20-4388; B. Williams, V 20-4406.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Glenn Osser, Associated

1. 2. Slow Poke

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

RECORDS AVAILABLE: R. Flanagan, V 20-4373; A. Godfrey-Chordettes, Columbia 39362; J. Gordy Sextette-J. Shook, Bullet 1099; H. Hawkins, King 998; Tiny Hill, Mercury 5740; Pee Wee King, V 21-0489; R. Lee, Dec 27792; A. Mooney, MGM 11115; H. O'Connell, Cap 1837; J. Watson, Rich-R-Tone 1025.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade Cooley, Standard; Pee Wee King, Standard; Glen Osser, Associated

4. 3. Tell Me Why

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

RECORDS AVAILABLE: M. Bailey, Coral 60625; E. Fisher & H. Winterhalter, V 20-4444; Four Aces-A. Alberts, Dec 27860; Four Tunes, V 20-4427; N. Kaye, Cap 7779; R. Lee & G. Martin, Dec 27926; R. Marterie, Mercury 5767; Swallows, King 4515.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Sirano, Associated

3. 4. (It's No) Sin

By George Hoven and Chester Shull—Published by Algonquin (BMI)

RECORDS AVAILABLE: S. Churchill, V 20-4230; B. Colt, Decatur 1001; W. Davis, Prestige 911; Four Aces, Victoria 101; Four Buddies, Savoy 817; Four Knights, Cap 1806; C. Hawkins, Dec 27853; E. Howard, Mercury 5711; S. Kaye, Col 39567; A. Morgan, Dec 27794; B. Peacock, King 4505; A. Prysock, Dec 27769; T. Smith, United 107; B. Williams Quartet, MGM 11066.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Dean Hudson, Lang-Worth; Glenn Osser, Associated

6. 5. Little White Cloud That Cried

By Johnny Ray—Published by Larry Spier, (BMI)

RECORDS AVAILABLE: L. Dinning, Cap 1892; H. Lance, Mercury 5761; R. Lee, Dec 27893; J. Ray, Okeh 4840.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Bassman, Associated; Dolly Dawn, Thesaurus

5. 6. Shrimp Boats

By Paul Mason, Howard and Paul Weston—Published by Walt Disney (ASCAP)

RECORDS AVAILABLE: D. Beavers-L. Baxter, Cap 1873; D. Brown, King 15151; B. Farrell, MGM 11113; D. Gray, Dec 27832; D. Scholl, V 20-4405; J. Stafford-P. Weston, Col 39581; Tex Williams, V 20-4409.

10. 7. Charmaine

By Erno Rapee and Lou Pollack—Published by Lion (ASCAP)

RECORDS AVAILABLE: G. Ammons, Prestige 916; D. Baker, Col 36636; P. Brown's Delta Kings, Westcraft 1003 4; F. Carle, Col 36690; A. Cobb, Okeh 6851; M. Davis, Aladdin 3114; R. Flanagan, V 20-4373; Four Knights, Cap 1875; Harmonicats, Mercury 5747; B. Hayes, MGM 11112; N. Hefti, Coral 60599; G. Jenkins, Dec 27859; H. Koch, Acme 980; J. Lee, Cap 1896; G. Lombardo, Dec 23763; J. Lunceford, Dec 25423; A. Lyman, Col 37508; Mantovani, London 1020; V. Monroe, V 20-4375; B. Peacock, King 4506; Ray-O-Vacs, Dec 48260; F. Scott, Cap 15733; E. Smith, Dec 27896; J. Thomas, Swing Time 240; P. Weston, Col 29616; X-Rays, Coral 65069.

ELECTRICAL TRANSCRIPTION LIBRARIES: Airiane Trio, Lang-Worth; J. Sodia, Lang-Worth; Allen Roth, Thesaurus.

7. 8. Down Yonder

By L. Wolf Gilbert—Published by LaSalle (ASCAP)

RECORDS AVAILABLE: C. Butler, Col 39533; H. Carmack, Dec 46362; J. (Fingers) Carr, Cap 1777; L. (Piano Roll) Cook, Abbey 15053; S. Cooley, Dec 46355; Honky Tonks, V 20-4284; T. Jackson, Mercury 6365; B. Johnson, Dec 24675; F. Martin, V 20-4167; F. Petty Tiro, MGM 11057; E. Smith, King 986; C. Stone, Cap 7-40164; C. Watts and A. Trace, Mercury 5695; G. Willis, V 21-0420; H. Wolf, Rich-R-Tone 1022; D. Wood, Tennessee 775.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; The Satisfiers, Associated

9. Any Time

By Herbert Happy Lawson—Published by Hill and Range (BMI)

RECORDS AVAILABLE: E. Arnold, V 20-2700; E. Fisher & H. Winterhalter, V 20-4359; A. Haley, Mercury 6099; D. Haynes, Dec 24506; Leo & Trio, Intro 6006; H. O'Connell, Cap 1895.

ELECTRICAL TRANSCRIPTION LIBRARIES: Slim Bryant and Wild Cats, Thesaurus; Allen Holmes, Thesaurus.

8. 10. Undecided

By Sid Robin and Charlie Shavers—Published by Leeds (ASCAP)

RECORDS AVAILABLE: M. Abernathy, King 4490; Ames Brothers-L. Brown, Coral 60566; G. Ammons, Prestige 916; R. Anthony, Cap 1824; D. Brubeck Trio, Fantasy 506; E. Fitzgerald-C. Webb, Decca 25434; E. Garner, Regent 1004; G. Lombardo-K. Gardner, Dec 27835; B. Lucas, Jubilee 5070; J. Preston Sextette, Modern 1011; M. Small, King 15128.

ELECTRICAL TRANSCRIPTION LIBRARIES: All Star Sextette, Standard; George Barnes Octet, Standard; Hank D'Amico Sextette, Associated; Chuck Foster, Lang-Worth; Henry Jerome, Lang-Worth; Vincent Lopez, Lang-Worth; Art Van Damme Quintet, Thesaurus.

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

New Popular Records



BUYERS GUIDE

Week Ending January 26, 1952

Tomorrow's Hits - TODAY

	78 rpm	45 rpm
"THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson	1942	F1942
"SUGAR BLUES BOOGIE," "I JUST LOVE AFFECTION" Clyde McCoy	1937	F1937
"I'LL ALWAYS BE FOLLOWING YOU," "DON'T PLAY THAT SONG" Helen O'Connell and Bob Eberly	1931	F1931
"THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse	1922	F1922

TOP SELLERS in POPS

"TIGER RAG," "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford	1920	F1920
"JUST ONE MORE CHANCE," "JAZZ ME BLUES" Les Paul and Mary Ford	1825	F1825
"DOWN YONDER," "IVORY RAG" Joe (Fingers) Carr	1777	F1777
"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat (King) Cole	1808	F1808
"SLOW POKE," "I WANNA PLAY HOUSE WITH YOU" Helen O'Connell	1837	F1837
"THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING" Les Paul and Mary Ford	1748	F1748
"CRY," "CHARMAINE" The Four Knights	1875	F1875
"ROCK CITY BOOGIE," "STREAMLINED CANNON BALL" Tennessee Ernie and The Dinning Sisters	1911	F1911
"WINE, WOMEN AND SONG," "A WEAVER OF DREAMS" Nat (King) Cole	1925	F1925
"SNOW DEER RAG," "RAGTIME MELODY" Joe (Fingers) Carr	1876	F1876

in WESTERN & FOLK

"HEARTBREAK RIDGE," "TENNESSEE ROSE" Wesley Tuttle	1916	F1916
"BLUE WEDDING BELLS," "TEARS ON MY GUITAR" Eddie Dean	1915	F1915
"TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson	1870	F1870
"POSTAGE DUE," "ALL I DO IS SIT AND CRY" Jack Hunt	1934	F1934
"A NICKEL FOR A DOZEN ROSES," "ONE MORE BEER" (Big Bill) Lister	1909	F1909
"WON'T YOU RIDE IN MY LITTLE RED WAGON," "KEEP A LIGHT IN YOUR WINDOW TONIGHT" Jimmy Wakely	1880	F1880
"TIS SWEET TO BE REMEMBERED," "SEND ME A PENNY POST CARD" Jimmie Skinner	1889	F1889
"I WANT YOU TO LOVE ME," "HOW CAN I HELP IT" Leon Payne	1910	F1910
"MISSING IN ACTION," "JUST A LITTLE MORE WAITING" Jimmy Wakely	1936	F1936

featuring the distinctive styling of

LOU Dinning
singing two great songs

"SAD"
and
"give me time"

Record No. 1940

WESTERN AND COUNTRY

America's new country Hit!

HANK THOMPSON

"THE WILD SIDE OF LIFE"

and
"CRYIN' IN THE DEEP BLUE SEA"

Record No. 1942

This Week's Releases

POPULAR		78 rpm	45 rpm
HELEN O'CONNELL <small>with Chiffon Stone's Quartet</small>	COME WHAT MAY BABY, WE'RE REALLY IN LOVE	1944	F1944
NORMAN KAYE <small>with Orchestra Conducted by Sid Feller</small>	CALL ME A DREAMER -- I WAS LUCKY	1945	F1945
WESTERN COUNTRY ROD MORRIS <small>and His Mounties</small>	HONEY, HONEY, HONEY -- CRY BABY BLUES	1946	F1946
WESTERN COUNTRY TERRY PRESTON	TIME -- I WANT YOU SO	1947	F1947
MEL BLANC and BONNIE BAKER <small>with Orchestra Conducted by Billy May</small>	THAT'S ALL FOLKS! <small>Vocal Duets, Mel Blanc as "Foxy Pig"</small> WON'T YOU EVER GET TOGETHER WITH ME <small>Mel Blanc as "Tweeter" and "Sprocket"</small>	1948	F1948
LINDY DOHERTY <small>Accompanied by Steve Sabro and the Jelly Roll Four</small>	SALT WATER TEARS -- WHAT'S THE USE	1949	F1949
MARY MAYO <small>with Vocal Group and Orchestra Conducted by Al Hare</small>	OH, TO BE YOUNG AGAIN WHAT'S THE REASON (I'm Not Pleasin' You)	1950	F1950
THE CONTINENTAL <small>Eddie Baxter of the Organ</small>	TAKE ME BACK -- WHERE WAS I <small>From the Warner Bros. Picture "Till We Meet Again"</small>	1951	F1951
BENNY STRONG <small>and His Orchestra</small>	TULIPS AND HEATHER TAVERN IN THE TOWN	1952	F1952
JOHNNY PECON <small>and His Orchestra</small>	TRA-LA-LA-LA WALTZ <small>Vocal by Johnny Pecon and Eddie Dean</small> OLD TIMER'S POLKA <small>Instrumental</small>	1953	F1953
WESTERN COUNTRY LEON CHAPPEL	BOOGER BLUES -- YOU'RE A LOVIN' WOMAN	1954	F1954



National Sales Headquarters, Capitol Records Distributing Corp., 250 W. 57th St., New York

Dot's Hot - Dot's Hotter - Dot's HOTTEST

JOHNNY MADDOX

and the Rhythmasters

A Nationwide HIT overnight . . .

"PIANO POLKA"

(Pub. Randy-Smith Music)

b/w

"STARDUST"

DOT 15006
45-15006

and

"UNDER THE DOUBLE EAGLE"

b/w "MY MARY"

DOT 15004-45-15004

D. J. Samples Available

GABE TUCKER
"IT'D SURPRISE YOU"
(Big All Over)

and
"CRACKER BARREL FARMER"
DOT 201-45-201

MAC WISEMAN
"TIS SWEET TO BE REMEMBERED"
DOT 1062-45-1062

TWO TERRIFIC RHYTHM and BLUES
"WEEPING AND CRYING"
and "SHUFFLE BUG"

GRIFFIN BROS.
DOT 1071-45-1071

"PRETTY BABY"
and "STUBBORN AS A MULE"

MARGIE DAY with the Griffin Bros.
DOT 1070-45-1070

DOT Distributors

- ALLEN DIST. CO.
420 W. Broad St.
Richmond, Va.
- ARISTOCRAT DIST. CO., INC.
750 E. 49th St.
Chicago 15, Ill.
- ARTIST RECORD DIST.
2416 Third Ave.
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Portland, Oregon
- BENART DIST. CO.
327 Frankfort Ave.
Cleveland, Ohio
- BIG STATE DIST. CO.
137 Class St.
Dallas, Texas
- BURNS DIST. CO.
828 N. Walnut St.
Oklahoma City, Okla.
- CENTRAL RECORD SALES CO.
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Los Angeles, Calif.
- CHATTON DIST. CO.
1921 Grove St.
Oakland, Calif.
- COAST LINE DIST. CO.
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- DELTA MUSIC SALES
704 Baronne St.
New Orleans, La.
- ESSEX RECORD DIST. CO.
91 Springfield Ave.
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- COTHAM RECORD CORP.
1626 Federal
Philadelphia, Pa.
- HIT RECORD DIST.
1043 Central Ave.
Cincinnati, Ohio
- INDIANA STATE DIST. CO.
505 East Washington St.
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309 S. Santa Fe St.
El Paso, Texas
- MANGOLD DIST. CO.
215 S. Eutaw St.
Baltimore, Md.
- MANGOLD DIST. CO.
913 S. Clarkson St.
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- JAMES H. MARTIN
2614 W. North Ave.
Chicago, Ill.
- S. W. MARTIN DIST.
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San Antonio, Texas
- MUSIC SALES
1117 Union Ave.
Memphis, Tenn.
- PAN AMERICAN DIST. CO.
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- PAN AMERICAN DIST.
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Miami, Florida
- PAN AMERICAN CO.
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- SOUTHLAND DIST. CO.
441 Edgewood Ave., S. E.
Atlanta, Ga.
- SOUTH COAST DIST. CO.
314 E. 11th St.
Houston, Texas
- LOU SOWA
711 Bigley Ave.
Charleston, W. Va.
- LOU SOWA RECORDS, INC.
1628 Fifth Ave.
Pittsburgh 19, Pa.
- TENNESSEE MUSIC SALES
415 Main St.
Nashville, Tenn.
- RECORDER SUPPLIER
679 Granville St.
Vancouver, British Columbia

HANDY ORDER FORM

Dot's Parade of Best Sellers

POPULAR

- JOHN MADDOX**
with the Rhythmasters
- 1005 Crazy Bone Rag
St. Louis Tickle
(45-1005)
Same as above in 45 R.P.M.
 - 1012 Hula Blues
I Get the Blues When It Rains
(45-1012)
Same as above in 45 R.P.M.
 - 1023 Memphis Blues
Alabama Jubilee
(45-1023)
Same as above in 45 R.P.M.
 - 1057 Sweet Georgia Brown
Dill Pickles
(45-1057)
Same as above in 45 R.P.M.
 - 15001 San Antonio Rose
Bully of the Town
(45-15001)
Same as above in 45 R.P.M.
 - 15004 Under the Double Eagle
My Mary
(45-15004)
Same as above in 45 R.P.M.

- 15006 Star Dust
Piano Polka
(45-15006)
Same as above in 45 R.P.M.
- BEASLEY SMITH and His Band**
- 15002 My Wife and I
I'm Gonna Live and Die in Texas
 - 15005 Lucky Lou
Darling Nellie Gray
(45-15005)
Same as above in 45 R.P.M.

- BOB LAMM**
with John Maddox and the Rhythmasters
- 15007 Waiting for the Robert E. Lee
That's My Weakness Now
(45-15007)
Same as above in 45 R.P.M.

HILLBILLY

- GABE TUCKER**
- 201 It'd Surprise You
Cracker Barrel Farmer
(45-201)
Same as above in 45 R.P.M.

- MAC WISEMAN**
- 1062 'Tis Sweet To Be Remembered
Are You Coming Back to Me?
(45-1062)
Same as above in 45 R.P.M.
 - 1075 Little White Church
I'm a Stranger
(45-1075)
Same as above in 45 R.P.M.

- BIG JEFF and the Radio Playboys**
- 1088 I'm in Love, Dear, With Thee
Move On, Baby
(45-1088)
Same as above in 45 R.P.M.

- DINK EMBRY**
- 1074 Doll Baby
Lay Your Head Upon My Shoulder

- JAM-UP AND HONEY**
- 1089 Stew Foot Mama
Wild Honey Rag
(45-1089)
Same as above in 45 R.P.M.

RHYTHM & BLUES

- GRIFFIN BROTHERS ORCHESTRA**
Featuring TOMMY BROWN
- 1060 Tra La La Hoppin'
 - 1071 Weeping and Crying
Shuffle Bug
(45-1071)
Same as above in 45 R.P.M.

- MARGIE DAY with Griffin Brothers Orchestra**
- 1070 Pretty Baby
Stubborn as a Mule
(45-1070)
Same as above in 45 R.P.M.

SPIRITUALS

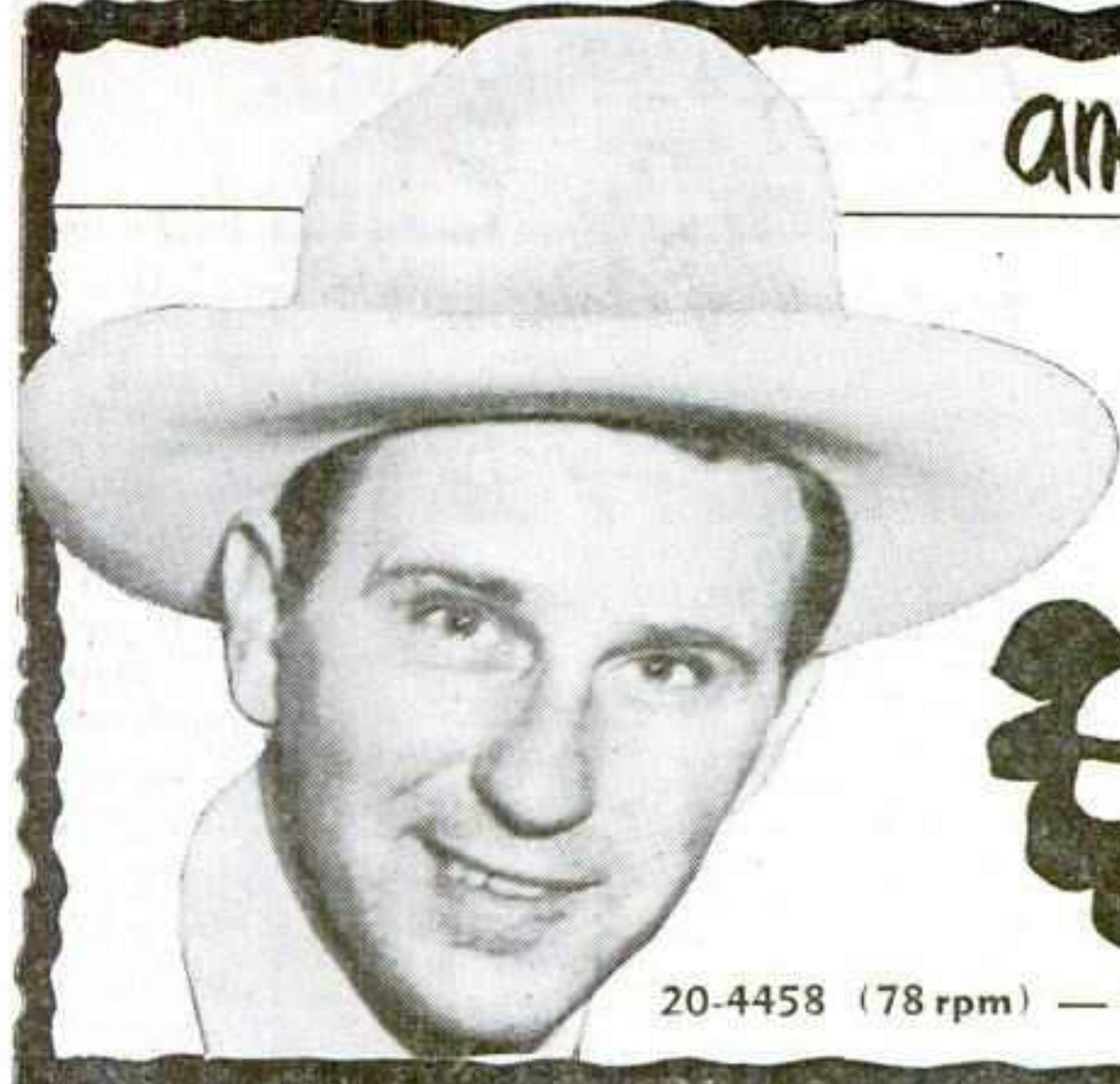
- THE FAIRFIELD FOUR**
- 1073 Poor Pilgrim of Sorrow
Don't Drive Her Away
Packing Every Burden
Don't Leave Me
 - 1081 My Prayer
Come on to This Altar
Waiting for Me
 - 1082 Angels Are Watching
I'm in Your Care
 - 1083 I Can Tell You the Time

Dot

GALLATIN, TENNESSEE

RECORDS

PHONE: 880-881



another **KEG** OF DYNAMITE!!
PEE WEE KING singing
SILVER and GOLD
 20-4458 (78 rpm) — 47-4458 (45 rpm) **"RAGTIME ANNIE LEE"**

This week's

New Releases
 ... on **RCA Victor**

Release 52-4

Ships Coast to Coast, Week of January 27

POPULAR

- DINAH SHORE** with Henri Rene's Orchestra
 Marshmallow Moon
 Warm Hearted Woman 20-4493—(47-4493)*
- FREDDY MARTIN** and his Orchestra
 The Sweetheart Serenade
 Honey Lips 20-4362—(47-4362)*
- RALPH FLANAGAN** and his Orchestra
 Only Fools
 More Than Love 20-4494—(47-4494)*
- DON ESTES** with Norman Leyden's Orchestra
 A Man and a Mountain
 Nothing More, Nothing Less 20-4486—(47-4486)*
- DENNIS DAY**
 Mother, at Your Feet Is Kneeling
 Mother Dearest, Mother Fairest 20-4495—(47-4495)*
- SIX FAT DUTCHMEN**
 You Tell Me—Polka
 Pingey—Schottisch 20-4492—(47-4492)*
- THE FOUR TUNES**
 Come What May
 The Greatest Song I Ever Heard 20-4489—(47-4489)*

SACRED

- EDDY ARNOLD**, The Tennessee Plowboy
 Open Thy Merciful Arms
 Take My Hand, Precious Lord 20-4490—(47-4490)*

COUNTRY — WESTERN

- LONE PINE** and his Mountaineers
 It's Good-Bye and So Long to You
 Fuzzy-Wuzzy Teddy Bear 20-4492—(47-4492)*
- CHET ATKINS** and his Galloping Guitar
 Good-Bye Blues
 Rainbow 20-4491—(47-4491)*

RHYTHM-BLUES

- JOHN GREER** and the Rhythm Rockers
 Strong Red Whiskey
 If You Let Me 20-4484—(47-4484)*

RED SEAL SPECIAL

- MARIO LANZA**, Tenor, with Ray Sinatra, Conductor
 Lygia
 Temptation 10-3738—(49-3738)*

*45 rpm. est. nos.



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

- Any Time/Never Before**
 Eddie Fisher20-4359—(47-4359)*
- Slow Poke**
 Pee Wee King21-0489—(48-0489)*
- Tell Me Why/Trust in Me**
 Eddie Fisher20-4444—(47-4444)*
- Bermuda/June Night**
 The Bell Sisters20-4422—(47-4422)*
- Silver and Gold**
 Pee Wee King20-4458—(47-4458)*
- Turn Back the Hands of Time**
 Eddie Fisher with Hugo Winterhalter's Orch.20-4257—(47-4257)*
- Loveliest Night of the Year**
 Mario Lanza10-3300—(49-3300)*
- Call Her Your Sweetheart/Bundle of Southern Sunshine**
 Eddy Arnold20-4413—(47-4413)*
- Slow Poke/Charmaine**
 Ralph Flanagan20-4373—(47-4373)*
- Domino/It's All Over But the Memories**
 Tony Martin20-4343—(47-4343)*
- I Get Ideas**
 Tony Martin20-4141—(47-4141)*
- (It's No) Sin**
 Savannah Churchill20-4280—(47-4280)*
- Because**
 Mario Lanza10-3207—(49-3207)*
- Be My Love**
 Mario Lanza10-1561—(49-1353)*
- A Kiss To Build a Dream On**
 Hugo Winterhalter20-4455—(47-4455)*



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

- TULIPS AND HEATHER**
 Perry Como20-4453—(47-4453)*
 The Disk Jockeys Pick, Billboard, January 19th issue.
- PLEASE, MR. SUN**
 Perry Como20-4453—(47-4453)*
 The Billboard Picks, January 19th issue
 The Disk Jockeys Pick, Billboard, January 19th issue.
- HEART OF A CLOWN**
 Wade Ray20-4429—(47-4429)*
 Country and Western Disk Jockeys Pick, Billboard, January 19th issue.

TIPS

LYGIA
TEMPTATION

Mario Lanza
 10-3738—(49-3738)*

DEE-JAY DOIN'S

We have been yelling for a long time about "Here We Go Again." This week the sales show that we are definitely hot across the board. Eddie Fisher is off and running with three records. ANYTIME, TELL ME WHY and TURN BACK THE HANDS OF TIME. The sales last week were phenomenal. Pee Wee King's SLOW POKE is approaching the million mark. Our cute little twosome, the Bell Sisters with their guiding light, Henri Rene, have proven to all concerned that their record of BERMUDA is a big hit. Close behind BERMUDA you will note Pee Wee King's SILVER AND GOLD, blasting into the best seller list. Eddy Arnold, always big, bids fair to having his biggest record in CALL HER YOUR SWEETHEART and BUNDLE OF SOUTHERN SUNSHINE. SLOW POKE and CHARM-AINE, by Flanagan, proves that Ralph is always a top contender for air play and sales. Tony Martin's DOMINO is breaking out all over again. It looks as though this one could be his biggest of recent date. His I GET IDEAS follows right behind DOMINO and refuses to die out. Lanza follows with three, THE LOVELIEST NIGHT OF THE YEAR, BECAUSE and BE MY LOVE. Savannah Churchill is still going strong with (It's No) SIN. Hugo Winterhalter, the man who has earned a terrific reputation with his wonderful records, pops into the best sellers with A KISS TO BUILD A DREAM ON—watch this one, it will undoubtedly be Hugo's biggest.

Our "Dee Jay Doin's" column is causing a little bit of excitement around the trade. We hope that all the disc jockeys have a word on the gimmick and know what it is about. In case any of you fellows are not aware of it, here is basically the story. Every other week we list in this column the name and picture of the disc jockey who has come up with a very plausible idea for promoting a record. We offer as a prize a portable radio for his idea, which is to be sent in to the Promotion Department, RCA Victor Division, New York. Their story, in their own words, plus their picture—and if the idea is accepted, is printed in our column and a radio sent to the winner forthwith.

The stars who make the hits are on

RCA VICTOR Records

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



Breaking for a HIT

ROBERTA LEE

Singing



"TRY ME ONE MORE TIME"

DECCA 27936 (78)
9-27936 (45)



America's Fastest Selling Records

THE BILLBOARD Music Popularity Charts

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

Best Selling Pops by Territories

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

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

NEW YORK

1. CRY
J. Ray—Okeh
2. SLOW POKE
Pee Wee King—Victor
3. TELL ME WHY
Four Aces-A. Alberts—Decca
4. SIN
Four Aces-A. Alberts—Decca
5. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
6. JALOUSIE (Jealousy)
F. Laine—Columbia
7. ANY TIME
E. Fisher-H. Winterhalter—Victor
8. TELL ME WHY
E. Fisher-H. Winterhalter—Victor
9. COLD, COLD HEART
T. Bennett—Columbia
10. TIGER RAG
L. Paul-M. Ford—Capitol

CHICAGO

1. BERMUDA
Bell Sisters—Victor
2. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
3. TELL ME WHY
Four Aces-A. Alberts—Decca
4. CHARMAINE
Mantovani—London
5. SLOW POKE
H. O'Connell—Capitol
6. CRY
J. Ray—Okeh
7. JALOUSIE (Jealousy)
F. Laine—Columbia
8. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
9. ANY TIME
E. Fisher-H. Winterhalter—Victor
10. FLYING FINGERS
B. Snyder—Decca

LOS ANGELES

1. CRY
J. Ray—Okeh
2. SIN
E. Howard—Mercury
3. TELL ME WHY
Four Aces-A. Alberts—Decca
4. BERMUDA
Bell Sisters—Victor
5. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
6. SLOW POKE
Pee Wee King—Victor
7. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
8. SLOW POKE
A. Godfrey—Columbia
9. UNDECIDED
Ames Brothers-L. Brown—Coral
10. TIGER RAG
L. Paul-M. Ford—Capitol

BOSTON

1. TELL ME WHY
Four Aces-A. Alberts—Decca
2. SLOW POKE
Pee Wee King—Victor
3. ANY TIME
E. Fisher-H. Winterhalter—Victor
4. STAIRWAY TO PARADISE
G. Guetary—MGM
5. CHARMAINE
Mantovani—London
6. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
7. JALOUSIE (Jealousy)
F. Laine—Columbia
8. TIGER RAG
L. Paul-M. Ford—Capitol
9. CRY
J. Ray—Okeh

DETROIT

1. TELL ME WHY
E. Fisher-H. Winterhalter—Victor
2. CRY
J. Ray—Okeh
3. TELL ME WHY
Four Aces-A. Alberts—Decca
4. TIGER RAG
L. Paul-M. Ford—Capitol
5. ANY TIME
E. Fisher-H. Winterhalter—Victor
6. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
7. SLOW POKE
A. Godfrey—Columbia
8. BERMUDA
Bell Sisters—Victor
9. PLEASE MR. SUN
J. Ray—Columbia

PHILADELPHIA

1. CRY
J. Ray—Okeh
2. TELL ME WHY
E. Fisher-H. Winterhalter—Victor
3. ANY TIME
E. Fisher-H. Winterhalter—Victor
4. TIGER RAG
L. Paul-M. Ford—Capitol
5. SLOW POKE
Pee Wee King—Victor
6. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
7. CHARMAINE
Mantovani—London
8. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
9. TELL ME WHY
Four Aces-A. Alberts—Decca

WASHINGTON, D. C.

1. CRY
J. Ray—Okeh
2. ANY TIME
E. Fisher-H. Winterhalter—Victor
3. SLOW POKE
Pee Wee King—Victor
4. TIGER RAG
L. Paul-M. Ford—Capitol
5. TELL ME WHY
Four Aces-A. Alberts—Decca
6. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
7. JALOUSIE (Jealousy)
F. Laine—Columbia

DALLAS-FORT WORTH

1. CRY
J. Ray—Okeh
2. SIN
E. Howard—Mercury
3. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
4. SLOW POKE
Pee Wee King—Victor
5. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
6. TELL ME WHY
Four Aces-A. Alberts—Decca
7. DOWN YONDER
D. Wood—Tennessee
8. KISS TO BUILD A DREAM ON
L. Armstrong—Decca

SEATTLE

1. TELL ME WHY
Four Aces-A. Alberts—Decca
2. THREE BELLS
Les Compagnons De La Chanson—Columbia
3. CRY
J. Ray—Okeh
4. GARDEN IN THE RAIN
Four Aces-A. Alberts—Decca
5. BERMUDA
Bell Sisters—Victor
6. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
7. SLOW POKE
Pee Wee King—Victor
8. TIGER RAG
L. Paul-M. Ford—Capitol

ST. LOUIS

1. SLOW POKE
Pee Wee King—Victor
2. ANY TIME
E. Fisher-H. Winterhalter—Victor
3. CRY
J. Ray—Okeh
4. TELL ME WHY
Four Aces-A. Alberts—Decca
5. MOTHER AT YOUR FEET IS KNEELING
B. Wayne—London
6. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
7. TRUST IN ME
E. Fisher-H. Winterhalter—Victor
8. SHRIMP BOATS
D. Gray—Decca
9. TRUST IN ME
Bull Moose Jackson—King
10. TIGER RAG
L. Paul-M. Ford—Capitol

PITTSBURGH

1. TELL ME WHY
Four Aces-A. Alberts—Decca
2. CRY
J. Ray—Okeh
3. ANY TIME
E. Fisher-H. Winterhalter—Victor
4. BLUE TANGO
L. Anderson—Decca
5. SLOW POKE
Pee Wee King—Victor
6. TIGER RAG
L. Paul-M. Ford—Capitol
7. UNDECIDED
Ames Brothers-L. Brown—Coral
8. SHRIMP BOATS
J. Stafford-P. Weston—Columbia

NEW ORLEANS

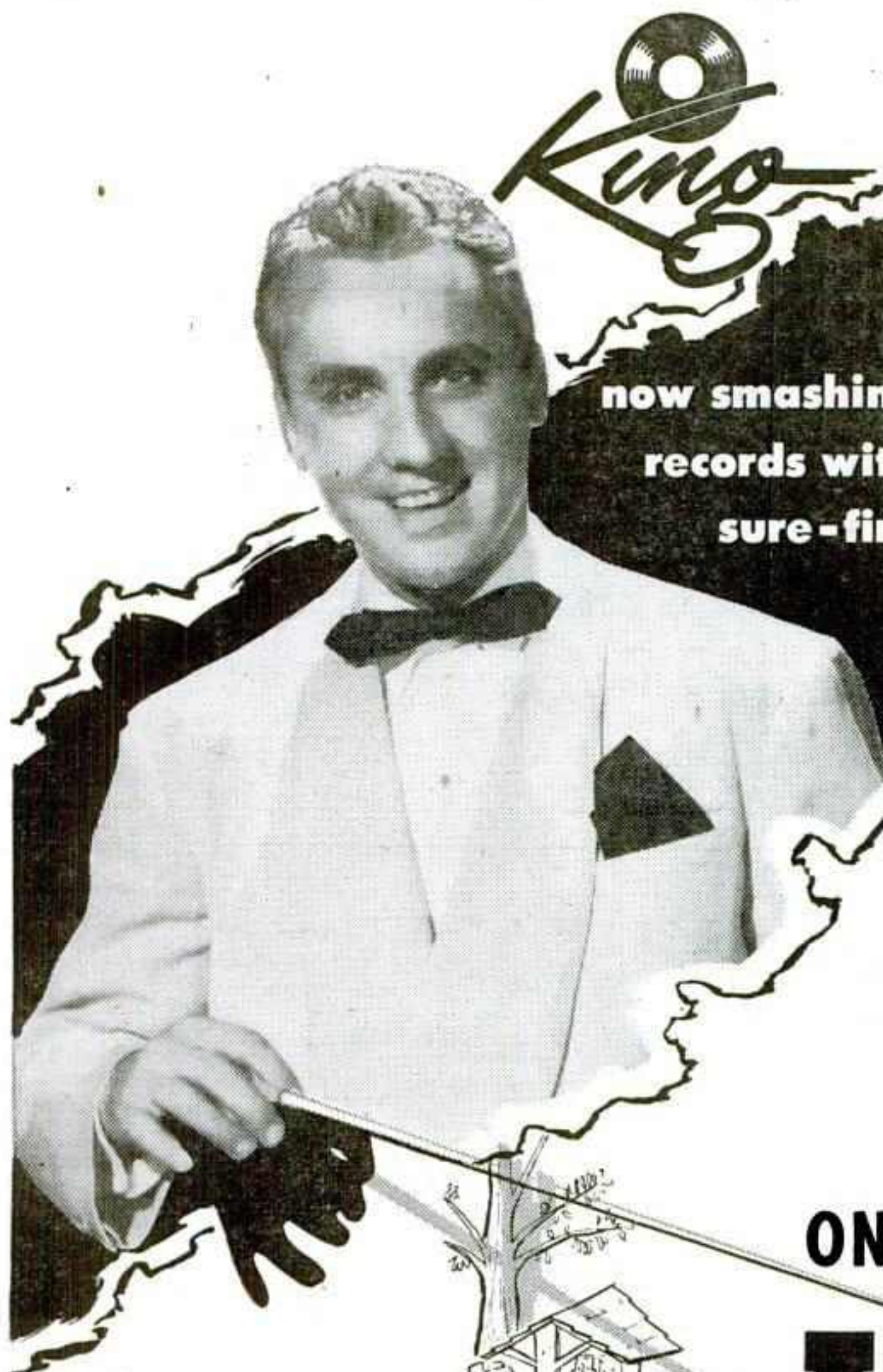
1. CRY
J. Ray—Okeh
2. SLOW POKE
Pee Wee King—Victor
3. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
4. TELL ME WHY
Four Aces-A. Alberts—Decca

DENVER

1. TELL ME WHY
Four Aces-A. Alberts—Decca
2. CRY
J. Ray—Okeh
3. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
4. SLOW POKE
Pee Wee King—Victor
6. SHRIMP BOATS
J. Stafford-P. Weston—Columbia

ATLANTA

1. CRY
J. Ray—Okeh
2. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
3. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
4. TELL ME WHY
Four Aces-A. Alberts—Decca
5. UNDECIDED
Ames Brothers-L. Brown—Coral



King ... in rhythm, folk, blues
 always **TOPS**
 now smashing records with **POPS**
 sure-fire

Teddy Phillips

ON HIS FIRST KING RELEASE

Wishin'

backed by



Sunshine
 and
Flowers

hear this great



**MIDWAY
 MUSIC
 COMPANY**

hit on



RECORDS, INC.

1540 BREWSTER AVE.
 CINCINNATI 7, OHIO



HEAR KING'S UP-TO-THE-MINUTE
 SENSATION IMMORTALIZING

"The Skipper OF THE Flying Enterprise"

KING

backed by **THE LUCKY SILVER COIN... 15160... Alan Holmes**

45-15160

THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Records

... Based on reports received January 16, 17 and 18

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

POSITION	Weeks	Last	This	Record	Artist	Label
	to date	Week	Week			
9	2	1		CRY	J. Ray	Okeh(78)6840; (45)4-6840—BMI
12	1	2		SLOW POKE	Pee Wee King	VI(78)21-0489; (45)48-0489—BMI
8	5	3		LITTLE WHITE CLOUD THAT CRIED	J. Ray	Okeh(78)6840; (45)4-6840—BMI
6	4	4		TELL ME WHY	Four Aces-A. Alberts	Dec(78)27860; (45)9-27860—BMI
18	3	5		SIN	E. Howard	Mercury(78)5711; (45)5711X45—BMI
7	6	6		SHRIMP BOATS	J. Stafford D. Weston	Col(78)39581; (45)4-39581—ASCAP
8	7	7		ANY TIME	E. Fisher-H. Winterhalter	VI(78)20-4359; (45)47-4359—BMI
7	11	8		SLOW POKE	H. O'Connell	Cap(78)1837; (45)F-1837—BMI
11	8	9		JALOUSIE (Jealousy)	F. Laine	Col(78)39585; (45)4-39585—ASCAP
10	7	8		JALOUSIE (Jealousy)	F. Laine	Col(78)39585; (45)4-39585—ASCAP (S. Torch Ork, Coral 60395; Florian Zabach, Decca 27509; Dick Beavers, Capitol 1873; Luis Arceraz Ork, Victor 20-4407; Buddy Morrow Ork, Mercury 5753; Billy Eckstine, MGM 11111; J. Crawford, Decca 27905; Vera Lynn, London 1156)
2	26	9		TIGER RAG	L. Paul-M Ford	Cap(78)1920; (45)F-1920—ASCAP (L. Cook, Abbey 15053; Mr. Goon Bonet, Mercury 5641; Geo. Barnes, Decca 27939)
24	9	11		COLD, COLD HEART	T. Bennett-P. Faith	Col(78)39449; (45)4-39449—BMI (L. Armstrong, Decca 27816; T. Fontaine, Mercury 5693; Fontane Sisters, Victor 20-4274; H. Henderson Ork, Decca 48255; E. Johnson Ork, Chess 1488; H. Williams, MGM 10904; E. Wilson, Decca 27761; Homer & Jethro, Victor (45)47-4397)
17	10	11		UNDECIDED	Ames Brothers-L. Brown	Coral(78)60566; (45)9-60566—ASCAP
19	12	13		SIN	Four Aces-A. Alberts	Victoria 101—BMI
31	14	13		BECAUSE OF YOU	T. Bennett-P. Faith	Col(78)39362; (45)4-39362—BMI (Tab Smith, United 104; Cowboy Copas, King 3244; L. Becker-E. Light Ork, Remington R-25005; G. DeHaven-G. Lombardo Ork, Decca 27666; R. Barber, Mercury 5625; L. Baxter, Capitol 1493; Bob Crosby, Coral 60440; J. Peerce, Victor 10-3425; L. Armstrong, Decca 27816; J. Desmond, MGM 10947)
5	15	15		DON'T LEAVE MY POOR HEART BREAKING	Cowboy Copas-R. Patton-E. Lawrence	King(78)15137; (45)45-15137
5	21	15		DANCE ME LOOSE	A. Godfrey	Col(78)39632; (45)4-39632—ASCAP (R. Morgan, Decca 27906; Mindy Carson, Victor 20-4457; A. Trace Ork-J. Halloran Singers, Mercury 5770)
4	21	15		GARDEN IN THE RAIN	Four Aces-A. Alberts	Dec(78)27860; (45)9-27860—ASCAP (P. Como, Victor 20-4445)
10	16	18		SIN	Four Knights	Cap(78)1806; (45)F-1806—BMI
6	20	18		CHARMAINE	Mantovani	London(78)1020; (45)45-1020—ASCAP
3	21	20		TELL ME WHY	E. Fisher-H. Winterhalter	VI(78)20-4444; (45)47-4444—BMI
15	18	21		SIN	S. Churchill	VI(78)20-4280; (45)47-4280—BMI
11	18	22		DOWN YONDER	J. (Fingers) Carr	Cap(78)1777; (45)F-1777—ASCAP
22	12	23		DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
1	—	23		PLEASE, MR. SUN	J. Ray	Col(78)39636; (45)4-39636—BMI (Bill Kenny, Decca 27946; T. Edwards, MGM 11134; Perry Como, Victor 20-4453)
8	17	25		SLOW POKE	R. Lee	Dec(78)27792; (45)9-27792—BMI
2	27	25		I WANNA LOVE YOU	Ames Brothers	Coral(78)60617; (45)9-60617—ASCAP
2	27	25		CRAZY HEART	G. Lombardo	Dec(78)27888; (45)9-27888—ASCAP (H. O'Connell, Capitol 1896; T. Fontane, Mercury 5743; D. Davis, MGM 11103; H. Williams, MGM 11054; Z. Turner, King 1001)
3	21	28		BERMUDA	Bell Sisters	VI(78)20-4422; (45)47-4422—BMI (Roberta Lee, Decca 27893; R. Anthony Ork, Capitol 1956)
2	30	28		SLOW POKE	Tiny Hill	Mercury(78)5740; (45)5740X45—BMI
2	—	28		SHRIMP BOATS	D. Gray	Dec(78)27832; (45)9-27832—ASCAP
1	—	28		RETREAT	P. Page	Mercury(78)5772; (45)5772X45—BMI (B. Ruick, MGM 11151)
6	—	28		BECAUSE OF YOU	Tab Smith	United(78)104; (45)104X45—BMI

You don't Have to Gamble on this HIT!

"WHEEL OF FORTUNE"

BOBBY WAYNE

flip side "HEART OF A CLOWN"
MERCURY 5779 • 5779X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

RAY ANTHONY

America's #1 Band 000



Playing . . .

"BERMUDA"



Vocal by TOMMY MERCER
and MARCIE MILLER
b/w
"BROKENHEARTED"



CAPITOL # 1956 (78 rpm) . . . F-1956 (45 rpm)

THE BILLBOARD Music Popularity Charts

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

• Best Selling Retail Folk (Country & Western) Records

... Based on reports received January 16, 17 and 18

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

POSITION	Weeks Last This	to date Week Week	Record	Artist	Label
17	1	1	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-BMI
10	2	2	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col(78)20862; (45)4-20862-BMI
22	3	3	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837-BMI
4	4	3	GIVE ME MORE, MORE, MORE	Lefty Frizzell	Col(78)20885; (45)4-20885-BMI
5	7	5	ALABAMA JUBILEE	Red Foley	Dec(78)27810; (45)9-27810-ASCAP
25	6	6	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837-BMI
43	5	7	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904-BMI
7	10	8	MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow	V(78)20-4346; (45)47-4346-BMI
3	—	8	SLOW POKE	H. Hawkins	King(78)998; (45)45-998-BMI
1	—	10	BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	V(78)20-4413; (45)47-4413

Coming Up

1.	WONDERING	W. Pierce	Dec(78)46364; (45)9-46364-BMI
2.	DRIFTWOOD ON THE RIVER	E. Tubb	Dec(78)46377; (45)9-46377-ASCAP
3.	MISSING IN ACTION	E. Tubb	Dec(78)46389; (45)9-46389-BMI

• Country & Western (Folk) Record Reviews

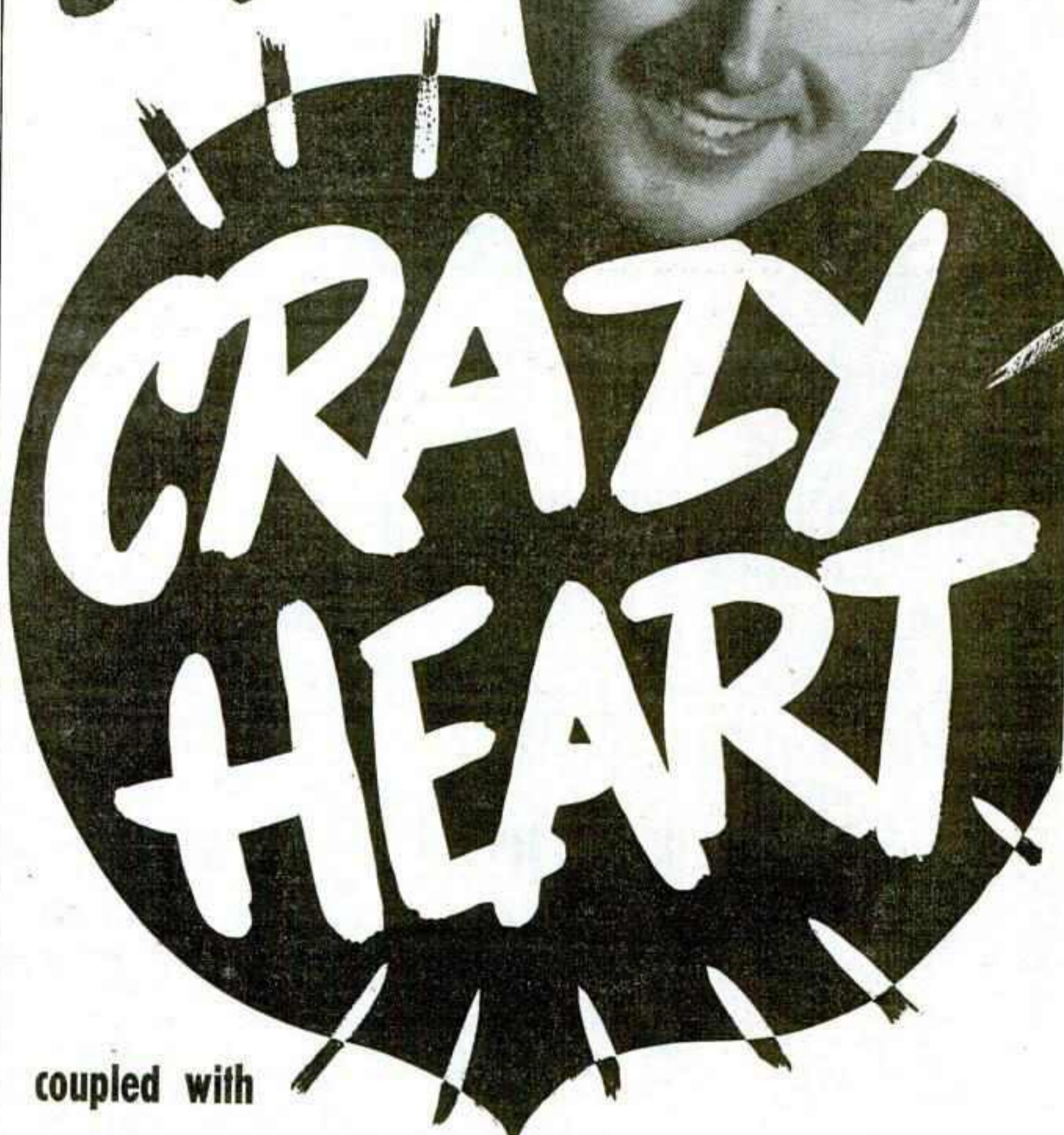
Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	STYLING	RECORDING	LYRICS	PERFORMANCE
PEE WEE KING ORK (Redd Stewart) Silver and Gold	VICTOR 20-4458—Singer and vocal group turn in a very strong rendition of a simple and melodic country ditty, played in rhythmic hand-clapping tempo. This etching could catch some foot. This stacks up as the sequel to "Slow Poke."	85	86	84	86
Ragtime Annie Lee	Good vocal by Stewart on a Western honkey-tonk piano item. Fine for juke.	78	80	73	82
JOHNNY HORTON Words	ABBOTT 106—Horton is most persuasive with a standout ballad of his own composition. There's a lot of lyrical meat in this one; could easily convert to the pop market. Certainly a first-rate country effort.	84	85	83	83
Smokey Joe's Barbecue	Typical country boogie novelty dealing with a local hot spot might have some small meaning territorially. Reading is expert.	70	70	68	72
SONS OF THE PIONEERS I Told Them All About You	VICTOR 20-4459—The group is very effective on a rhythmic ditty, that shows off their fine blend. Waxing could stir a little action.	80	81	77	81
Ho Le O	A fine job by the group on a clever Western tune, concerning an echo and love.	76	77	75	76
WILF CARTER I Wish There Were Only Three Days in the Year	VICTOR 20-4446—Strong vocal by the singer on a lively country tune. The lyrics have a "message" and the tune is very "folksy". A disk to watch.	75	77	73	75
My Oklahoma Rose	A Western ballad is sold well by Carter.	67	67	67	67
JOHNNY HORTON It's a Long Rocky Road	ABBOTT 107—Catchy bounce ditty is rendered persuasively by Horton to a pushing beat backing.	75	77	73	75
On the Banks of the Beautiful Nile	Horton doesn't convince as he reads off a rather forced ballad.	55	55	55	55
JOHNNY HORTON Go and Wash Those Dirty Feet	ABBOTT 104—Rather amusing novelty in the country idiom is done in zippy fashion by this upcoming warbler-writer.	74	75	72	75
In My Home in Shelby County	Horton reels off a bright paean to the home county of Nashville, Tenn., which should at least have territorial value.	74	75	72	75
BILLY STRICKLAND To Be With You	KING 1011—An okay reading of a typical country tear-jerker by the singer who is currently working the D. C. area.	68	68	68	68
All Your Love Belongs to Me	Piano and electric guitars carry the burden of accompaniment as the chanter stretches his vocal chords thin to reach some high notes just beyond comfortable range.	66	66	66	66
JACK LUKER (Tennessee Valley Boys) My Smokey Mountain Gal	CITATION 1158—Platter side has an engaging swing to it and Luker's buzzy piping fits fine.	68	69	67	68
Whispering Lies	An adequate job is etched here on a routine rural.	64	64	64	64

a *Smash!* hit with his 1st Release

DANNY DAVIS

Sings



coupled with

"I'M NOT ALONE"
(I'M JUST LONESOME)

11103 (78 RPM)
K11103 (45 RPM)



THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Rhythm & Blues Records

... Based on reports received January 16, 17 and 18

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

POSITION	Weeks	Last	This	to date	Week	Week	Record	Artist	Label
7	1	1.	1.	WEeping AND CRYing	Griffen Brothers	Dot 1071			
4	9	2.	2.	THREE O'CLOCK BLUES	B. B. King	RPM 399-BMI			
7	3	3.	3.	CHILL IS ON	J. Turner	Atlantic 949-BMI			
18	4	3.	3.	I GOT LOADED	Peppermint Harris	Aladdin(78)3097; (45)45-3097-BMI			
13	7	5.	5.	FOOL, FOOL, FOOL	Clovers	Atlantic 944			
1	—	5.	5.	LOVIN' MACHINE	W. Harris	King(78)4485; (45)45-4485-BMI			
8	2	7.	7.	BEST WISHES	R. Milton	Specialty 414-BMI			
4	6	7.	7.	BAR ROOM BLUES	Roy Brown	DeLuxe 3319-BMI			
4	5	7.	7.	HOW MANY MORE YEARS	Howling Wolf	Chess 1479			
13	8	10.	10.	I'M IN THE MOOD	J. L. Hooker	Modern 836-BMI			

• Best Selling Retail Rhythm & Blues Records

... Based on reports received January 16, 17 and 18

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

POSITION	Weeks	Last	This	to date	Week	Week	Record	Artist	Label
11	6	1.	1.	FLAMINGO	E. Bostic	King(78)4475; (45)45-4475-ASCAP			
4	5	2.	2.	THREE O'CLOCK BLUES	B. B. King	RPM 339-BMI			
7	2	3.	3.	BEST WISHES	R. Milton	Specialty 414-BMI			
17	1	4.	4.	FOOL, FOOL, FOOL	The Clovers	Atlantic 944			
8	3	5.	5.	WEeping AND CRYing	Griffen Brothers	Dot 1071			
9	4	6.	6.	COLD, COLD HEART	D. Washington	Mercury(78)5728; (45)5728X45-BMI			
6	9	6.	6.	CRY	J. Ray	Okeh(78)6840; (45)4-6840-BMI			
9	7	8.	8.	BECAUSE OF YOU	Tab Smith	United(78)104; (45)104X45-BMI			
2	—	9.	9.	LOVIN' MACHINE	W. Harris	King(78)4485; (45)45-4485-BMI			
9	—	10.	10.	SMOOTH SAILING	E. Fitzgerald	Dec(78)27693; (45)9-27693-BMI			

RHYTHM & BLUES NOTES

By HAL WEBMAN

Ruth Brown, one of the country's top r&b stylists and Atlantic Records' star, has been snagged by Shaw Artists Corporation for a long-term contract. Singer is booked at Callaway's, Providence, for one week starting February 4, and will play Peps Night Club, Philadelphia, later that month. Miss Brown formerly was with Universal Attractions. . . . Shaw Artists has also signed The **Bubber Johnson Trio**, Mercury recording group.

Winnie Brown enters Manhattan Hospital, New York, on Monday (21) for a tonsilectomy. . . . **Todd Rhodes** ork into the Midtown, St. Louis, on January 25. . . . The Orioles do a one-weeker at the Holiday Inn, Newark, starting February 16. . . . **Johnny Hodges** and all star aggregation go into Gleason's Casino in Cleveland on February 18 for one week. . . . **Arnett Cobb** and band play the Howard Theater, Washington, beginning February 15, and are set for the Celebrity Club, Providence, on February 22.

Atlantic Records has signed Oscar "Big Blues" Black, drummer and blues singer from Richmond, Va. . . . **Dinah Washington** into the Club Alabam', Los Angeles, on February 12. . . . Tenor saxist **James Moody** and unit plays the Sky Bar Club, Cleveland, for one week starting February 4. . . . The Ravens and **Ida James** into the Earle Theater, Philadelphia, on January 25. . . . Okeh Records' organist **Bill Davis** goes back to Birdland, New York, on February 1.

R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records received this week.

TENDER HEART
Charles Brown . . . Aladdin 3116

LET THE BACK DOOR HIT YOU
Peppermint Harris . . . Aladdin 3108

Charles Brown has been booked for 41 one-nighters thru Texas and Oklahoma, starting March 14. . . . **Amos Milburn** will play 39 one-nighters starting April 29, via bookings by the Howard Lewis promotion chain in Texas. . . . **Joya Sherrill**, formerly with **Duke Ellington's** ork, starts at the Copa, Pittsburgh, on February 1 for two weeks.

Lowell Fulson Ork and Ray Charles band are set for a battle of music at the Apollo Theater, New York, starting February 29. **Hal Singer** and **The Aristocrats of Rhythm** are also on the show. . . . **Roy Milton's** Ork plays Gleason's Casino, Cleveland, starting February 4, and goes into the Royal Peacock Club in Atlanta on February 27. . . . **Tab Smith** goes into the Apollo Theater, New York, on January 25.

Savoy Records signed "Dimples" **Harris**, blues singer and pianist, **Columbus Perry**, blues

chanter, and a new long term pact with **Loretta Dillard**. . . . Atlantic Records signed **Odell Turner**, 19-year-old blues thrush from Richmond, Va. She will be booked by Shaw Artists.

Atlantic Records named **Louis H. Krefetz** as national sales rep for Atlantic Records Sales Company, and **Jack Walker** as publicity and promotion director for the label. . . . Newly signed Decca Artist **Lincoln Chase**, pacted a personal management deal with **Ted Wornor** and an exclusive writing contract with **Dave Dreyer Music**. . . . Savoy Records topper **Herman Lubinsky** sails for Europe early next month.

Billy Wright goes into the Apollo Theater February 1, and The Flame, Detroit, February 15. **Lee Magid** is personal manager of the singer, who signed with Shaw Artists this week. . . . Savoy Records signed **Count Hastings**, tenor sax man who will record with his own ork. The label also signed **Williams Brothers**, a spiritual group, **The Flamigos**, and **Gilbert Halliday**, tenor sax soloist.

Sonny Thompson goes into the Ebony Lounge, in Cleveland for two weeks starting March 2. . . . **Tab Smith** follows him into the Ebony Lounge for two weeks on March 17. . . . **Todd Rhodes** will play four weeks at the Cotton Club in Cincinnati, starting February 25.

Ivory Joe Hunter opened at the Cotton Club, Cincinnati, on January 13 for one week, then to W. C. Handy Theater, Memphis, January 19 and 20, Liberty Theater, Chattanooga, January 23, The Royal Peacock Night Club, Atlanta, January 25 to 28, and into Birdland, New York, on February 28, for two weeks.

Allen Bunn of The Larks, Apollo disk artists, has recorded his first solo platter, "The Guy with the '45" and "She'll Be Sorry."

Ford Music Files

• Continued from page 15

part of the music business, that it fixes prices paid to pubbers for performances of their songs in a discriminatory manner, and that it has conspired with performers, pubbers and broadcasters to favor a few publishers.

Alexander Similarity

Many of the allegations in the complaint are identical with those in the Perry Alexander suit against BMI which was finally settled out of court for a "nominal sum."

BMI lawyers now have 20 days to file a reply to the suit, tho a postponement may even be granted on that deadline. If the case gets to the trial stage, expectations are that the crowded court calendar will prevent a trial for at least a year and a half or two years. Meanwhile, pre-trial examinations may take place for both defendant and plaintiff.

Wigler is represented in the action by **Bernard Tompkins** and **John F. Davidson**, both former assistant United States attorneys. Tompkins was also a former assistant United States Attorney General.

Write for LATEST CATALOG NEW RECORDS
500 Different "Standards" and Hit Tunes. 33 1/3, 45 & 78 rpm.
\$10.00 per 100
(78 RPM)
1/2 with order, balance C.O.D.
L.P.'s UP TO 75% OFF.
45 RPM 60% OFF
Over 1,000 Satisfied Customers
VEDEX COMPANY
674 10th Ave., New York 19, N. Y.
PLaza 7-0636
Complete Inventories Bought

★ **RED HOT** ★
DEARIE, I WANT A CHERRY
by Billy Mitchell
Blue #130
SEE YOUR DISTRIBUTOR



JUST OUT!

'TELL ME WHY'


AND A GREAT FLIP SIDE

"WHEEL OF FORTUNE"

BY

DINAH WASHINGTON

MERCURY 8267 - 8267X45



BIGGER THAN THE ATOM BOMB!

THESE ARE HITS . . . Our Sales Don't Lie!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

SAVOY #831
PAUL (Hucklebuck) WILLIAMS
"IT'S ALL OVER BABY"
VOCAL BY DANNY COBB
"BLOWIN' THE BOOGIE"
INSTRUMENTAL

SAVOY #830
PICKED BY BILLBOARD . . .
H-BOMB FERGUSON
"GOOD LOVIN'"
"SLOWLY GOING CRAZY"

SAVOY #822
VARETTA DILLARD
"PLEASE COME BACK TO ME"
"LOVE AND WINE"

SAVOY #821
MEL WALKER with J. Otis Orch.
"SUNSET TO DAWN"
"FEEL LIKE CRYIN' AGAIN"

Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.

GETTING HOTTER!
CRY BABY
by PERCY MAYFIELD
#416
Specialty records

RACE LINES WANTED
Alabama and Georgia Territory
INTERSTATE PHONOGRAPH RECORD CORP.
Birmingham, Alabama
Subsidiary: Gotham Record Corp. Contact
HARRY FINFER
1626 Federal Street
Philadelphia 46, Pa.

CORAL RECORDS

TERESA BREWER

Sings

"NOODLIN' RAG"

and

"LOVIN' MACHINE"

Coral
60646
(78 RPM)
and
9-60646
(45 RPM)

with Orchestra directed by
RAY BLOCH

THE BILLBOARD Music Popularity Charts

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

Record Reviews

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

How Ratings Are Determined Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new release are rated. N. S. Indicates record is not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential 10; exploitation (record adv'ts—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

LABEL AND NO. ARTIST	COMMENT TUNES	OVER-ALL	DISK JOKES	RETAILERS	OPERATORS
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POPULAR

JOHNNY RAY (The Four Lads-Jimmy Carroll Ork) (Here Am I) Broken Hearted COLUMBIA 39636—Ray's emotional dramatic style punches out a pungent revival of a solid oldie which should stir as a result of his effort. Sounds like a follow-up winner for the "Cry" kid.	89--90--89--89
Please, Mr. Sun A very fine current Tin Pan Alley product is rendered powerfully by young Ray. Makes another dynamic coupling for the sizzling hot shouter.	89--90--89--89
DINAH SHORE (Vic Schoen Ork) Take Me Home VICTOR 20-4478—The new Carl Sigman-Peter DeRose waltz is done beautifully. Whether it breaks big will be greatly dependent on the promotion put behind it.	87--87--87--87
Until The Italian ballad import is done with such feeling by Miss Shore. Choral group and Schoen ork combine to offer a fine background for the thrush's warm reading.	84--84--84--84
EDDY HOWARD ORK Stolen Love MERCURY 5771—Sounds like Howard and the trio have a big follow-up disk to his "Sin" platter. Material has a good country feeling which should get action in both the pop and c.&w. markets.	87--88--86--87
I'll See You in My Dreams Howard figures to catch a good share of the action on the Gus Kahn oldie now that the flick has been nationally released. Good dance wax.	81--83--80--81
BILLY ECKSTINE & SARAH VAUGHAN (Joe Lipman Ork) Ev'ry Day MGM 11144—The couple, whose styles are perfectly mated, render an oldie with warmth, delicacy and musicianship. The song, a simple and retentive proposition, could help make this more than a notable artistic success.	86--86--86--86
I Love You Mr. B and Sass sing up a storm on this Cole Porter oldie from the "Mexican Hayride" score. Lipman's orking is suitable if overdone somewhat. The fans will be thrilled as will be musicians. Should make a handsome buck, tho it doesn't figure to sweep.	85--85--85--85
VAUGHN MONROE ORK (The Moon Maids) Mountain Laurel VICTOR 20-4479—A lovely new ballad is handed an effective reading as the gals sing unison harmony to Monroe's melody. Could be a big one for Monroe.	86--86--86--86
Ooh! What You Did The Monroe fans should want to pick up on this side. It's a nice mood etching with the orkster and gal group handing it a smooth interpretation.	76--77--75--76
ROBERTA LEE (Blue Diamond Melody Boys) Baby, We're Really in Love DECCA 27936—Lee gal come up with a fine wax item in her pop reading of the Hank Williams rhythm ditty. Could score.	86--86--85--86
Try Me One More Time Material is the country oldie written by Ernest Tubbs. Miss Lee hands it a strong reading, while the ork comes thru with a neat two-beat country-ish backing.	80--81--80--80
BARBARA RUICK (Skip Martin Ork-Four Hits) You Couldn't Be Cuter MGM 11151—A new thrush debuts with a strong entry in this refreshing revival of a wonderful Kern-Fields rhythm item with a sharp lyric. Miss Ruick has an all-American charm which could elevate her rapidly. Skip Martin's orking is a sock beat affair and helps round out a disk which could develop into a "sleeper" with proper exploitation.	85--85--85--85
Retreat Miss Ruick has a quick coverage on the novelty item kicked off by Patti Page. This reading differs from the Page in that it accents swing rather than country. Result is that it could cut off a piece of the song's pie where the citified folks gather. Deejays should pick up on this chick; she sounds like a real comer.	79--80--78--80
LOUIS ARMSTRONG-VELMA MIDDLETON (The All Stars) Big Butter and Egg Man DECCA 27931—Louis and Velma collaborate on a happy-as-the-day-is-long reading of the classic novelty. Lots of humor and fine jazz bits make this a tremendously engaging entry which could cut off a big chunk of profit off Louis' current heat on the disk market.	83--84--82--83
You're the Apple of My Eye More wonderful warbling by the duo as they lend insinuating suggestiveness to a pretty basic ditty. There's r.&b. value in this try as well as the customary values that are present whenever Louis opens his mouth or blows his horn.	83--84--82--83
MANTOVANI ORK Love Makes the World Go 'Round LONDON 1171—The Mantovani strings have a money sound as the ork essays the Strauss waltz "La Ronde." The ork current popularity augurs well for this disk.	83--85--83--81
Greensleeves The old English folk song, now being tried as a pop, serves as fine material for the Mantovani string ork.	83--85--83--81
HELEN O'CONNELL (Cliffie Stone Ork) Baby, We're Really in Love CAPITOL 1944—The Hank Williams rhythm ditty is done with a big beat and strong projection by Miss O'Connell. As a follow-up to her "Slow Poke" version, this could get active.	83--84--82--83
Come What May The lovely new ballad is done with much feeling by the thrush. The Cliffie Stone augmented group sets up a neat background. The Patti Page disk, tho, will be a tough one to buck.	82--84--80--82
TEDDY PHILLIPS ORK (Lynn Hoyt-Dick Jessup) Sunshine and Flowers KING 15156—Here's a happy, gang-sing item replete with banjos and a strong beat. Could bust out with the proper promotion. Verse-chorus ditty is a good one.	83--83--82--84
Wishin' An attractive ballad is neatly handled by the Hoyt-Jessup vocal duo while the Phillips ork and male trio supply a listenable back-ground. There's potential here.	78--78--78--78

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ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
VERA LYNN (Roland Shaw Ork) Once I Loved You LONDON 1172—Lynn gal's heart and feeling sells the attractive new weeper to a fare-the-well. Her appearances here could build this one into her best commercial potential in a long time.		82--83--81--82
Tulips and Heather The English thrush currently making radio-TV appearance in this country is effective with the English import ditty. She could get some of the coin the ditty figures to draw.		82--82--82--82
DON ESTES (Norman Leyden Ork) Man and a Mountain, A VICTOR 20-4486—First waxing by singer on label is a solid vocal effort on a big ditty, with rather pretentious lyrics. Chorus and ork backing are fine. Disk could get spins.		80--84--78--78
Nothing More, Nothing Less Estes comes thru with a strong rendition of a pleasant ballad. Ork arrangement is smooth. This is an impressive disk by the singer.		78--79--76--78
THE FOUR SENSATIONS Heaven Knows Why RAINBOW 157—Vocal group in the style of the Four Aces hands an attractive new ballad an effective chant. Disk has some sleeper potential.		80--81--78--80
Believing in You Group is less effective here. Material is Tin Pan Alley weeper ballad.		72--75--70--72
LOU DINNING (Don Robertson Ork) I'll Still Love You CAPITOL 1927—Fast coverage of the Ames Brothers new disk. La Dinning continues to essay the Johnnie Ray style. Male group and Robertson ork add interest to the performance. Could get some of the action on the song.		79--80--78--79
Trust in Me More coverage here. Once again Miss Dinning sells her note-bending style.		77--78--76--77
DORIS DAY (Paul Weston Ork) Baby Doll COLUMBIA 39637—Doris does extremely well by a fluffy ditty from the "Belle of New York" flick score. Her fans will admire her workmanship.		79--82--77--77
Oops! Frivolous novelty item from the same score is handled with the same winning charm by thrush Day to a snappy Weston backing.		79--82--77--77
GUY MITCHELL (Mitch Miller Ork) Wimmin COLUMBIA 39639—Wimmin-in are fem-in-in "Mitchell reveals in this rather hokey French Horns-mit-hand claps affair. Hardly the match of Mitchell's earlier efforts in this idiom but should do some business for its spirit.		79--79--78--79
We Won't Live in a Castle Mitchell turns in a pleasant warble on a new ballad of more than passing merit. The Miller orking lends slickness to the effort.		78--78--78--78
FOUR KNIGHTS Five Foot Two Eyes of Blues CAPITOL 1914—The quartet hands the oldie a fine, rhythm reading which includes marching feet gimmick they've tried before with some success.		79--80--76--80
Marshmallow Moon Flick song from "Aaron Slick From Punkin Crick" is slickly presented by the group in the style of the Mills Brothers.		72--73--69--73
THE KNIGHTINGALES-DICK BALDWIN (Dick Taylor Ork) Bright Eyes SKYLARK SK-532—Group comes up with the string-band sound here. Material is an okay alternating verse-chorus ditty. Result is a happy and infectious wax item.		76--77--75--76
I Love You Oh! So! Much! Surprisingly good waltz ballad is attractively done by Baldwin and the group with organ, marimba and rhythm adding interest.		71--72--65--75
BILLY WILLIAMS QUARTET (LeRoy Holmes Ork-R. Charles Singers) Callaway Went Thataway MGM 11145—The spirited four-some peels off a snappy reading of a lively novelty item penned especially to match the title of a current movie. It's sort of a semi-spiritual affair and is really warbled to a crisis with Williams leading the way.		76--77--74--77
No Other Love Williams has the ball nearly all the way on this rather pleasant new ballad. A good disk of no special merit.		69--70--68--70
BILL FARRELL (George Bassman Ork) Call Me a Dreamer MGM 11146—Farrell belts out a pretty and simple new ballad in his typical fashion to a fine Bassman backing.		75--75--75--75
What Good Am I Without You? A very lovely minor ballad is done agreeably by Farrell.		75--75--75--75
FRED WARING ORK (Keith & Sylvia Textor) Two Sleepy People DECCA 27935—The delightful oldie is brought to life in a sterling reading by the Waring organization featuring the dueting of Waring-ites Keith and Sylvia Textor.		75--77--75--73
"Remember Your Promise" Say the Bells of St. Thomas Tasty production is handled a romantic ballad with a religious theme. Falls on the corn side and could reach a basic market.		73--75--75--70
GEORGE BARNES Tiger Rag DECCA 27939—Barnes pulls the Les Paul multiple-dub guitar stunt on Paul's current fast smash. Barnes' try has a large quota of musical merit which could attract hipsters' attentions. Could cut off just a small chunk of the Paul action. Of course, Barnes has a handicap—no Mary Ford.		74--77--73--73
State Street Boogie Another multiple-dub guitar job brought off with precise musicianship and mechanical ingenuity. The effort measures up primarily for the jazz set.		70--73--70--68
THE MADCAPS Serenade DECCA 27893—The harmonica duo turns in a meritorious mood reading of Toselli's classic piece. Should be able to pick up some small action, particularly in jukeboxes.		74--72--72--77
Perfect Song, The Similar excellent mouth organ duet with echo chambers, etc., of the evergreen has good juke values.		74--72--72--77
BILL HAYES (George Bassman Ork) Tulips and Heather MGM 11142—The TV crooner offers a handsome coverage rendition of a delightful air kicked off most imposingly by Perry Como.		73--75--71--73
We Won't Live in a Castle Hayes does nicely by a new ballad of quality. Bassman's backing is in perfect taste.		69--70--68--70
TED STRAETER ORK At Last! At Last! (L'ame Des Poetes) MGM 11143—Straeter picks out on the keyboard an extremely refreshing new French melody penned by Charles Trenet. A fine disk for the society set.		72--75--70--70
Only If You're in Love Straeter plays and warbles a ballad from the "Top Banana" score. Pleasant job on a pleasant ditty.		67--67--67--67
EDMUNDO ROS ORK Morocco LONDON 1131—Good instrumental performance by ork on a melodic and exciting bolero that builds steadily. A very listenable slicing.		71--72--72--70
Maria Dolores A capable vocal by Ros on a slight Latin ditty. The ork backing is pleasant, the tune is just another bolero.		66--66--66--66
ZIGGY ELMAN ORK (Jud Conlon's Rhythmaires) Sweet and Lovely MGM 11147—Tasty dance reading of the evergreen spots the Conlon singers and Ziggy's rich horn work. Good catalog addition with relatively minor contemporary significance.		71--72--70--71
Come to the Casbah Elman's crew and the choir serve up a rather pretentious exotic mish-mash.		64--65--63--65

(Continued on page 38)



"Mr. and Mrs. Music"

FRANCES WAYNE

and

NEAL HEFTI

and His Orchestra

on 2 Sensational "Firsts" ...

"REGULAR MAN"

and

"YOU'RE THE ONLY ONE I LOVE"

CORAL 60637 (78 RPM) and 9-60637 (45 RPM)

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LORRY RAINÉ
singing

"REST MY BONES"
and
"I DON'T WANNA BE LONESOME"

Coral
60632
(78 RPM)
and
9-60632
(45 RPM)

with Orchestra directed by
HERMAN CLEBANOFF

THE BILLBOARD Music Popularity Charts

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

Record Reviews

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	JAZZ	LATIN AMERICAN
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Continued from page 37

POPULAR

ETHEL SMITH Clair De Lune DECCA 27932—The popular melody receives a capable rendition by the fem Hammond virtuoso. Should please the Smith fans.		71--68--70--74		
Largo Handle's well-known selection is played quietly and with feeling by the organist.		68--68--68--68		
LARRY FOTINE ORK You Have to Have Love KING 15154—Routine dance wax from the Fotine ork. Ditty is from "A Month of Sundays," legit musical due on Broadway.		67--70--66--66		
So Right More of the same kind of performance on another item from the show.		67--70--66--66		
TED HERBERT ORK (Linn Blaisdell) Czardas MARVEL 10504—Instrumental waxing features Blaisdell's trumpet in a virtuoso-like performance.		63--65--62--63		
Come On, Get Out of Bed (Teddy King) Thrush King sounds okay and the band is a clean sounding Glenn Miller type group. Material is based on a familiar riff, but the lyric is pretty much meaningless.		62--65--60--62		
TED HERBERT ORK (Don Grady) You're Gonna Lose Your Gal MARVEL 10503-2—Tune is the Jimmy Monaco-Joe Young oldie. Ork is another attempt at the Glenn Miller sound. Grady is an ordinary band vocalist. Result is a listenable disk with limited potential.		62--65--60--62		
Gift of Love (Jackie Norwood) Semi-religious opus is handed a good orking, but Norwood's vocal efforts are muffed by poor recording. Ditty might stand a chance with a better interpretation.		61--63--60--61		
JAYE PACE I'm the World's Biggest Fool KEYSTONE 1415-56—Material is a pleasant enough ballad, but Pace's reading and the small group's backing are typical of the music dispensed at an East Side nitery. Addition of a recitation does nothing for the final effect.		55--60--50--55		
Because I Said I Love You More of the same here.		45--50--40--45		
TOMMY RYAN (Johnny Stan Trio) Rio SENTRY 501—Amateurish effort all the way.		25--25--25--25		
Montana Moon Same sad story.		25--25--25--25		

HOT JAZZ

PUD BROWN'S DELTA KINGS Charmaine WEST CRAFT 1003-4—The current revival hit is treated rather briskly in a rapid two with a front line composed of Jack and Charlie Teagarden and saxist Brown stoking up a mess of happy Dixie. Could make some pence.		74--76--72--74		
Pretty Baby Bright two-beat reading of the standard spots strong goes by the freres Teagarden on horn and tram. Dixiecats should have a ball.		69--70--69--68		
BOBBY SMITH Danny Boy APOLLO 810—Pleasant tho not particularly standout bary sax rundown of the classical ballad could garner some coin in the r.&b. market. Jazz-wise, it's not much to shout about.		73--73--70--75		
Flip a Coin Rather dull instrumental try on a weak theme.		50--50--50--50		
PUD BROWN'S DELTA KINGS Jersey Bounce WEST CRAFT 1001-2—Brown's tenor sax shows the way thru a Dixieland drag reading of the evergreen riffer. Fine for the dancers with just enough corn included to make it good general juke fare.		71--70--70--74		
Lovin' to Be Done Jack Teagarden applies his distinctive vocal methods to this zippy beat item to the backing of a sharp two-beat combo featuring Brown's sax and Charlie Tea's horn.		68--70--68--66		

LATIN AMERICAN

LEO MARINI Estrellita Del Sur SEECO 7150—A strong vocal, along with a lush string ork arrangement, makes this light waltz a strong etching for the Latin-American trade.		82--83--81--82		
Una Aventura Mas A haunting and lovely bolero receives a fine vocal from the singer, plus a smooth ork backing.		79--80--77--80		
TITO PUENTE ORK Baile Me Mambo TICO-10-089—The ork is really on the mambo beat, and Valdes and the vocal group are exciting on this Latin tune. Could catch dinero.		80--81--78--82		
Mambo Con Puente Another strong job by the chorus, plus a clean and brassy performance by the ork on a lusty mambo.		74--74--74--74		
TITO PUENTE ORK Por La Manana TICO 10-087—Valdes is effective with his vocal on a tuneful mambo, with ork supplying a solid beat.		78--79--77--78		
Vibe Mambo The vibes ring out strongly on a lusty instrumental well performed by the precise Puente ork.		76--77--73--77		
POLITO GALINDEZ Choro Mambolo EXITO 20-322—The vocal is good and the ork is on the beat in this wild mambo tune.		76--76--76--76		
Carinosamente Singer and band comes thru in fine style on a brassy and spirited run thru of another lusty mambo.		73--73--73--73		
HERMANOS RIGUAL Pasito Tun Tun VICTOR (45) 51-5610—Vocal group and ork turn in a good performance, tho the mambo is merely adequate.		70--71--69--70		
Lo Que Me Gusta De Ti Satisfactory performance by the quartet and ork on a lively guaracha.		69--69--69--69		

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K11171 (45 RPM)

Vocal by **SHORTY LONG**

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BILLY ECKSTINE
"A WEAVER of DREAMS"

b/w
"TAKE ME BACK"

MGM 11125 (78 RPM)—K11125 (45 RPM)



TOMMY EDWARDS
"PLEASE, MR. SUN"

b/w
"WHERE I MAY LIVE with MY LOVE"

MGM 11134 (78 RPM)
 K11134 (45 RPM)

STRONG AS EVER
"IT'S ALL IN THE GAME"

b/w
"ALL OVER AGAIN"
 MGM 11035 (78 RPM) K11035 (45 RPM)



BILL FARRELL
"CALL ME A DREAMER"

b/w
"What Good Am I Without You"
 MGM 11146 (78 RPM)
 K11146 (45 RPM)

BIG
"SHRIMP BOATS" "CRY"
 MGM 11113 (78 RPM) K11113 (45 RPM)

TOP SELLERS!

BLUE BARRON
"I WISH I HAD A GIRL"
"TEARS"
 MGM 11136 (78 RPM)
 K11136 (45 RPM)

LEE MONTI TUTONES
"ORCHIDS IN THE MOONLIGHT"
"SHOULD I"
 MGM 11140 (78 RPM)
 K11140 (45 RPM)

CINDY LORD
"SINCE YOU SAID GOODBY"
"HERE IS MY HEART"
 MGM 11123 (78 RPM)
 K11123 (45 RPM)

VICTOR MARCHESE
"FLAMINGO"
"WHEN I DREAM OF HOME"
 MGM 30494 (78 RPM)
 K30494 (45 RPM)

LEROY HOLMES
"IN A PERSIAN MARKET"
"I'LL SEE YOU IN MY DREAMS"
 MGM 11126 (78 RPM)
 K11126 (45 RPM)

SKETS YANEY
"WHO'S TAKING OVER"
"TIME AND TIME AGAIN"
 MGM 11149 (78 RPM)
 K11149 (45 RPM)

HANK WILLIAMS
"BABY, WE'RE REALLY IN LOVE"
"I'D STILL WANT YOU"
 MGM 11100 (78 RPM)
 K11100 (45 RPM)

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MGM BRINGS THE HITS TO YOU IN '52

THE BILLBOARD Music Popularity Charts

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

The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

WHEEL OF FORTUNE Bobby Wayne Mercury 4805
 Sunny Gale-Eddie Wilcox Ork. Derby 787

A Benjamin and Weiss ballad sounds like a winner. Bobby Wayne hands it a powerful go which, along with his current popularity via a London religious slicing, adds up to commercial wax. The Sunny Gale-Wilcox version started the ditty on its way and should get a healthy share of its action in the r.&b. market.

AT LAST, AT LAST Tony Martin RCA Victor 20-4477

Martin is his usual confident self here as he projects persuasively on the French ditty. Flip side, "Make With the Magic," is a rewrite of Padilla's Spanish folk melody which the chanter sells in the style of several of his recent platters in this vein.

The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. PLEASE, MR. SUN Perry Como Victor 20-4453
2. PLEASE, MR. SUN Johnny Ray Columbia 39636
3. OOPS Doris Day Columbia 39637
4. OLD PAINT The Weavers Decca 27928
5. AT LAST Ray Anthony Ork Capitol 1912

The Retailers Pick

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

1. TULIPS AND HEATHER Perry Como Victor 20-4453
2. BE MY LIFE'S COMPANION Mills Brothers Decca 27889
3. RETREAT Patti Page Mercury 5772
4. BE MY LIFE'S COMPANION Rosemary Clooney Columbia 39631
5. STOLEN LOVE Eddy Howard Mercury 5771

The Operators Pick

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

1. STOLEN LOVE Eddy Howard Mercury 5771
2. BE MY LIFE'S COMPANION Mills Brothers Decca 27889
3. BROKEN HEARTED Johnny Ray Columbia 39636
4. WHY DON'T YOU LOVE ME? Rosemary Clooney Columbia 39631
5. IT'S ALL IN THE GAME Louis Armstrong-Gordon Jenkins Ork Decca 27899

The Country and Western Disk Jockeys Pick

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

1. SILVER AND GOLD Pee Wee King Victor 20-4458
2. HEART OF A CLOWN Wade Ray Victor 20-4429
3. MOUNTAIN DEW Kenny Roberts Coral 64115
4. STREAMLINED CANNONBALL Tennessee Ernie-Dinning Sisters, Capitol 1911

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2 Great Songs



TONY BENNETT

Singing...

"SINCE MY LOVE HAS GONE"

with ...
PERCY FAITH
and his
Orchestra

78 rpm 39635
45 rpm 4-39635



GUY MITCHELL

Singing...

"WIMMIN"

with ...
MITCH MILLER
and his
Orchestra

78 rpm 39639—45 rpm 4-39639

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Music Popularity Charts

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

Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies.

POPULAR

- Baby Doll—Gordon MacRae-Van Alexander Ork (Green) Cap 1941
Baby We're Really In Love—Roberta Lee-Blue Diamond Melody Boys (Try) Dec 27936
Baby We're Really In Love—Helen O'Connell-Cliffie Stone Ork (Come) Cap 1944

LATIN AMERICAN

- Baile Me Mumbo—Tito Puente Ork (Mambo) Tico 10-089
Final—Hector Ork-Elba de Castro (Peanas) V (45) 51-5563
Lo Que Me Gusta De Ti—Hermanos Rigual (Pasito) V (45) 51-5610

HOT JAZZ

- Begin the Beguine—Terry Gibbs Sextet (Swing's) Savoy 829
Dark Eyes—Charles Ventura Quartet (Ever) Savoy 832

CLASSICAL

- Bach: Chorale Preludes Vol. 11 (Album 1-10) Dr. Carl Weinrich—MGM (33) E-99
Mendelssohn: Duets for Soprano & Alto (Album 1-10) Op. 62 & 77—Drei Volkslieder-Jean Carlon-Margaret Tobias-Paul Ulanowski—MGM (33) E-118

VOX JOX

Continued from page 24

totalled \$1,154... Another Canadian station (CKRC, Winnipeg, Manitoba) writes expressing interest in The Billboard's story about "WMCA, New York, basing its music shows on the top 30 tunes, a practice which CKRC has been following for past two years," according to Herbert Brittain, CKRC's musical director, who adds "In order to keep these top 30 tunes at our fingertips, we have a special current library for new disks, filed by artist's names. Once a song has "had it" we move it into the regular record library.

CHILDREN

- Bugs Bunny Meets Elmer Fudd, Parts 1 & 2—Mel Blanc-Arthur Q. Bryan-Billy May Ork Cap CAS-3111
Daffy Duck Flies South, Parts 1 & 2—Mel Blanc-Billy May Ork Cap CAS-3112

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TV-PHONO MERCHANDISING

Furniture Show Paints Optimistic TV Picture

CHICAGO, Jan. 19.—With a near-record winter market crowding the city the past two weeks, the Furniture Show, scheduled to close tomorrow, found television buying conservative, but the overall picture more optimistic than during the winter and summer markets last year.

Most manufacturers introduced their 1952 models during the show

period, and buyers found the '52 stylings, housing a variety of sets featuring 17 to 21-inch screens, going along with other furniture lines in maintaining a conservative pattern.

Dealers, many of them also in for the National Appliance and Radio Dealers Association convention this week (see separate story this issue), told exhibitors "scare" buying at the 1951 winter market had resulted in top-heavy inventories which had taken almost a full year to sell. Plans for the coming year, they indicated, called for smaller inventories, with less buying at one time, but a steadier turnover, especially in the replacement field where sets are expected to be sold to owners of present small-screen receivers.

Lion Manufacturing To Enter Video Field . . .

CHICAGO, Jan. 19. — The Lion Manufacturing Company, manufacturer of electronic devices, will enter the TV field this spring, Ray Moloney, president, revealed this week. Marketing a new large screen receiver under the Lion tag, firm has added Paul Eckstein, formerly with Stewart-Warner, Westinghouse and, more recently, Hallicrafters, to head its TV division.

NARDA Re-Elects Farr, Names Joerndt Secretary . . .

CHICAGO, Jan. 19. — National Appliance and Radio Dealers Association, at its annual meeting Sunday thru Tuesday (13-15) at the Conrad Hilton Hotel here, elected a new secretary, two new board members, re-elected all other officers and board of directors for another year and eliminated its trade counsel.

Re-elected to serve for 1952 were Mort Farr, Upper Darby, Pa., president; H. B. Price Jr., Norfolk, and P. S. Urner, Bakersfield, Calif., vice-presidents; Ken Stucky, Fort Wayne, Ind., treasurer, and Paul Dettling, Jackson, Mich.; H. L. Frankel, Huntington, W. Va.; R. B. Garlock, Lansing, Mich.; Wallace Johnston, Memphis; E. O. Kuehn, Belleville, Ill.; Francis L. Monette, Lowell, Mass.; Herb Names, Denver; L. P. Olson, Moline, Ill., and Frank H. Ruth, Alliance, O., directors.

Named to the secretary's post was Victor Joerndt, Kenosha, Wis., who succeeds M. E. Brunderman, Chicago. New directors are Jack Wesley, Milwaukee, and Gross Williams, Shreveport, La., who replace Julius Kovach, Racine, Wis., and James Lee Pryor, Wilmington, Del.

Bear Saga

Continued from page 15

warnings found in car cards, billboards and, more recently, has been spotted on 30-second TV segs for use as public service station breaks. Smokey is a creation of the joint effort of the fed woodmen, a Department of Agriculture facet, and the Advertising Council, the national federation of top ad execs who map public service campaigns such as war bond drives and auto safety campaigns. Smokey was concocted seven years ago and has received millions of dollars in governmental promotion. Forestry reps maintain that the campaign has helped reduce forest fires statistically since its inauguration.

Steve Nelson and Jack Rollins, writers of such H&R kiddie hits as "Peter Cottontail" and "Frosty the Snowman," have written a tune, which received forestry and AC okay. Gene Aberbach, of H&R, reports that an extensive promotion campaign, similar to that accorded to the two previous kiddie songs, will flack the new forestry ditty.

Winterhalter

Continued from page 15

tion to Henri Rene on the West Coast.

Kapp, incidentally, left for Hollywood over the weekend to make a routine check of RCA operations there. It is his first trip to the Coast since he joined the diskery. He will stay about two weeks primarily to meet and build his relations with Victor artists in Hollywood. He also will meet with Milton Ebbins, who represents Winterhalter, to iron out minor details of the orkster-exec's new contract.

All-Nite Symph Platter Show Set by WNBC

NEW YORK, Jan. 19.—National Broadcasting Company's flagship here, WNBC, will launch 24-hour broadcasting operations February 1, via New York's first all-night symphonic disk jockey show.

Programing expansion, according to WNBC's general manager Ted Cott, is three-fold in purpose. It will enable the station (as key civil defense broadcasting outlet here) to maintain an all-night emergency alert; provide a stronger buildup for WNBC's early morning deejay team, Bob and Ray; and give WNBC's sales department a chance to explore commercial possibilities of a new advertising market (a la WQXR's upper-income bracket dialers).

Cott still hasn't selected a long-haired platter spinner for post, but it's established that deejay will operate from WNBC's new studios in Port Washington. Chatter will be held down to minimum requirements for introduction of numbers and station breaks. Meanwhile, WCBS here is reportedly mulling a similar all-night disk jockey series.

Prom Sets Sked of 10-16 Sides a Mo.

NEW YORK, Jan. 19.—The recently formed Prom Records Company, low priced pop diskery affiliated with the Peter Pan kidisk firm, has set up a release schedule of 10 to 16 sides per month over the next year. The 49-cent break-resistant disks are sold in chain stores only, and are being marketed via the Peter Pan distributors. To date, Prom Records has issued eight pop waxings.

Group Submits

Continued from page 16

rent performances needed in each classification in order for the writer to maintain his position.

It is understood that board member Stanley Adams suggested that both a 10-and-five-year average be allowed in computing the 60 per cent of the distribution. Individual writers would be permitted to choose either the 10 or five-year average, according to whichever best suited him. The Adams proposal is said to have been acceptable to several members of Lengsfelder's group. Attending the Thursday session was Herman, who is not on the Lengsfelder committee but is known to be in general agreement with the latter group.

Committee Members

In addition to Lengsfelder, the committee includes writers Lou Handmen, J. Fred Coots, John Redmond, Lou Singer, Maurice Baron, Mickey Stoner, Erwin Rowen and Milton Pascal.

The "seniority of works" plan would have the 20 per cent seniority pay-off based on the individual writer's classification. It would set seniority maximums for each writer classification, permit writer step-ups, but disallow any demotions.

The elections proposal calls for only those ASCAP writers in the lowest classifications to vote for the three board seats to be allocated to their group. Two of the three seats would be for pop writers, and one for a standard penner.

Within the next two weeks, the Lengsfelder committee is expected to put its proposals on paper, with Herman sitting in to work out the final plan for presentation to the ASCAP writer board.

Boast Boosts

Continued from page 16

intends to head South on a talent quest within the next two months. He reports that his distributors have encouraged his further penetration of the country field.

Eddie and Leo Mesner, of Aladdin and Score, added Fleming Allen, veteran country musicker, to start Intro about a year ago. Allen has maintained a steady roster of 10 artists for the past year. Leonard and Phil Chess, of Chess, Chicago dikery, took a brief fling at h.b. with Harmonica Frank about four months ago, but have added no new artists.

FLORIDA RECORD OPPORTUNITY

Leading Florida record distributor has position open for man with extensive experience in managing order department. Responsibilities include supervision over record order pickers and packers, inventory control and handling counter business. Basic qualifications include experience in similar work with RCA Victor, Columbia or Decca distributors. Give complete details of your experience in your reply including salary expected and availability. Address: BOX D-124, The Billboard, Cincinnati 22, O.

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(For men only)

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Complete Round Dance Instructions in each Jacket

BROADCAST No. 472

Scalaway

"Blue Skirt Waltz"

Complete Round Dance Instructions in each Jacket

Because she plays with such sincere feeling and with a subtle but infectious rhythm music lovers have already expressed a preference for Bonnie Campbell's style. Her records are meeting with overwhelming acceptance from coast to coast. Broadcast salutes the new "QUEEN OF THE ORGAN"

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Houston, South Coast Amusement • Kansas City, St. Louis, Roberts Record Dist. • Los Angeles, Diamond Record Dist. • Memphis, Music Sales Co. • New Orleans, Music Sales Co. • Oklahoma City, Burns Dist. Co. • Philadelphia, Marnel Dist. • Pittsburgh, Standard Dist. • Richmond, Allen Dist. • San Francisco, United Music Sales Corp.

Seattle, Northwest Tempo Dist.

Four New LP Firms to Join Roster of 125

NEW YORK, Jan. 19.—The mushroom development of LP record manufacturers was swelled by the addition of four new LP labels skedded to debut within the next few weeks in a field that now has 125 firms issuing long-playing disks. The latest companies to hit the LP market are Command Performance, SPA Records, A-440 and Symphonic Releases—all classical diskeries.

The Command Performance label will issue two LP's, one containing Chopin Etudes and "Artist's Life" waltz, and the other containing Chopin Etudes and "Der Fledermaus" waltz. Both will contain transcriptions of the selections by Leopold Godovsky and will be played by pianist David Saperton. The diskery directed by George Schwager will specialize in piano music. SPA Records, whose initials stand for Society of Performing Artists, will issue disks of modern composers, such as Druker and Hindemith.

A-440 Records is now sending out its first disk, "Mass for Parishoners," by Couperin, and has set a recording of songs by Kurt Weill as its second venture. Norman Weiland runs the company. Another LP firm, Symphonic Releases, intends to cover all fields of a classical nature, including opera excerpts and symphonies. Recordings from the latter diskery will be marketed by Irving Krata, of the Classic Editions LP firm.

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TRY IT AND YOU'LL BUY IT EVERY WEEK

Music as Written

Permo Intros Record

Brush for Home Phonos . . .

Permo, Inc., last week introduced a new record brush, adaptable to any home phonograph or juke box, which will be retailed at 50-cents. Unit, which includes a bristle brush and a Mystik Self-Stik Cloth Tape holder, was designed by Sherman Pate, Permo president, and Lloyd J. Andres, vice-president in charge of engineering. Brush kits will be packaged individually, and will come with a display merchandiser holding 12 boxes, for use in retail stores.

Wilson Revives Philly

Recording Company . . .

Eddie Wilson revives his Keystone Records Company of Philadelphia, linked with his Keystone Music Company, with three differently-styled vocal recordings of his own torch ballad, "The World's Biggest Fool." Three cuttings by new names to the label include The Charioteers, Ruth Rogers and Jaye Pace to give fem, male and group singing treatment to the song. Distribution will be handled by a local firm not yet assigned.

Columbia Signs

Van Damme Quintet . . .

Columbia Records this week signed the Art Van Damme Quintet, a Chicago group that formerly recorded for Capitol Records. The contract calls for two albums by the quintet.

New York

Mrs. Grace Kahn, widow of the late songwriter, will appear on a number of radio programs' interviews in connection with the Gus Kahn movie, "I'll See You In My Dreams" . . . Muzak Corporation's ET firm, Associated Pro-

gram Service, has signed Rosemary Clooney to a long-term pact, and will send out first ET's featuring the singer this month. . . . The musical score for "Streetcar Named Desire," by Alex North, won the annual award for the best motion picture score from the Italian magazine Epoca.

Ardmore Music's Mike Gould in town for a short stay. . . . Eddy Kelly and Jesse Stool have formed a new pubbery. . . . Fay Mirti, MGM Records distributor in the Buffalo area, in town for business confabs with the diskery's execs. . . . Decca has recoupled the Gordon Jenkins "Charmaine" disk with "When I Grow Too Old to Dream." . . . Bob Heller, Rainbow Records, and Larry Newton, Derby Records off on a road trip to contact their distributors and visit deejays and dealers. . . . Irv Deutsch, Redd Evans' pubberies, left for the West Coast on a trip which calls for stops at key cities across the country.

Chicago

Herbie Fields set for a three-week run at the Zanzibar, Denver, starting February 18. . . . Louis Armstrong, one of the few bands to get more than a week at the Blue Note, goes into the Loop bistro June 27 for a month. . . . Muggsy Spanier into Singer's Rendezvous, Milwaukee, for two (Continued on page 49)

'P.M. Playhouse' Signs Lawrence

NEW YORK, Jan. 19.—Elliot Lawrence has been signed as musical director of the "Philip Morris Playhouse On Broadway," CBS radio network program aired Sunday nights. This expands the orkster's activities to a point where he now composes, arranges and conducts for radio, fronts his band on one-nighters and acts as musical director for King Records. Radio deal was set for Lawrence by his personal managers, Ray Bloch Associates. Joe Glaser's Associated Booking Corporation continues to handle the band.

Lawrence's Philip Morris pact includes writing themes, cues and backgrounds, choral arrangements when required by the script, and conducting the studio ork. According to Charles Martin, producer-director of the show, one of the reasons for selecting Lawrence for the post was the orkster's lengthy series of college dates with his band. The Philip Morris show uses a novice actor from a college campus teamed with a name performer on each week's show.

Instrument Makers Get New Priority

WASHINGTON, Jan. 19.—National Production Authority revealed this week that manufacturers of musical instruments and parts are currently receiving slightly higher scarce materials allocations as compared to other industries than they did in the final quarter of 1951. Their current rate is 50 per cent of the steel, and 35 per cent of the copper and aluminum used in the base period. This is the customary allocation at present. In the previous quarter, the instrument industry was classified as receiving below the customary rate.

In another announcement, Defense Production Administration, revealed plans for a goal of annual domestic production of chlorine at 3,430,000 short tons, an increase of 1,230,000 tons above 1950 capacity.

Mercury's New Sales Stimulant

NEW YORK, Jan. 19.—Mercury Records is applying the department store sales incentive method to its record business by offering a one-half cent per disk "stim" to its salesmen for every platter they sell of Bobby Maxwell's multiple-dub harp reading of "Chinatown, My Chinatown."

Diskery has been conducting an all-out promotion on the gimmicked waxing and figured to get an extra stimulus out of the bonus offer to the firm's distrib salesmen. The idea apparently is new to the wax industry and its potency will obviously be determined by the resulting sales.

Wexler Opens New'k Distrib

NEW YORK, Jan. 19.—Distributor Elliot Wexler this week completed the sale of his interests in the Philadelphia operations of the Kaylor and Winthrop companies and opened a new distrib operation in Newark which will cover the state of New Jersey. Wexler, who helped build the Philly operation into one of the more important independent diskery jobbers in the area, opened his new business on Monday (15), with the Coral Records' line providing him with his first major account.

Wexler hired Phil Pavone, a Newark retail salesman, to work as a road salesman, and Bernie Kramer, formerly with the Music Corporation of America, will serve as an inside man. Wexler currently is making the rounds to pick up several additional lines to set his business, known as the Medway Company, on a firm basis.

MGM Flick Music On Robbins List For Spring Plug

NEW YORK, Jan. 19.—Robbins Music will work on an unusual type of plug song, an instrumental piece in the genre of the miniature piano concerto, come spring.

The pubbery has acquired, via an MGM flicker background score, a piece written by Bronislaw Kaper which is the titled melody and running background music for a movie titled "Invitation." Tune already has been recorded on Decca by Victor Young, and for Columbia by Percy Faith. Pubbery expects cuttings to be made of the piece at Victor and Capitol.

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CORRECTION
 In "The Billboard Picks" (Jan. 19th issue) the smash recording, "The Skipper of the Flying Enterprise", by Alan Holmes' orchestra, was erroneously described as a Mercury record.
 This is a KING record
 #15160 or 45-15160
 —Sorry.

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Sad



Capitol RECORDS

RECORD NO. 1940

Hocus - Pocus

By BILL SACHS

RUSSELL SWANN and his lovely assistant, June Nolden, concluded a two-week stand Sunday (20) in the Embassy Room of Hotel Statler, Washington, and the following day began a like engagement at the Hotel Statler, Detroit. Russell and June hopped into Washington after an interesting week's stay in Mexico City, where they had the pleasure of catching two unusual magic turns. Miss Nolden tells about it

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WORLD WIDE THEATRICAL GUIDE

P. O. Box 59 Chicago 90, Ill.

as follows: "Kosmar (he's from Peru) is currently headlining at the Follies Theater in Mexico City. His featured illusion is the buzz-saw, with much blood and gore. He invites the skeptics up for a closer look (and there were many that wanted to see if the girl was really cut in half), but from where I sat it looked real enough, so I was ready to take his word. On January 7, Kosmar was to have opened in a new show featuring the Frankenstein Monster, but the buzz-saw routine was filling the theater, so the management held it over. After the show we had a pleasant visit with Kosmar. We also saw Frank Lazama, who is currently working at the Versailles of the Del Prado Hotel there. His work is excellent and he has perfected a perpetually lighted match. No matter how many times you blow it out, it relights itself." . . . The Akron Beacon Journal of January 6 carried a full page of roto-gravure showing the master spook-maker, Bob Nelson, of Nelson Enterprises, Columbus, O., in the process of haunting a house. . . . The third of the lecture-demonstration series sponsored by the Magicians' Guild of America will be presented by Audley V. Walsh Thursday night, February 7, at Hotel Prince George, New York. His topic will be "Modernizing the Fundamentals of Card Magic." During intermission, some of the effects of the late Leon Maguire will be auctioned. . . . Joan Brandon, please send in your address! Holding an important message for you. . . . Jay Marshall appeared on the "Cavalcade of Stars TV program from New York last Friday (18). . . . Tung Pin Soo (Al Wheatley) is currently showing the Loew houses thru the East.

HAROLD BROWN recently devoted his entire TV Topics column in The New York Herald Tribune to the activities of Milbourne Christopher. On February 1, Christopher will give his "The Surprise Element" demonstration for the magicians in Philadelphia, and he works for the wizards of Fort Wayne, Ind., in late April or early May. He repeated on the "Steve Allen Show," over CBS-TV from New York last Wednesday (16). Stuart Cramer, Cleveland; Cyril Keller, Baltimore, and Jack Spaulding, New York, were recent visitors to Christopher's New York apartment to see his collection of historical prints, playbills and magic books. Wilbur C. Weber (Professor Magi), teacher of hypnotism and operator of a school of magic in Bridgeport, Conn., has organized the Weber Society for Hypnotic and Psychological Research in that city. Officers are Lewis W. Perkins, West Haven, Conn., president; Janet Perkins, West Haven, vice-president; Winthrop Davis, Bridgeport, treasurer; Mrs. Florence Patterson, Stamford, Conn., corresponding secretary, and Mrs. Sonya Cotter, Stratford, secretary. Trustees are J. W. Petrie, New Haven; Joseph Laudadio, Stamford, and Mrs. E. E. Holmes, Bridgeport. Worcester, Mass., Assembly No. 16, Society of American Magicians, held its 25th anniversary celebration at the Tatnuck House, that city, January 8, with SAM national prexy, Ace Gorham, and Mrs. Gorman on hand for the occasion. Representatives from Boston, Providence and other New England spots were also on deck for the affair. Silent Mora headed up the entertainment fare. A roast-beef dinner, attendance prizes and a genial air of good fellowship contributed to a successful evening. Assembly No. 16 was organized under the leadership of Harry Houdini a month before his death. Two members who aided Houdini in the organization Bob Porter and Rev. Willard Smith, national chaplain of the SAM, are still active in the Assembly.

Spiegel Back With Ebony

PHILADELPHIA, Jan. 19. — Club Ebony, formerly the Little Rathskeller which did a sudden fold after New Year's Eve, will go back to Label Spiegel, who pulled out several months ago at the same time that he quit the Sugar Hill nitery in New York City. Room will reopen with Spiegel as the sole owner.

Harlem Safari To Far East

NEW YORK, Jan. 19.—A 26-person unit headed today for Ceylon for a three-month date, making it the largest show package of Americans to travel that distance in recent history. Fares are \$960 per person. Unit sailed on the Franconia. It is headed by Manhattan Paul and an all-Negro cast tagged "Harlem Revue," consisting of May Bryant, Lockjaw Jackson, Truesdale and Francine, Bert and Cynthia, Larl Beecham, Velvet-eers (quartet), an 11-girl line, a piano player, leader and two drummers. Unit will open February 15 at a theater now being built, in Colombo, Ceylon. The gimmick is the anniversary of Ceylon's freedom. Part of the ceremonies will be attended by British royalty.

Hialeah Opening

Continued from page 14

babes billed as the Hollywood Cover Girls, executing a brace of song-and-dance routines.

With a lot of front-page fanfare, Lou Walters brought in Samia Gamal this week. The Egyptian belly dancer, who garnered fat publicity by marrying a Texas oil millionaire, made her first appearance in Walters' Latin Quarter revue Thursday (17). The gal is destined to bring a flock of curiosity seekers into the club, and Walters has announced he's skidding her for the late shows only.

Copa City, after a fortnight of Billy Daniels, will move Kay Thompson and the Williams Brothers into the top slot Sunday (20). West Coast impressionist Arthur Blake is in the No. 2 spot. Lena Horne checks into Jack Goldman's Clover Club Wednesday (23) and Joe E. Lewis into Ciro's Thursday (24). The latter spot is trying to build up appeal for its Cub Room, with Joe Bushkin's Trio and the Hep-Cats providing off-the-cuff entertainment. Major activity on hotel row emanates from three spots, the Casablanca's Club Morocco, the Saxony's Shell-i-Mar Room and the Sans Souci's Blue Sails Room. Altho Miami Beach hotels can now operate as niteries, this trio is pulling in the bulk of the business.

Club Morocco is offering Gene Baylos and the DeCastro Sisters, following up George Arnold's Ice Revue, which moved over to the Olympia Theater. The Saxony has Miguelito Valdes and Latin hip-dancer Bertica Serrano. Sans Souci followed Lenny Kent with George Hopkins, an Arthur Godfrey talent winner who just finished a month at the Vagabonds Club, Miami.

Meanwhile the 14 stripperies in the Greater Miami area are still doing okay. All offer about the same type of thing—a couple of comics and/or an emcee, and from four to 10 girls in solo striptease spots. So far this season none of the spots have been raided and, unlike previous winters, no morality group has voiced objections.

Windsor Draws

Continued from page 13

ning at the Elmwood. With a \$1,000 talent budget, the Kill-arney has Eddy Jerome, tenor; Red Ace, comedy emcee, and Charlene, ballet and tap artist. Other cafes doing a good business and using mostly American acts include the Canada Tavern, with week-end shows on about a \$200 budget, booked by Val Campbell, of the Gus Sun Agency. Metropole, about three miles from downtown Detroit, booked by A.B.C. Theatrical Booking Agency of Detroit, has Johnny Lebel, singer; Hal Hamilton, emcee; Tiaka, character dancer, and Billy Bysher, blues singer. Its talent budget is about \$750.

Besides the Elmwood and Kill-arney, the Amusement Booking Service has three other Windsor spots—the Commodore, \$1,250 budget, a downtown spot using the Page Cavanaugh Troupe with Donna Ray, singer; the Elbow Room, another downtowner with a \$300 budget, with Wally Morris, piano artist, and pianist Lindsay Meehan, and the Lido, using week-end shows of a band and two acts with a \$200 budget. Fairly long bookings for both acts and music appear to be typical.

Burlesque Bits

Winnie Garrett chalked up a second b.o. record at the Hudson, Union City, N. J., the week of January 6. . . . Jay J. Hornick, in company with some building experts, visited Atlantic City January 12 and found that the Globe Theater, damaged in the recent \$2,000,000 blaze there, could be repaired in time for a summer stock opening in June. . . . Abe Reynolds, former comic, is ill; with bronchial asthma, and is being nursed by his wife, Florence Mills, at their home in Hollywood. . . . Grand, St. Louis, is featuring an under-water striptease contest with participants selected from the chorus. Contestants have included Yvonne Schwordes, Jane Kersten, Jette Berone and Pearl Fretz. Laura Dennis, coming from the Gayety, Cincinnati, is a newcomer to do strips, bits and chorus work. . . . Shelley Wayne moved from the Tropics, Fort Lauderdale, Fla., to the Havana Madrid, Key West, January 11. . . . Gloria Marlowe opened at the Mayfair Club, Rochester, N. Y., January 7 for two weeks. . . . Vivian Keenan, widow of Mack D. Ferguson, well-known burlesque and tab comic and straight who died of a heart attack recently at the Follies Theater, Chicago, has retired from show business to make her home with her brother-in-law, Garth Ferguson, in La Center, Ky. Miss Keenan, after a two-week visit with her folks in Whistler, Ala., is now working in an office in Kevil, Ky., five miles from La Center.

TIRZA and her Wine Bath opened December 27 for four weeks at Tony Pastor's, formerly Casa DeBaille, Miami Beach, operated by Hennie Moore. Other principals are Jackie Small, singer; George LaVelle, emcee, and Helen Corey and Saïda, exotic dancers. . . . Charles (Red) Lester, whose last appearance as a comic was in stock at the Eltinge, New York, in 1941, is now head of Keystone Publishing Company, Pittsburgh, dealers in reference books. . . . Donna Costello, new Hirst strip, is another Russell LaVelle graduate out of the chorus, and before that did vocals in New York niteries. . . . Waites and Foinine, comedy team, opened recently at the Music Box, Paramount Hotel, Lewiston, Me., for two weeks after a lengthy stay at Rumbold (Me.) Inn. . . . Manuel Davis, owner-operator of the Lyric, Allentown, Pa., and the Plaza, Reading, Pa., threw a Bar Mitzvah party for his son, Michael, at the Allentown Temple Beth El and later at the Lehigh Valley Club. Among those attending were Mr. and Mrs. Jay Hornick and daughter, Fredel; Mr. and Mrs. Joseph Hirst and daughter, Arline; Mr. and Mrs. Max Hornick; Mr. and Mrs. David Davis and daughter, Penny; Marty Knopf and Lou Miller. . . . Walt Collins replaced Murray Briscoe as straight man in the Anger-Coghlin unit on the Hirst wheel.

BABE FENTON, on her way from Chicago to Boston for the holidays, suffered a heart attack at South Station, Boston, and is now recovering at her sister's home, 75 Memorial Drive, Salem Willows, Salem, Mass. . . . Eddie Kaplan, Monarch Theatrical Agency, Miami Beach, has placed Sydney Fontaine, Mary Jo Ball, Dick Finney and the Raven at

Minsky's Plaza; Trudine, Delores and Tommy Moe Raft at the Pad-dock Club; Blaze Fury, Tommy Timblin, Maxie Ferman, Teddy McKay and the Mystery Girl at the 22 Club; Bill Herrero at Gayety Inn, and Helen Corey, Dianne Duncan, George Level and Syeda at Tony Pastor's, all Miami Beach spots. . . . Jack Gill and Frank Podmore, of the Nifties act, opened at Talerico's Steak House, Utica, N. Y. . . . Jo Jo Jordan and Noma Niles returned to Oakland, Calif., from Honolulu and are working spot-booked dates.

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Broadway Openings

DESIRE UNDER THE ELMS

(Opened Wednesday, January 16)

ANTA Playhouse

A drama by Eugene O'Neill. Staged by Harold Clurman. Setting by Mordecai Gorelik. Costumes by Ben Edwards. General manager, Walter Fried. Stage manager, James Gelb. Press representative, Barry Hyams. Presented by the American National Theater and Academy, Robert Whitehead, managing director.

- Eben Cabot
- Simeon Cabot
- Peter Cabot
- Ephraim Cabot
- Abbie Putnam
- Young Girl
- Man
- Piddler
- Another Man
- Old Farmer
- Woman
- Sheriff
- Neighbors: Elwyn Dearborn, Colleen Dewhurst, Don Elson, Norma Hayes, George Hoxie, Barbara Schultz, Jutta Wolfe.

Robert Whitehead and the American National Theater and Academy will be widely felicitated on bringing back Eugene O'Neill's "Desire Under the Elms" to Broadway after 28 years. They have given it a splendidly impressive production, with meticulous direction by Harold Clurman, whose excellent corps of actors work against a brooding set by Mordecai Gorelik which exactly catches the sinister mood of the tragedy. The "Elms" revival could hardly be done much better.

O'Neill's clinical examination of lust and hate on a New England farm is considered by many to be the American maestro's best play. A reporter has long subscribed to this belief, based on recollection of "Elms" with the late Walter Huston back in 1924. Perhaps memory has dimmed the picture. Perhaps back there it was new and daring. Anyway, it had a thunderbolt impact.

But in all honesty, from this reporter's pew, "Elms" today has lost most of its sting. It still has its vitality, but for some reason or other those conniving, rapacious Cabots are not so real as remembered. It is hard to feel the pity for them which O'Neill—via his brooding, majestic theme—obviously intends. Whatever, metaphysical forces are driving them on, the Cabot family, father, sons and step-mother, are just a nasty lot of stinkers and deserve everything that's dished out to them. At the risk of being accused of heresy, this reporter has decided that he doesn't like "Elms" very much.

However, stage and acting-wise, the current revival is brilliantly done. Karl Malden is splendid as the hard-bitten old patriarch whose hatred for his sons is only equalled by his love for his land. Carol Stone gives a performance of amazing insight as the conniving third wife who married him to use him and falls in love with his son. Douglas Watson is likewise excellent as the turbulent greedy offspring who wishes him dead, and Lou Polan and George Mitchell add commendably as two more sons who desert the farm for the easier labors of the gold fields.

Clurman's direction is evidently a labor of love. He builds progressively the dour foreboding which the theme engenders. If his staging has a fault it is over-emphasis on O'Neill's fondness for repetitious phrasing. He is out to see that you don't miss a word of the maestro's scripting. Gorelik's two-level set of a farmhouse's interior is excellently conceived, highlighting the action that takes place within it.

But with all its engaging virtues, those elms don't seem to have the sap in them that they had back in 1924. Bob Francis.

'Cavalcade' Set In New Haven

NEW HAVEN, Conn., Jan. 19.—The Shubert Theater here is to have a "Theater Cavalcade," beginning January 24, when five plays will be included in a special subscription series, which will run thru March 8.

Plays scheduled are "Paris 90," starring Cornelia Otis Skinner; "Three Wishes for Jamie," starring Anne Jeffreys; "The Long Watch," "Flight Into Egypt" and "The Autumn Garden,"

FANCY MEETING YOU AGAIN

(Opened Monday, January 14)

Royale Theater

A comedy by George S. Kaufman and Leueen MacGrath. Staged by George S. Kaufman. Settings by Albert Johnson. Costumes by Kathleen Ankers. General manager, Paul Groll. Stage manager, Joseph Olney. Press representatives, Nat Dorfman and Irvin Dorfman. Presented by Chandler Cowles and Ben Segal.

- Judge Patterson
- Martin Vellabrook
- Amanda Phipps
- Lucy Bascomb
- Millie
- A Visitor
- Stclair Heybore
- Mrs. Cornelius
- First Nubian
- Second Nubian
- Reynolds Evans
- Glenn Langan
- Leueen MacGrath
- Margaret Hamilton
- Vera Fuller Mellish
- Richard Purdy
- Walter Matthau
- Ruth McDevitt
- Ellsworth Wright
- Earl Jones

George S. Kaufman and Mrs. (Leueen MacGrath) Kaufman have labeled their co-operative effort a comedy. "Fancy Meeting You Again" comes closer to fantasy-farce. The definition doesn't matter as long as the result is intriguing and entertaining. Much of "Fancy" is just that. But considerable of the time, when inventiveness fails to bridge its gaps, it takes to the ground. There is some skillful playing in "Fancy" and typically sharp Kaufman touches in its staging. But it needs much more than it has to ring a success bell.

The Kaufman-MacGrath conceit is not tuned to belly laughs. It angles for sophisticated chuckles—so sophisticated, in fact, as to be gaited to a highly limited appeal. It has to do with an attractive sculptress whose moral lapses thru 5,000 years of previous reincarnation have not registered good conduct marks in the heavenly register. Over five centuries she has pursued an elusive boy friend for successive hay-mow wind-ups without benefit of clergy. When he currently turns up, in the guise of a not-too-friendly art critic, she sets out the snares again finally to phenagle him into making her an honest woman.

The blend of fantasy and reality makes it frequently hard to tell just who in the cast is ripe for shock treatment. Frequently, the effortful strain of keeping the nonsense afloat is extremely evident, and the pace lapses into a leisurely stride which is hardly in the Kaufman tradition. However, "Fancy" starts off with a fine bounce and finishes with another, and in between is scattered quite a lot of fun. Unfortunately, its fun isn't up to sustaining a full three acts.

Amusing, Trying

Leueen MacGrath plays the persistent female with winning humor. The part, as written, has obviously no particular depth, but there are ample chances for amusing touches, and she gets them across with great charm. Walter Matthau is likewise highly agreeable as her age-long quarry and current, blunt art man. All the rest of the cast have some good moments and some trying ones; Ruth McDevitt as an alternately gabby clubwoman and madam of a Roman brothel; Reynolds Evans as a frustrated judge and a grafting Roman senator; Margaret Hamilton as a stock, acidulous secretary; Glenn Langan as a ditto, stuffed-shirt lad-who-never-gets-girl, and Vera Fuller Mellish as the perennial comic maid.

Albert Johnson has contributed a servicable set, replete with statuary belonging in the Museum of Modern Art. It is tasty, if you like it. "Fancy" has so much that is good, it's just too bad that there isn't enough of it. Bob Francis.

Dramatic Routes

- Autumn Garden (Erlanger) Buffalo, N. Y., 21-24; (Auditorium) Rochester 25-26.
- Bell, Book & Candle (Hanna) Cleveland
- Candida (Erlanger) Chicago.
- Cocktail Party (American) St. Louis.
- Darkness at Noon (Hartman) Columbus, O., 21-23; (Murat) Indianapolis 24-26.
- Gertie (Plymouth) Boston.
- Gentlemen Prefer Blondes (Orpheum) Omaha 22-24; (Lyceum) Minneapolis 26.
- Greco, Jose (Shubert) Detroit.
- Guys and Dolls (Royal Alexandra) Toronto.
- Jane (Walnut) Philadelphia.
- Member of the Wedding (Mayfair) Portland, Ore.
- Mr. Roberts (Biltmore) Los Angeles.
- Month of Sundays (Porrest) Philadelphia.
- Moon Is Blue (Harris) Chicago.
- Moon Is Blue (Nixon) Pittsburgh.
- Oklahoma (Orpheum) Kansas City, Mo.
- Rose Tattoo (Case) Detroit.
- Skinner, Cornelia Otis (Parsons) Hartford, Conn., 21-23; (Shubert) New Haven 24-26.
- South Pacific (Shubert) Chicago.
- Student Prince (Gayety) Washington.
- Venus Observed (Shubert) Philadelphia 25-26.

Out of Town Review

JANE

(Opened Monday, January 14)

Walnut Street Theater, Philadelphia

A comedy by S. N. Behrman, based upon a story by W. Somerset Maugham. Production under the supervision of Theresa Helburn and Lawrence Langner. Directed by Cyril Ritchard. Setting by Elfi von Kantzow. Miss Best's gowns by Valentina. Press representative, Reginald Deneholz. Presented by The Theater Guild.

- Ann Tower
- Peter Grewe
- Wilson
- William Tower
- Mrs. Millicent Tower
- Mrs. Jane Fowler
- Maid
- Lord Allan Frohisher
- Gilbert Dabney
- Adrienne Corri
- William Whitman
- Al Collins
- Basil Rathbone
- Irene Browne
- Edna Best
- Sarah Marshall
- Howard St. John
- Philip Friend

It would be stretching imagination a bit to rate "Jane"—the delightful old gal that she pans out to be—as headed for the hit class. However, the artful S. N. Behrman may well be able to tie some new knots, point up the punches and weave together its scattered virtues so that his high comedy doesn't remain as utterly shallow as the British high society that it mocks.

For this venture, Behrman has turned to another high-handed writer of high comedy, by using as his theme W. Somerset Maugham's original story of the same name as his theme. Completely delightful and entirely amusing, Behrman has made his lady of the title warm and human even if she isn't real. But there isn't enough overall substance to last a full-length theater evening, nor does the comedy build into any lasting crescendo to make for any sort of sustained sock to take "Jane" out of its present element of lightness that leaves a pew-sitter with a singularly empty feeling.

Story-wise, there isn't much to tell. But Behrman takes a lot of words—too many—to tell the tale of "Jane," the dowdy provincial woman who comes to London to visit her sister-in-law. Capturing the fancy of a man young enough to be her son rather than her husband, the country widow subsequently undergoes a complete transformation physically. But while she loses her Queen Victoria luster, she never loses her capacity for telling the truth—even to the loss of a husband—and in turn wins the heart of a newspaper publisher who loses his confidence as a rake and philanderer once he falls under her spell.

It is Edna Best, as Jane, and Howard St. John, as the hard-drinking and romantically inclined publisher, who provide the play with its highest moments both in character and in comedy. Both score decisively.

Basil Rathbone, who plays the "I" of the original short story, a writer named William Tower, is supposed to have surface resemblances to Maugham, but seems ill at ease with the part. Nor is he able to capture the comedy spirit of the play. Primarily he is Basil Rathbone playing at being the carefree, colorful writer-world-traveler who comes back to visit a divorced wife, only to fall in love with his sister-in-law, Jane. And his biggest miss is when he comes in second best in the race for the latter's hand.

On the distaff side of the ménage, Irene Browne contributes generously as the love-starved divorced wife. Also on the credit side in his performance is Philip Friend as the self-centered young architect who involves Jane in the May-December marriage venture. Not to keep the play's romantic vein entirely in the matronly bracket, there's an auxiliary love interest created in the young daughter of the Towers who can only see a young writer who has a wife lingering in a Nazi prison camp. Adrienne Corri and William Whitman bear up well under this minor assignment, which adds a complicated thread to the story structure.

As a whole, the casting and acting is excellent, with Cyril Ritchard establishing a tempo that moves plausibly even if the verbiage tends to slow it down in too many spots. Elfi Von Kantzow's single Hyde Park drawing room setting is striking. It must be said that "Jane" tries hard and with good intentions. But good intentions are not enough to jam a b. o. window.

Sides and Asides

ANTA May Join in N. Y. Culture Center . . .

The Metropolitan Opera has approached the American National Theater and Academy with the suggestion that ANTA establish a national theater on the Columbus Circle, New York, site at which a new opera house is planned. ANTA was considering the proposal at a board meeting Friday (18), but no conclusion had been reached by press time. Robert Dowling, chairman of the board of ANTA, revealed that a pledge for a small sum of money from ANTA had already been made. The Met has raised \$900,000 of the \$1,200,000 needed for the purchase of the site. After the land is obtained, the erection of the building will cost something around \$20,000,000, depending on the specifications decided upon. The co-operation of the New York Philharmonic Symphony and a major ballet company may also be obtained.

Set "The Willows" For March Debut . . .

Courtney Burr and Malcolm Pearson's production of "The Willows" is set to go into rehearsal in another month and bow on the Stem near the end of March. Pete Ashmore will direct and Cyril Ritchard will star. The play was written by William Joyce Cowen and wife Lenore Coffee, whose last scripting venture was "Family Portrait" in the season of 1938-1939. . . "Lucky Star," a musical comedy by William Wells and

Tom Johnstone may bring Jack Pearl back to the New York stage, on which he has not been seen since "All for All" in 1943. "Star," which is all about astrology enthusiasts, will be produced by A. P. Waxman. . . The Actors' Fund of America grossed \$73,000 from its collections in New York theaters during Christmas week. Arrangements are being made to continue the drive in the legit houses outside New York, which, it is estimated, will bring the net take to about \$100,000, since John Golden is meeting all expenses involved. The fund's annual expenditure is \$250,000.

Anderson Plans Musical With Mamoulian . . .

Maxwell Anderson confirmed this week that he is presently col- (Continued on page 48)

ANTA Starts Hartf'd Dates

HARTFORD, Conn., Jan. 19.—All five plays scheduled for the American National Theater and Academy play series in New York will get pre-Broadway try-outs at the 1147-seat New Parsons Theater here over the next few months, according to a joint announcement by Philip Langner and Charles Bowden, operators of the local playhouse.

Already on view has been O'Neill's "Desire Under the Elms," starring Karl Malden, Carol Stone and Douglas Watson, which started a five-day run Tuesday (8). "Mrs. Thing," a new Mary Chase comedy, featuring Helen Hayes, is booked for a week starting February 4, and "The Circus of Dr. Lao," also a new production, has its opening date yet to be set. The remaining two plays of the series will be announced shortly.

BROADWAY SHOWLOG

Performances Thru January 19, 1952

DRAMAS

Affairs of State	9-25, '50	560
(Music Box)		
Anna Christie	1-9, '52	13
(City Center)		
Antony and Cleopatra	12-20, '51	17
(Ziegfeld)		
Caesar and Cleopatra	12-19, '51	19
(Ziegfeld)		
Desire Under the Elms	1-16, '52	5
(ANTA Playhouse)		
Gigi	11-24, '51	65
(Fulton)		
I Am a Camera	11-28, '51	61
(Empire)		
Point of No Return	12-13, '51	44
(Alvin)		
Remains to Be Seen	10-3, '51	116
(Morosco)		
Saint Joan	10-4, '51	125
(Century)		
Stalag 17	5-8, '51	296
(48th Street)		
The Constant Wife	12-8, '51	49
(National)		
The Fourposter	10-24, '51	102
(Barrymore)		
The Moon Is Blue	3-8, '51	357
(Henry Miller's)		
The Shrike	1-15, '52	7
(Cort)		

MUSICALS

Bagels and Yox	9-21, '51	182
(Holiday)		
Call Me Madam	10-12, '50	527
(Imperial)		
Guys and Dolls	12-24, '50	486
(46th Street)		
Paint Your Wagon	11-12, '51	80
(Shubert)		
Pal Joey	1-3, '52	20
(Broadhurst)		
South Pacific	4-7, '49	1140
(Majestic)		
The King and I	3-19, '51	340
(St. James)		
Top Banana	11-1, '51	92
(Winter Garden)		
Two on the Aisle	7-18, '51	214
(Mark Hellinger)		

CLOSED

Kiss Me, Kate	1-13, '52	8
(Broadway)		
(Opened 1-8, '52)		
Lo and Behold	1-12, '52	38
(Booth)		
(Opened 12-12, '51)		
Fancy Meeting You Again	1-19, '52	
(Royal)		
(Opened 1-14, '52)		

COMING UP

(Week of January 20)

Come of Age	1-23, '52	
(City Center)		

Comments and Tips On Club Structure

(Ed note: Feeling that a discussion on skating club organization which appeared in a recent issue of "Bumps and Falls," Mineola (N. Y.) Rink house organ, embodies sound thinking. The Bill-board reprints, in part, with thanks to the Mineola management, the editorial, feeling that it may benefit rink personnel who may be having difficulties in organizing clubs. The Earl Van Horn-Harry Bickmeyer rink has a long and successful history, and is noted for the excellence of its competitive skaters and its organizational set-up. The editorial follows:)

"Most important job to be done in amateur roller skating at this moment . . . is the organization of the amateur skating club. In the amateur skating club is vested the whole strength of amateur skating, the future of the sport.

"Not one club but many must be formed. Then these clubs must be knit together, each retaining its integrity as a separate and individual unit, yet pieced into a mosaic much like the sovereign States of the Union.

"New clubs must be formed. Old clubs must be reorganized. Small clubs must merge. Cut down the dead wood. Find new timber. Build a house of amateur roller skating clubs that will withstand the howling gale of criticism that every amateur sport must weather.

"The average so-called amateur club today is a joke. It's a blunt fact, and there are few who will deny it. Oh, these clubs today perform a certain function. They stimulate interest in the sport. They effect a sort of group spirit, an esprit de corps that boosts the morale of the amateur. They undeniably constitute a frame work, no matter how loosely hung it may be, that can be strengthened into a semblance of an organization.

"But the average amateur skating club today is not an amateur club by the standards of other recognized sports. Please note, this statement does not embrace all amateur roller groups. There are a substantial number of virile amateur skating clubs active in the roller sport in the East and elsewhere, such as our own Earl Van Horn Dance and Figure Skating Club.

"Membership should comprise a balanced proportion of competitive skaters, carnival or exhibition skaters, amateurs interested in developing book form international technique. Tho not for competitive purposes, perhaps a few incessant skate 'bugs,' and lastly, persons other than professionals who are genuinely out to further the sport. The latter category is important. It includes those persons who skate only casually or

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WIRTZ BLADE REVUE SETS WK.-END HIGH

Tops Comparable 1949 Period; Net Runs Above 1951

CHICAGO, Jan. 19. — Arthur M. Wirtz's "Hollywood Ice Revue" closed a bang-up Chicago Stadium run of 21 performances with an all-time ice show record gross for the final week-end and a net which was running 33 per cent ahead of last year's at the midway point. Don Murphy, of the stadium staff, said a final, over-all gross figure had not been compiled.

The show, which is headed by Barbara Ann Scott, Carol Lynne and Andra McLaughlin, added two days (14-15) to the scheduled run and departed after the final performance for New York, where the show opened Thursday (17) at Madison Square Garden.

Tommy King, ice show staffer, said the Friday thru Sunday (11-13) attendance was a solid sellout and that the gross for that period was \$168,842.50. The previous high for a similar week-end, he said, was the 1949 tabulation of \$163,727.40.

During the first 12 days of the Chicago run, it was reported, the 17th annual edition of the show showed a net of about \$320,000, which represented a 32 per cent gain over the previous year's show when Sonja Henie was the star. This year's run opened on Christmas night.

King and Bill Horstmann moved with the show to New York, but were expected back here Monday (21).

Mineola Preps Second Annual Oldtimer Event

MINEOLA, N. Y., Jan. 19.—Extensive plans, including the awarding of prizes valued at \$350, are being made for the second annual Oldtimers' Jubilee Night at Mineola Roller Rink Thursday (24). Earl Van Horn, Harry Bickmeyer and Inez Van Horn, Mineola operators, report that more than 3,000 invitations have been sent to former and present Mineola skaters. They expect this year's jubilee to equal or surpass the solid success of the 1951 event.

The Mineola management is offering four \$50 gold watches to two winning couples in a voo doo fours contest, and two more of the watches will be awarded to a man and woman as door prizes. There will be waltz and chicken scratch contests, with gold, silver and bronze engraved medals as prizes, and an identification badge and souvenir program will be given to everyone attending. Feature performers will be Gladys and George Werner, Mineola pros, in an exhibition of their dance routine. The management is hoping to have TV's Dagmar on hand to present prizes.

Among those expected to attend are Bill Holland, noted auto racer; Charlie Civiletti, Mal Tate and Everett Wishart, former Mineola musicians; Satchel and Millie Wilkens, formerly of Mineola; Jerry Ziegler and Barney Fluke, former floor managers; Betty Little, Mineola's first pro; Lois Goeller and Dotty Chandler, who are now skating professionally; Barbara Killip Gallagher and Ozzie Nelson, advisers on technical skating; Toni Marvin, Jim and Molly Frampton, Eddie O'Neill; Bill Love, New York Journal American columnist; Jim Morton, Jane Ellen Heffron, Cal Asher, Bill and Dot Opatrny, Augie and Margie Walsky, and members of a number of skating clubs.

possibly never skate at all, but still love roller skating and are interested in giving both time and money for its advancement. To bar professionals and commercial elements from this class is necessary to keep the amateur standard clean, regardless of the purity of their motives. But to ban amateur sportsmen, enthusiastic 'outsiders' who want to be helpful, and other commercial elements would curtail prestige, funds and worthwhile advice and executive experience that may be needed.

"If an amateur roller skating club, for example, has no 'older heads' as a balance wheel, no experienced advisors to guide the group thru organizational and financial channels, it might be detrimental. Most clubs, however, have enough skaters of all ages within their unit to constitute a balanced group.

Amateur Control

"There has been much hue and cry that amateurs cannot control themselves and their clubs, and there is no basis for this statement when we remember that an amateur sportsman does not have to be an amateur skater, especially not former champion or skating star. The amateur that can comprise and control amateur clubs can be recruited from amateur sport as a whole, as well as from roller skating specifically. Probably the most practical set-up would be a blend of both, those who know skating technically and those who know amateurism, which is much the same in all sports. Don't let anyone fool you that there aren't plenty of people interested in roller skating unselfishly as a sport, and that there are not many more people who can be interested. This is true in all sports.

"The purpose of the amateur skating club should be to develop dance and figure skating, to raise the plane of the sport, to actively engage in competitions. The competitive purpose is most important. The lifeblood of sport is competition.

"Thru the heat of competition, more exacting demands will be forged. Better champions will be built. Sharp rivalries, the greatest stimulus to the skating club, will become traditional and genuinely sporting. Get going, and watch your superiority when championships come up on the calendar.

"The name of the amateur roller skating club should be dignified and meaningful. The 'Roller Zombies' or the 'Ragamuffins' or the 'Popeye Rollers' or any of the extravagantly romantic or eccentric club names should be dropped. Roller skating is struggling for recognition. Why handicap the rise with a halter of names that are in bad taste? . . ."

Stockton Skaters Win In California Racing

STOCKTON, Calif., Jan. 19.—Stockton Skating Club took first place in the third Northern California Inter-Club Racing Championships meet held December 16 at Stockton Rollatorium, with 80 skaters competing before a packed house, reports Paul J. Gilbert, Rollatorium manager.

Stockton rolled up 700 points, followed by Monterey with 330; San Francisco, 190; Salinas, 100; Watsonville, 20, and Irvington, 20.

Rabons Open in Cordele

CORDELE, Ga., Jan. 19.—Rabon Dixie Roller Rink, a portable, opened here December 10 to good business despite cold and rainy weather. B. L. and Cecil Rabon are managing the rink, with the following line-up of personnel: Porter Bower, in charge of canvas and front end, and Jules Ball, floor manager, both of whom have been with the Rabons since the rink played here a year ago. The rink will operate here until March 1, when it moves to Tifton, Ga., for the summer.

Icery Opens in Conn.

STEPNEY, Conn., Jan. 19. —Lakewood Manor, an ice rink on Route 25, opened recently under the management of Irving and Dorothy Reynolds. Admission is 50 cents.

AUDITORIUMS AND ARENAS

Troy Management Changes; Harrisburg Sees Farm Show

By DAPHNE (DEE) POLI
TROY, O., Jan. 19.—Change in the administration of Hobart Sports Arena here has been carried out with a Citizens Committee taking over the lease of the two-year-old city owned building. Previously, the lease was held by Kenneth Wilson and Pat Thurkettle, partners. Committee retained Wilson as manager, but Thurkettle is no longer connected with the building.

Agriculture Saluted

HARRISBURG, Pa. — Pennsylvania's annual salute to agriculture, the State Farm Show, was staged this week in the State Farm buildings here. Over \$55,000 in awards were handed out in competition among farmers representing the State's half-billion dollar farm industry. Main auditorium among the buildings cover 14 acres and housed the livestock exhibits, horse shoe pitching, log sawing, sheep shearing, potato grading and horse pulling contests. Other buildings housed machinery ex-

hibits and handiwork displays.

Sellout for Singer
TOLEDO.—An advance sellout greeted the French baritone, Eugred Souzay, at Toledo Art Museum Auditorium Sunday (13). House seats 2,600. It was Souzay's first appearance here.

Flint Likes Cagers
FLINT, Mich. — Along with many other buildings which have no facilities for hockey, the IMA Auditorium here is using basketball to keep the lights burning. Paul Rewey, building manager, reports cage events are drawing good crowds.

He figures there are only two requirements for an auditorium to make money with basketball. One is space for a regulation playing floor, and the other is a minimum seating capacity of 2,000. Rewey's building seats up to 4,800 for the games and packs them in on basketball nights.

Wrestling also is being staged at the IMA. Polack Bros. Circus, under Shrine auspices is playing the building this week, and "Skating Vanities," roller show, is booked for February 6-10. Past attractions this season include "Oklahoma!"

Wide Drawing Area
CANTON, O. — When "Grand Ol' Opry" played Municipal Auditorium here recently, one family arose at 3 a.m. and motored from Parkersburg, W. Va., to catch the matinee. Over 5,000 saw the two shows.

Hank Snow, the Rainbow Boys, Little Jimmy Dickens, the Four Country Boys, Minnie Pearl, Cowboy Copas and Lazy Jim Day were among acts in the unit.

Second-Hand RINK SKATES
Excellent Condition, 10 & 45% \$2.50 a Pr.
78C-78SP—
Like New, 10% & 45% \$3.50 a Pr.
78C-78SP—
SECOND HAND SHOE SKATES
Excellent Condition with New \$7.00 a Pr.
Fibre Wheels
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Metal Skate Cases, ass't colors, doz. \$34.08
Pro-Tek-Toe Stops, doz. pr. 7.80
Champ Toe Bumpers, doz. pr. 7.20
Pom Poms—extra large. doz. pr. 3.75
"Streamliner" Skate Cases, rounded corners, doz. 36.48
Shoe Laces, all colors, 54" 72" 81" doz. pr. 1.40
L. & L. PRODUCTS
7819 Glenwood St. Chicago 26, Ill.
Distributors of Richardson skates and parts, Dussless Floor Powder, Heiser Products, Skating Rhythm Records, Rawson Books, Roscco Jumpers, Skaters Jewelry, Floor Brushes, Wheels, Skate Wheel Grinders, Royal Wheels, Laces, etc.
Write for Price List

RINK OPERATOR & SKATE MECHANIC AT LIBERTY
Recently lost my lease on the building in which I was operating skating. I have all the necessary equipment to run and operate a rink, and have been associated with rinks for the last 20 years.
BOX D-125
c/o The Billboard Cincinnati 22, O.

O&J Debut at St. Paul Aud

CHICAGO, Jan. 19.—Olsen and Johnson, now building the company for their "Hellza Poppin' Revue of 1952," will tee-off the show at the Home Builders' Show in St. Paul March 29-April 6. The package was set by William Morris, and will be staged at the St. Paul Auditorium.

Regional Advance Sales at Houston Strong for Henie

HOUSTON, Jan. 19.—The Sonja Henie ice show, playing Sam Houston Coliseum here thru Saturday (19), designated Wednesday (16) as Beaumont Night and made 4,000 advance sales in Beaumont by Tuesday. Beaumont is 90 miles from Houston.

Free Skating Classes Set at Hartford Palace

HARTFORD, Conn., Jan. 19.—Irving Richland, manager of Hartford Skating Palace, has increased to two the number of free beginners' classes. Sessions are now being held on Monday and Friday nights at the rink.

Carman New Year Fete

PHILADELPHIA, Jan. 19.—A New Year's Eve party was staged from 8:45 to 1 a.m., at Carman Roller Rink here, with hats, horns and noise-makers distributed. In addition to nightly sessions, the rink stages Saturday and Sunday matinees. Officials report heavy bookings of parties for the new year.

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.
Shoe Skates
For the Coming Season
A large variety from Beginners' Low Price Outfits to Custom Built Dance Skates
Keep Your Shoes White With CHICAGO SHOE SOAP—25c Per Jar or \$1.80 Per Doz.
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Manufacturers of all kinds of Roller Skates



Roadshow Rep

LILLIAN BENNETT, accordionist and pianist and widow of **Owen Bennett**, who operated tab shows over the **Joe Spiegelberg** and **Gus Sun** circuits a number of years ago, was married to **Jon W. Bleca**, of Gulfport, Miss., in that city January 1. . . . **Happy Kellems** successfully produced his second minstrel show for the Parent Teachers' Association of Huntingburg, Ind., January 22. Happy used 30 people doing the first-part olio and the after-piece, "Two Dark Knights in the Wrong Place." Kellems has signed with the Barnes-Carruthers office for a tour of fairs and circus dates this summer. . . . **Walter J. Collins** writes from Woonsocket, R. I., that he has been working

his puppet show in that area to good returns and that he has some dates booked for February in the Cape Cod sector of Massachusetts. This season mark's Collins' first on the road and he says that his presentation is of his own make and that he plans to enlarge it as he goes along since the reaction of the audiences he has been playing to has been very good.

GERRY'S three-person cast show, altho bucking plenty of stormy and cold weather around Havre, Mont., has been playing to fair returns. Gerry says, however, that Western Montana offers little in winter for small traveling org because one loses too many shows on account of the weather. He says that he met **Doc Herbert Harvey**, who is playing one-day stands with a solo show under sponsors. He says that Harvey gives a combination hypnotic and comedy show in addition to lecturing to civic groups on the subject, "What Do You Fear?" Harvey is a veteran Easterner who at one time was with **Corse Payton**. . . . **R. R. Farmer** reports fair business from **Megantic, Que.**, with his solo and museum attraction. Farmer, has played several week stands in stores in that area. Farmer, who does some merchandising, has a good-sized library of 16mm. pic. He plans to move out of Eastern Canada soon and work his way back to Western Canada where he plays each summer.

HENRY L. BRUNK, manager of Brunk's Comedians, following a brief visit in Chicago, rambled into Tampa and renewed acquaintances with **Klink and Frances Lemmon**, of the **La Vern Slout** show. Brunk also made the rounds of New Orleans with **Jimmy and Rosealea Colley**, last season with the **Chick Boyes** show in Nebraska. Brunk plans to invade Sarasota, Fla., soon. He says his show is right in the middle of reorganizing for the coming season which opens in April. Show again will play established territory in Colorado. . . . **Vanell Smith**, who was named entertainment and program committee chairman of the Tri-State Oil Show, held annually in Grayville, Ill., is a former repster and tent showman. He trouped with such well-known shows as those operated by **Frank Ginnivan, Pop Shannon, J. B. Rotnour, Doug Morgan and Ben Wilks**. . . . Rep and tent show performers were shocked to learn of the death in New Orleans January 9 of **William H. Fortner**, who with his widow, **Billie**, operated road shows for over 40 years. Fortner was 68. For the past three months the Fortners had been making their home in the Crescent City and were preparing to return to the road in 1952. They operated their **Magic Tent Show** in Louisiana the past two years.

EVERETT GRAY is working on two amateur minstrel shows in Northern Vermont. . . . "I have been presenting a two-cast show in this area to only fair returns," pens **E. R. Bailey** from McMullen, Tex. "Have tried some schools to small pickings and am undecided as to what to do, but probably will move North and West, Texas is getting tougher all the time for small shows." . . . **Henri Lavine** reports fair returns in Western Canada and states that he will keep on going to the West Coast on a route that he has never played before altho he has been showing Canada for 30 years. Lavine has reduced his cast to three people and says that things are really tough when he can't move out of town without grub money. . . . I'm resting here and there isn't a dime to be made by small-time showmen," blasts **Leon Hayes** from Mount Dora, Fla. "My wife and I plan to remain here until March 1 when we move into Louisiana to play sponsored dates which we have worked before."

Drivin' Round The Drive-Ins

HEAVY damage was caused by vandals recently at the Round Hill Theater, Springfield, Mass., according to **Arthur J. Stein**, manager of the spot for the Rex Theaters, of Cambridge, Mass. The open-airer is closed for the winter. . . . **Louis Goldberg**, owner of the Echo Theater, Detroit, is moving into the outdoor field with the incorporation of the Low's Drive-In Theater, Inc., to take over the Starlight Drive-In at Holland, Mich., from **Gus A. Elsner**, who will continue to operate a house at Benton Harbor, Mich.

David Milgram, who won an important decision in Federal Courts giving his Boulevard Drive-In near Allentown, Pa., the same picture clearance status as indoor houses in that city, has filed a new anti-trust action in U. S. District Court, Philadelphia, alleging "continuation of the conspiracy." He was joined in the latest move by his brothers, **Sam and Nathan Milgram**, associated with him in the theater business. The drive-in seeks \$300,000 in triple damages under anti-trust laws for losses sustained from March 31, 1950, to March 19, 1951. The action is directed against all major producing and distributing film firms.

The Star Drive-In at Brownsville, Tex., has been reopened by **Claude Ezell & Associates** after a renovation job. The annual meeting of managers of open-airers in the chain was held Tuesday and Wednesday (15-16) at Galveston, Tex. Speakers included **Ezell**, head of the circuit; **Al Reynolds**, general manager; **Hugo Plath**, **Lowell Russell**, **Eph Charninsky**, head of the Southern Theater Company, San Antonio, Tex., and **Dave Young**. . . . Thieves broke into the manager's office of the Alamo Drive-In, San Antonio, and made off with \$33 in cash. . . . Civic Betterment League of Corpus Christi, Tex., is opposing a proposed drive-in there to be built by **Leon Newman** and **C. A. Richter**.

Federal court suit at Corpus Christi brought by Park-In Theaters against Lone Star Theaters over alleged infringement of patent rights was dismissed on request of all parties to the action. . . . New spot under construction at Killen, Tex., will be known as the Rancier Drive-In, according to **Ace Clary**. National Production Authority recently granted approval for the project, and the open-airer is expected to be ready for a March bow.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite. • Marquee Letters, 4", 35¢, 8" 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19

OLD RELIABLE NEW ORLEANS MINSTRELS

WANT—Colored Musicians, neat Chorus Girls (prefer married couples), Novelty Acts, Blues Singer, Master of Ceremonies, Comedians, Dancing Acts, experienced Minstrel Show People in all lines. If you are an amateur and have talent we will give you a chance. One experienced combination Diesel Electrician and Mechanic, colored or white. Long season, open in March, pay each day. Write, don't wire, state all you do and salary expected. Drunks, syndicators and agitators, don't apply. Address **S. B. WARREN, Mgr., Box 89, Greenwood, Miss.**

Paris Peek

By ANNE MICHAELS

Continued from page 2
him simply because the program on which he was presented in America was never done in Paris. James Moody, jazz musician, has registered eight new disks here, including "Dead Leaves," "So Pretty," "To Love Like I Love You" and "Bedilia". . . . Juanito Diaz, star tango pianist, will do a concert at the Theater Champs-Elysees this week on conductor Furtwaengler's recommendation. . . . Spain's finest clown, Remer, has died. He has been called the sole official opposition to the government. France gave him the right to criticize all he wished.

Notices Bad on 2 Plays; "Truth" Sparks Fire

The two main legit openings of last week resulted in a critical failure for both authors but a box-office success nevertheless — Anouilh's "Waltz of the Bullfighters" and Andre (Nina) Rousing's "Caesar's Hand," starring Pierre Fresney. . . . The "Affair Ustinov" is becoming a celebrated cause around town. Ever since the English playwright presented his "Moment of Truth" in London with the leading character that of the late Marshal Petain, French newspapers have accused him of lack of sensibility and downright bad taste. Lately English drama critic of the Paris Daily Mail, Jack White, tried to have the play produced in France. The attempt met with such a protest from French producers and papers that the whole thing seems to be taking on momentous proportions. As one producer said, "The Dreyfuss case is 50 years old and no one would touch it. Petain, never!" . . . A Senator in the French Senate claimed Jean Vilar's National Popular Theater had leftist associations and played only in suburbs where rich and fashionable could visit in big cars like a week-end outing. Vilar said, "My theater has no political affiliations," and stated that they have been touring Germany, Belgium, Luxembourg and are now in Lyons, so how can one call that the suburbs. . . . Marcel Pagnol has not decided about allowing a revival of his "Marius" at the Theater Sarah Bernhardt with the theater's director, A. M. Julien, in the lead role which Raimu made famous. Pierre Louis Gurin is off on a long air tour of the world for talent to put in his next \$300,000 show at the Empire Theater in April. The revue will star Maurice Chevalier singing before a background of ballets. . . . Since January 15, 10 cabarets in Montmartre have closed their doors for lack of customers. . . . St. Yves, one of the leading niteries in St. Germain des Pres, is another casualty.

London Dispatch

By LEIGH VANCE

Continued from page 2
starred, is now officially over. Together they starred in a glittering cabaret at the Cafe De Paris in aid of the Actors' Benevolent Fund, said a lot of nice things about each other which really seemed to come from the heart.

Comic Criticized for Plugs Aired Via BBC

The BBC has a perpetual ban on advertising, mainly because if it plugged one firm it would immediately be swamped by protests from rivals complaining of unfair treatment. For a government-sponsored monopoly that would be tricky. So this week, viewers were surprised to see the cameras in close-up of certain manufactured articles given away by comedian **Charlie Chester** on his TV program, "Pot Luck." Said the BBC, which rapped the Chester knuckles anyway for the size of his gifts: "We expected Chester to give things like scissors and teddy bears. The advertising was an accident, won't occur again."

Sides and Asides

Continued from page 46

laborating with **Rouben Mamoulian** on the script of a musical which will revolve around the present Washington scene. The two had worked with the late **Kurt Weill** on a musical based on "Huckleberry Finn." This was dropped after Weill's death; another acceptable composer could not be found who would join in the venture. Anderson said the Playwrights Company will not necessarily be the producers of the new musical when it is completed. Only the first act is ready at this point. . . . **Loy Nilson**, production assistant to last summer's Subway Circuit in New York, has taken an option on "The Wooden Dish" a new play by **Edmund Morris**. Requiring a cast of 11 and one set, the show starts rehearsing April 15.

Britton Replaces Rico In "South Pacific"

Roger Rico was replaced by understudy **George Britton** in the leading role in the Stem production of "South Pacific" at the beginning of this week. The reason given by the management for the sudden switch was that complaints had been made about Rico's English enunciation, a situation that Rico had allegedly not

taken steps to remedy. Rico's contract runs to October 2. Management said he would be paid in full, all parties concerned denied the dismissal had anything to do with Rico's involvement with the **Josephine Baker** affair at the Stork Club. . . . **John Golden** is substituting for **Jacob Weiser** in the latter's play scripting course at the High School of Performing Arts. Weiser is at Mount Sinai hospital recovering from a broken kneecap. . . . **Gusti Huber**, a former Viennese actress, will make her Broadway debut in the female lead of **George Tabori's** "Flight Into Egypt." . . . **Bert Wheeler** has taken over the role previously assigned to **Cecil Kellaway** in "Three Wishes for Jamie." . . . **Cy Coleman** and his trio will provide the incidental music for "Dear Barbarians," **Gant Gaither's** production. . . . **Zachary Solov**, choreographer for the Metopera, was this week named first winner of the Capezio Cance Award of \$500 for achievement in dance in the U. S. Capezio is the theatrical shoe manufacturer. Judges for the award were **Martha Hill**, dance director of the Juilliard School of Music; **Anatole Chujoy**, editor of Dance News; **John Martin**, New York Times dance editor, and **Walter Terry**, Herald-Tribune dance editor.

Rains Drown Business in L. A.

Continued from page 1

The rainstorm forced the closing of various canyon routes into the valley (Coldwater, Laurel and Beverly Glenn canyons, and Sepulveda Boulevard), thereby isolating clubs in that area from patrons who would normally use those traffic arteries to reach the spots. Thirdly, police warnings on the air to stay out of the valley frightened many away. **Charley Foy** (Charley Foy's Supper Club), whose spot is located near the high water sections, said he's had more acts on stage than customers in the spot. **Kay Biddle**, of **Larry Potter's Supper Club**, said the niteries did okay biz considering conditions. **Sunset Strip**, where traffic was crippled by mud slides from surrounding hills, also found biz on the low grade, with both **Ciro's** and the **Mocambo** suffering severe drops in turnout, altho **Mocambo's** **Fran Warren** and the **Les Paul-**

Mary Ford duo at **Ciro's** reportedly pulled "surprisingly well" under the circumstances.

The seaside **Aragon Ballroom** (Ocean Park), where **Lawrence Welk** is now appearing, suffered nil biz, while the **Palladium**, despite its centralized location, also drew a blank.

Film theater attendance reeled to the basement in the face of the storm. Trade biz was otherwise crippled by knocked phone lines. Absenteeism at studios hit a high mark with many hill dwelling film people isolated from their jobs. All near-by locations shooting was canceled, thus adding to the storm's cost with expensive delays in production skeds.

Radio rallied to the emergency with stations remaining on past their sign-off time to broadcast road conditions and Red Cross disaster announcements.

Screen Gems Wraps Up 40

Continued from page 15

for Screen Gems. The films will be leased to packagers, agencies or TV stations for one-year periods at prices ranging from \$20 to \$50 per film for unlimited use within a specific market. According to **Will Baltin**, production chief for Screen Gems, the firm will lay heavy emphasis on standard disks drawn from record firm catalogs, but will make available TV films for use with the big hit platters as they come up. Following the release of the first 40 films, Screen Gems will turn out 10 additional ones each month.

Some of Tunes
Among the platters for which films will be released next month are the following: "Dixie Jump," by **Ralph Flanagan**; "When My Sugar Walks Down the Street," by **Billy May**; "That Old Black Magic," by **Buddy Morrow**; "Allegheny Fiddler," by **Mindy Carson**; "Put Me in Your Pocket," by **April Stevens**; "Mambo Jambo," by **Dave Barbour**; "Wagon Wheels," by **Sy Oliver**; "Parade of the Wooden Soldiers," by **Ethel Smith**; "Every Little Movement," by **Doris Day**; "Mexican Hat Dance," by **Les Brown**; "Little Brown Jug," by **Glenn Miller**; "Holiday for Strings," by **David Rose**; "Button Up Your Overcoat," by **Rose Murphy**; "Stormy Weather," by **Arcaez**; "Siesta at Fiesta," by **Sy Oliver**; "Indian Love Call," by **Artie Shaw**, and several others on which final decisions have not yet been made. The various record firms whose disks are being used, are supplying the platters for station use, while also working closely with Screen Gems by supplying advance releases. According to Baltin, The Billboard's charts are a yardstick for selecting disks for which films are produced. Working with Baltin are **Ben Ross** and **Berenberg** as producer-

writer-director and **Joe Cavalier**, formerly with **NBC-TV**, as a director. Several films use **Mischa Auer** as a pantomimist. **Melissa Hayden** was filmed in a ballet sequence for "Blue Tango." Choreography on several films is by **Anthony Melle**, **Jane Graham** and **Dorothy Bird**. The **Suzari Marionettes** and animated cartoons by **Sorkin**, **Petroff** and **Ed Rehberg** were also filmed.

The "TV Toons" have thus far been leased in such markets as **Boston (WBZ)**, **Columbus (WBNS-TV)**, **Dayton (WHIO-TV)** and **Chicago (Hal Tate Productions)**. Screen Gems is holding back on several additional deals in order to be able to clear markets for potential sponsorship deals with ad agencies.

Toronto Strike

Continued from page 1

ation of the strike. Some of the clubs have been caught with expensive acts, with no time to cancel or postpone the gilt-edge entertainment.

Among the hardest hit was the **Casino**, city's only vaudeville house. This week with **Nat King Cole**, and last week with **Toni Arden**, the only movement in the house were the tears on manager **Murray Little's** face.

Lowest Rates or 16MM. FILM Rentals. More than 700 Western and Features to choose from. One low price—none higher.

\$5.00	1 TO 3 DAYS	\$6.50 PER WEEK
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\$12.00 PER MONTH

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GIVE TO THE RUNYON CANCER FUND

Music as Written

Continued from page 44

weeks, starting January 25... Will Mahoney opens at the Four Dukes, Detroit, for two weeks February 5.

Eddy Howard, now working as a single, moves East after his Oriental stint for a Paramount booking on TV work... Morrie Price, Mercury sales manager, was on a swing thru the East last week...

Eddie Brandt and the Hollywood Hicks have cut eight sides for Job Records... Chamaco, "Frenesi" clefter, now touring Mexico with a six-piece combo, returns to the U. S. next month...

Astrid Squire, wife of Burt Squire, Broadcast Music Midwest station relations rep, and a songwriter in her own right, passed away Sunday (13)...

Hollywood

L. A. Frederick, once half of the frater team that headed Frederick Bros. agency, a band powerhouse in the late '30's, recently opened a new two-story realty office on fashionable North Canon Drive in Beverly Hills...

Disk Sales Hit Fast Clip

Continued from page 15

American in Paris" soundtrack album.

London Records currently is running at its brightest clip since the diskery went on a strict all-British talent policy.

Some Reasons

Several reasons have been forwarded for the unexpected boom. Most likely of these is a report from most sales departments that dealer inventories currently are in the healthiest shape since the battle of the speeds took root.

Marriages

BLECA-BENNETT—Jon W. Bleca, nonpro, and Lillian Bennett, accordionist and pianist, whose late husband, Owen Bennett, operated tab shows over the Joe Spiegelsberg and Gus Sun tab circuits a number of years ago, in Gulfport, Miss, January 1.

Divorces

NEFF—Hildegard Neff, film actress, from Kurt Hirsch, producer-director, January 16 in Los Angeles.

Brothers also worked the film. Gale Robbins, the starlet, also resigned with AS for three years.

The orchestral suite from "Quo Vadis," the spec flicker, received its world premiere when the Kansas City Symphony played it Sunday (20). Both the Portland and Indianapolis longhair groups are skedding it for next month performances...

The Bihari Brothers, of Modern, have sent out samples on their first release of Tower Records. Dick Bradley, proxy of Tower, now a North Hollywood resident after years in Chicago, turned over distribution and sales rights on Tower to Modern about two months ago.

Associated Booking Corporation has inked Emma Lou Welch, who cut for Capitol and Discovery and is now working a cocktail act with Johnny Lais' quartet.

Births

BEATTY—A son, Clyde Raymond Beatty II, to Mr. and Mrs. Clyde Beatty in Los Angeles January 15. Father is owner and featured performer of the Clyde Beatty Circus, and mother is former Jane Able, stage and radio singer.

Deaths

DE LEON—Rev. Gustave, 56, chaplain of the Catholic Actors' Guild, January 12 at Cornwall, N. Y. He was appointed chaplain of the group in 1944.

ABBAMS—Joseph H., 51, recording secretary of Local 307, Motion Picture Projectionists of the International Alliance of Theatrical Stage Employees and projectionist at the Stanley, Philadelphia, January 13 at his home in that city. His widow and son survive. Services January 14 in Philadelphia and burial there.

BARDASCINO—Joseph Sr., 64, manager of the Philadelphia Italian Band, January 14 at his home in Philadelphia. His widow, Delfina M., a son and two daughters survive. Services January 9 in Philadelphia and burial in Holy Cross Cemetery there.

BORIE—Lawrence M., 75, one-time correspondent for The Billboard, theatrical press agent and a member of the advertising staff of the Press-Union newspapers in Atlantic City the past 31 years, January 13 in Atlantic City Hospital. For 20 years he traveled as a press agent and at one time wrote show news for The Toledo Blade. He also wrote a vaude and burlesque column for the old New York Clipper. He was press agent for Jack Pearl, Joe Penner and Jim Barton and traveled for a number of years for the Columbia and International burlesque wheels. At one time he was press man for the Shuberts. He was a charter member of the Burlesque Club of America and the Vaudeville Comedy Club. He also was a member of the Friars. Survived by a son, Lawrence. Services January 16 in Atlantic City and burial there.

BRIGGS—Walter O., 71, prominent Detroit manufacturer, he was for about two decades commissioner of the Detroit Zoological Park and one of its founders. Survived by his widow and five children.

BRUSH—Benjamin S., 92, mother of Leonard Brush, member of the board of directors and secretary of Compton Advertising, Inc., New York, January 14 in Somerton, Pa. Survivors include another son and two daughters.

BUSH—Mrs. Eleanor Jane, 92, mother of Leonard Bush, member of the board of directors and secretary of Compton Advertising, Inc., New York, January 14 in Somerton, Pa. Survivors include another son and two daughters.

CHEWYND—Ross, 70, legit actor, January 11 in New York. Born in England, he first appeared on the stage in that country in Shakespearean works, followed by a part in "Sherlock Holmes." He came to America in 1914, playing in stock companies and vaudeville sketches before serving with the Canadian Army for four years. He resumed his career with roles in stock under the direction of Henry Duffy in Los Angeles, San Francisco and St. Louis. He acted in New York in "Love on the Dole" and "The Amazing Dr. Clitterhouse."

COOK—Mary A., 48, known to showfolk as Ma and the wife of Archie R. Cook, cookhouse operator, January 9 in Muskegon, Mich., following a stroke. In addition to her husband, she is survived by five sons and five daughters. Burial in Summer Hill, N. Y.

COVERT—William P., second vice-president of the International Alliance of Theatrical Stage Employees and Moving Picture Operators, January 9 in Toronto. He was a member of Toronto Operators' Local 173 since that group was chartered in 1910 and served as the chairman of the board of trustees, vice-president, president and business agent. He held the latter post continuously since 1917. He became vice-president of the union in 1917 and served in that post until his death.

D'AMELO—Benjamin A., 68, violinist and musical director, January 14 at his home in Philadelphia. He formerly played with the Victor Herbert and Philadelphia orchestras, and in recent years served as orchestra and band director at local parochial schools. His widow, Margaret E., and a daughter, Iris, survive. Services January 19 in Philadelphia and burial there.

DE LEON—Rev. Gustave, 56, chaplain of the Catholic Actors' Guild, January 12 at Cornwall, N. Y. He was appointed chaplain of the group in 1944.

DEVAIL—George, in Meriden, Conn., January 6. He was a baritone soloist for 25 years. Survived by his widow, two sons and a daughter. Burial January 9.

EAST—Ed, 56, radio actor and composer, January 16 in New York. After service in World War I he entered vaudeville as the pianist in an act with Ralph Dumke. Songs he wrote for the act included "Swing Waltz," "Sing Good-Morning," "Keep on Smiling," "The Day Will Come" and "When Mama's Gone." The pair played the Keith-Orpheum and other major circuits. He entered radio when that medium became popular, to be remained with Dumke thru most of his career and they recently planned to renew their act. He originated the radio offering, "Ladies Be Seated," had his own show with his wife, Polly, and appeared on "Sisters of the Skillet." Besides his widow, a daughter, his mother, a sister and two grandchildren survive.

FORTNER—William H., 68, at his home in New Orleans, January 9. Fortner and his widow, Billie, operated road shows for the past 40 years. Interment in Masonic Cemetery, New Orleans.

GREEN—Mrs. Gladys, 44, wife of Joseph Green and a member of the Ladies' Auxiliary, Miami Showmen's Association, December 22 in Miami. At various times she had been with the Prell, Cettlin & Wilson and Endy shows.

GIOVANNONI—Aristo J., 59, owner of the Alisto Manufacturing Company, Cincinnati, specialist in plastic figurines, January 15. Giovanni's crushed body was found in elevator shaft of the building in which his firm was located and in which he maintained an apartment. Police said they would conduct tests to determine whether his death was due, indirectly, to carbon monoxide poisoning, since a concentration of fumes were detected in the apartment. Survived by a son and daughter.

HALL—Agnes S., 83, former concert singer, January 15 in Detroit. Survived by a daughter, Mrs. Arthur L. McGrath. Interment in Holy Sepulchre Cemetery, Detroit.

HAMBLIN—Pfc. William H., 22, son of Mr. and Mrs. Harry Hamblin, former vaude and musical comedy troupers, recently in action in Korea with the Marine Corps. Survived by his widow, Orpha Mae West Hamblin, Kansas City, Mo.; a son, Steve, and his parents, also of that city.

HEAKE—John H. Jr., 33, radio engineer at Station WIP, Philadelphia, January 14 in an automobile accident. He had been with WIP since 1940. Surviving are his widow, Martha E.; two sons and his mother and father. Services January 18 in Oaklyn, N. J., and burial there.

JOHNSTON—Bert, 53, founder and president of Bert Johnston Productions, Inc., Cincinnati, producer of industrial, sales promotion and TV commercial films, January 18 in Good Samaritan Hospital, Cincinnati. Before organizing the firm six years ago, Johnston spent many years in advertising and sales promotion work. Survived by his widow, Eleanor; a son, Glenn, who is engaged in similar work with the Byron Company, Washington; a daughter, Ruth, and his mother, Mrs. C. William Johnston, Montreal.

LEWIS—Charles, 70, former member of the Chicago Symphony Orchestra, Sousa's band and other musical groups, in Augustana Hospital, Chicago January 13. Survived by his widow two sons and a daughter.

LEWIS—Frank R., 64, brother of Martha Rodgers, of the Alamo Exposition Shows, and brother of Mrs. Artie E. Will, Boston, formerly of the Johnny J. Jones Exposition, January 4 following a stroke.

MALCOLM—Robert D., 85, Flint, Mich., music dealer, January 9 in that city. He was in business in Michigan about 60 years. Survived by his widow, Nina, and four children.

MARTIN—Clotus E., 57, theater and radio organist, of a heart attack in Milwaukee January 13. Survived by three sisters and two brothers.

MCMILLAN—Mrs. John M. (Hattie) Sr., former actress, January 15 in an Atlanta hospital. Mrs. McMillan was a native of Baltimore, but had lived in Atlanta for many years. She was the former Hattie Lowman, who with two sisters formed the Lowman Trio which performed on the stage. She was the widow of John M. (Buddie) McMillan Sr., Atlanta stage director, who died in 1939. Survived by a son, John, Atlanta.

MILNE—James, 47, in West Haven, Conn., January 12. He was general manager of Radio Station WNBC, New Haven, Conn. Previous to that he was with WBMB, Chicago, and WICC and WNAB, Bridgeport, Conn. At one time he played in vaudeville and also appeared in the stage play, "Beggars on Horseback." Survived by his widow, Florence; a daughter, Mrs. Frank R. Lyle Jr.; and three brothers, Norman and William, Stamford, Conn., and Edward, Greenwich, Conn. Burial in West Haven, Conn., January 15.

MOLINARS—Augusto, 56, director of the Milan Zoological Gardens, December 31 in Milan, Italy.

MOORE—Edward N., 67, former musician and conductor, January 15 in Germantown Hospital, Philadelphia. He at one time conducted his own orchestra and for the past 25 years was financial secretary of the Musicians' Union of Pennsylvania, Local No. 1. Surviving are his widow, Susanna J., and a daughter. Services January 18 in Philadelphia and burial in Ivy Hill Cemetery there.

MOSKOS—Steve, Detroit projectionist, January 11 in that city. Survived by his widow and a

daughter, Virginia. Interment in Evergreen Cemetery, Detroit.

ORLOVE—Fanny, 70, mother of Louis Orlove, Midwest studio rep for MGM, of a heart attack in Miami January 14. Another son and two daughters also survive.

IN LOVING MEMORY OF IRVING "DANNY" NEWMAN Who died January 22, 1950 Our thoughts will linger with you forever. Brothers Gabe & Sol Newman

FALMER—Esther May, 75, who with her husband, Guy, composed the oldtime vaude act known as the Aerial Wilsons, a revolving breakthrough ladder turn, recently in Charlotte Nursing Home, Little Falls, N. Y., after a long illness. They appeared on the leading U. S. and Canadian vaude stages in the early 1900's, retiring in 1911. In 1907 they appeared with the Adam Forepaugh & Sells Bros.' United Shows. She was born August 28, 1876, in Niles, O., and had lived in Herkimer, N. Y., with her husband since 1926. Also surviving is a son, George. Body was placed in a vault in Herkimer's cemetery for burial in Cooperstown, N. Y., in the spring.

FERTILE—Aureliano, 67, Italian tenor who sang with the Metopera company in 1921 and '22, January 11 at his home in Milan, Italy. With the Met group he took leading roles in such works as "Manon," "Tosca" and "Cavalleria Rusticana." He later sang at La Scala in Milan.

REINOLD—Harold William, 52, concessionaire, January 7 in San Antonio. He had been operating in that city since 1949 and worked all the city parks, Municipal Auditorium, Negro Auditorium, San Pedro Playhouse and the Breckenridge Park Clubhouse. His widow, two brothers and a sister survive.

In Loving Memory OF MIKE ROSEN Who passed away January 27, 1945 His loving wife FRIEDA ROSEN Brother and sister-in-law LOUIS AND FANNIE ROSEN

REYNOLDS—Harry, showman and concessionaire, at his home in San Antonio January 7 following a heart attack. Reynolds operated concessions at the Sam Houston Coliseum for many years before moving to the City Auditorium, San Antonio, where he also operated concessions.

71, retired theater owner in Doylestown, Pa., January 12 in Miami. From 1919 until retirement a year ago he owned the former Strand Theater and the present County Theater in Doylestown. Surviving are his widow, Elizabeth T.; three brothers and five sisters. Services January 17 in Doylestown and burial there.

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S. C. Confab Marked By Unusual Calm

Re-Elect Black, Spartanburg, Prexy; 100 Attend Annual Banquet in Columbia

COLUMBIA, S. C., Jan. 19.—An unusual quiet prevailed at the annual South Carolina Fairs' Association meeting at the Jefferson Hotel here Wednesday (16) despite a big attendance.

Show representatives were out in force but apparently more contracts had been signed in advance than usual, thus eliminating much of the active, and frequently loud, bidding that has marked this event in the past. George A. Hamid & Son, with the senior and junior members of the firm in attendance, was the only booking office represented.

The entire slate of officers was re-elected. They are: J. M. Hughes, Orangeburg, chairman of the board; Paul Black, Spartanburg, president; J. Cliff Brown, Sumter, vice-president; Tom Moore Craig, Spartanburg, secretary-treasurer.

Directors are H. L. Kirby, Union; L. D. Witcover, Darlington; Howard McCravey, Spartanburg; J. H. Saylor, Anderson; Tom Hewey, Rock Hill; John L. Walsh, Greenwood; D. M. Harper, Marion; Frank Sutton, Newberry; A. E. Crasmer, Florence, and W. M. Frampton, Charleston.

Association fairs enjoyed great success in 1951 and plans are underway for numerous improve-

ments. A new grandstand stage already is under construction at the State Fair, Columbia, and the scheduling of plans for a new grandstand is not far off.

Midways Discussed

The relationship between carnivals and fairs came in for considerable discussion. Bernard Allen, concession manager of World of Mirth Shows and president of the National Showmen's Association, told the gathering that co-operation between carnival operators and annuals was of the utmost importance. He said that while fairs had the right to expect shows to bring them the best available attractions, the showmen, in return, were right in expecting the annuals to provide the best in attractions, such as grandstand features, so that the (Continued on page 53)

Preston Named American Royal Stock Show Mgr.

To Continue as Head Of Mo. State Fair Until After '52 Run

KANSAS CITY, Mo., Jan. 19.—W. E. (Bill) Preston, manager of Missouri State Fair, Sedalia, has been offered the post as manager of the American Royal Stock Show here, and indications are that he will take over the new assignment about April 1.

Preston, however, will continue as manager of the State fair until



W. E. (BILL) PRESTON

after the '52 run. He is also slated to take over the management of Riverside Stadium here after the wind-up of the '52 fair. The stadium is an outdoor plant, used for thrill shows, auto racing and other sporting events.

One of the youngest managers in the fair business, Preston scored many major improvements at the State fair last year, his first at the reins, and guided the event to the biggest attendance in its history.

Coast Outdoor Trade Escapes Flood Damage

LOS ANGELES, Jan. 19.—Altho many sections around this city have been under water for several days, amusement areas have suffered more from the loss of business than damage to equipment. Rainfall this week was recorded at approximately 13 inches over the normal mark.

William Petty, auditor for the Clyde Beatty Circus in quarters in El Monte at Gay's Lion Farm, said that the area had not been inundated as were some sections there. The rain did make necessary the installation and firing of stoves to keep animals warm. He said that there was plenty of mud on the lot, but that plans were moving ahead for Beatty's appearance along with that of six elephants and other animals in the March of Dimes parade in Tujung tomorrow.

At the quarters of Mackey, (Continued on page 53)

Philly Company Varies Appeal Of Horse Rides

PHILADELPHIA, Jan. 19.—Sam Kohn, head of both Merry-Go-Round Sales and Roc-a-Ride Sales companies here, announced plans this week for manufacturing replacement bodies for coin-operated horse rides. He also stated that production has started on a stationary ride called Lun-a-Ride Rocket Patrol, patterned after the horse rides.

Idea behind his plan for replacement bodies is to supply variation in the appeal of the devices. The bodies will be interchangeable, he said. His schedule calls for rabbit body for use at Easter time and a deer body for the Christmas season. An operator could buy one mechanism and two or three types of bodies, he pointed out.

Rocket Patrol is intended for operation in typical stationary locations and is aimed at kiddie trade. Youngster controls side-to-side motion. Trigger controls lights in the plexiglass nose and rear rocket tubes. Illuminated panel board includes a "radar" screen.

The ride is built by Merry-Go-Round Sales and distributed by Roc-a-Ride Sales.

Dallas Fair Inks Swenson For 24 Shows

DALLAS, Jan. 19.—Swenson Thrillcade will stage 24 performances at the State Fair of Texas this year under terms of a contract signed here this week by Aut Swenson, owner-manager, and fair officials.

Organization originally closed to produce 16 shows during the '51 fair here but this was later extended to include 22 performances. Grandstand for this year's thrill shows will be scaled at \$2 for reserved seats and \$1.50 for general admission.

Swenson also announced signing to produce shows at four Missouri fairs at last week's Jefferson City meeting. These include Missouri State Fair, Sedalia; Ozark Empire Fair, Springfield; Southeast Missouri District Fair, Cape Girardeau, and Audrain County Fair, Mexico.

N. J., N. Y. Introduce Bills Legalizing Bingo

TRENTON, N. J., Jan. 19.—In separate actions taken within a week of each other, bills were introduced in the New Jersey State Legislature here and the New York State Legislature at Albany to permit operation of bingo games for welfare benefits and charitable and religious activities.

Two bills were introduced here Monday (14), one with Republican and one with Democratic backing. The former sought a State-wide referendum to legalize bingo, with games to be licensed by municipalities. A petition for a local poll signed by 5 per cent of the voters would require an election to see if the majority were in favor of the game. The bill would restrict bingo to educational, fraternal, veteran, welfare and religious organizations, fire companies and safety squads.

Bill offered by a Democrat was similar, except that a municipal poll petition would have to bear signatures of 15 per cent of the voters. Both bills were referred to the Senate Judiciary Committee. Three Republican votes are needed

Hymes Gets Bronx Rodeo Concessions Pact

NEW YORK, Jan. 19.—A. Hymes has been awarded the exclusive on all concessions for Bronx County American Legion Rodeo, Stampede and Round-Up, to be held here February 22-March 1, it was announced this week.

Ticket sales were reported as going well. The Legion has 59 posts behind the event.

Shop, Office Work Busies Mills Staff

CLEVELAND, Jan. 19.—Signing of acts, staffers and auspices for Mills Bros.' Circus is under way at the home of Jack Mills here, and winter shop work is going full blast at the show's Greenville, O., quarters, it was reported this week.

Joe Rossi will head the Mills' show band in 1952, it was announced by Jake and Jack Mills. Rossi, veteran leader and trumpet player, now is in Gonzales, Tex., lining up the 12-man band. He will come to Greenville prior to the start of band rehearsals, which are to begin in April. Special music is scheduled for an original spec dance fantasy produced by Jake Mills. Rossi formerly was with Biller Bros. and on the Mills show. He succeeds Bob Mills, not related to the show owners, who had the band for a number of years.

Promotional activity is at a peak, Jack Mills said, with several crew managers already at work. Among them are Bill Phillips, Jon Shafer, Mr. and Mrs. H. R. Marteney, Mearl Johnson and Bill Osborn. Mills said that both promotion and quarters work are further along than in previous years at this time and that the show would be nearly ready "if we had to open next week."

More Lights Planned

Diesel light plants have been overhauled at the General Motors plant in Cleveland, and they have been fitted to handle the expanded lighting system planned for this season, Mills said. The show's midway will be illuminated with flood and spot lights as well as center

chandeliers and also will have a new banner line.

Improved lighting, including spotlights, also is carded for interior of the big top. Jake Mills said he had conferred with Westinghouse Electric Company on the use of new "cold" light.

At the winter quarters, Superintendent Charley Brady's crew is working on a second new sleeper for working men. Performers' sleepers have been reconditioned and equipped with new roofs. An elephant truck has been rebuilt and new chassis have been placed under ticket and stake and chain wagons. Several vehicles have gone thru the paint shop. Ring curbs, props, chairs, blues and jacks also are painted.

Addition of new power machinery in the shops has speeded the work. The machines will be car-

(Continued on page 53)

Dewey Urges Quick Revision Of Blue Laws

ALBANY, N. Y., Jan. 19.—While making no specific mention of the restrictions placed on Sunday amusement operation by this State's blue laws, Governor Dewey has urged State senators and assemblymen to form a joint legislative committee to study the measures, with a view to removing them as soon as possible.

Dewey's recommendation came during his annual message to the Legislature. He noted that the laws date back many years and that the original prohibitions have been pared thru the years by many exceptions. He said that the present provisions create an "illogical and inconsistent pattern," since most professional sports contests are allowed but other similar activities, including those which "do not interfere with the religious repose of the community," are prohibited.

Dewey said that it would be desirable if an interim report (Continued on page 53)

Record Year's Gross Looming For "Capades"

BOSTON, Jan. 19.—"Ice Capades" closed a run of 24 performances at the 13,000-seat Boston Garden January 13, and it was announced that gross revenues in the fiscal year ending April 30 will approximate a new record at \$4,500,000.

Walter A. Brown, president of the Boston Garden-Arena Corporation and vice-president and treasurer of "Ice Capades," made the estimate and said that the icer had broken attendance records all over the U. S. this season.

The show was originally capitalized for \$50,000, consisting of 1,000 shares at \$50 par value. Capitalization has never been increased. Brown said only \$46,000 of the stock is outstanding.

Now in its 12th edition, the show costs more than \$500,000 for costumes, stage effects, musical routines and royalties, with the org operating its own costume and property shop in Los Angeles. Principal stockholders are owners or managers of ice arenas. John H. Harris, owner of Duquesne Gar-

(Continued on page 53)

Tampa Fair Sets 10 Acts

TAMPA, Jan. 19.—A total of 10 acts have been set for the grandstand at Florida State Fair here, February 5-12, P. T. (Pa) Streider, manager, announced this week.

Talent line-up will include Myrt and Gert, who will do a comedy come-in along with their mule and hula act. The Four Valencianos will do trampoline, perch and trapeze acts, and Edmondo Zaccini will have his double cannon as well as his flying quartet.

Others include Sensational Meteors, sway pole; Great Berossini, high pole and wire; G. Arnold Masino with his trick pig; Irah Watkins, chimps; Sylvia Watkins, dogs; Willie West and McGinty, comedy, and Si Ruben's wild animals. Merle Evans and his band will furnish the music.

Other grandstand attractions will include auto races by Frank Winkley and the Joie Chitwood auto thrill show.

Lambert Resigns As Hutchinson Prez; Condell Elected

HUTCHINSON, Kan., Jan. 19.—Perry H. Lambert president of the Kansas State Fair here for the past eight years, has resigned due to ill health and has been succeeded by William Condell, former vice-president.

Everett E. Erhart was elected vice-president. Elmer McNabb was retained on the executive committee and Harold E. Staadt was named to fill the vacancy created by Lambert's resignation. Virgil C. Miller is secretary.

Toledo Tabs Capacities For Davenport Starter

TOLEDO, Jan. 19.—Orrin Davenport's Circus, playing here for the Grotto, opened to slack houses, as in past starts but moved up to 90 per cent of capacity by Wednesday's matinee (16) and had advance sellouts registered for Thursday, Friday and Saturday. Date runs six days and opened Monday (14).

Program has received wide press, radio and TV coverage. Mitch Woodward, local columnist, devoted much space in his column to the acts which appear here and in the movie, "The Greatest Show on Earth." In addition, several of these acts appeared on his television program on WSPD.

Davenport dates next week at Saginaw and Grand Rapids, Mich., will conflict, but most of the Toledo program will move intact to Grand Rapids. The Shyretts, Haag's chimps and Sonny Moore's

dogs, however, will leave to make the Saginaw stand.

Main unit will be augmented in Grand Rapids with Cole Bros. Liberty horses; the Kimris, high act; Ortons, high pole; Albert Fleet's chimps, and Haag's dogs. Both units will be combined for the subsequent engagements at Detroit and Cleveland.

Ringling-Barnum unit which is making this and other Davenport dates is traveling in two baggage cars and a sleeper.

Allen Lester, Ringling press man, did publicity for the Toledo date and has left for Detroit and Cleveland. Col. Harry Thomas, equestrian director with Davenport, came to Toledo a week early to assist with radio and television publicity. This year the Grotto handled its own promotion and banner sales. Banners fell short of previous years but the program was well ahead, it was reported.

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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Jimmy Armstrong, Frankie Saluto and Prince Paul, midgits, who recently concluded their third season in Havana, Cuba, with the Ringling-Barnum circus, have been signed to play winter dates for Orrin Davenport. They also are contracted with the Big One for 1952.

Dolly Moffett, of the Moffett Family, currently playing school and theater dates in Mississippi with their stage show, reports that their three acts have been signed by the Boyle Woolfolk agency for the 1952 fair season. Mother, dad and daughter will present their Western musical and comedy car acts and a new comedy grandstand act. They made last year's fair dates with DeWaldo's Attractions.

Jerry D. Martin's Three Fearless Stars, high act, are basking in the Tampa sun prior to opening their winter season at the Palmetto, Fla., Fair January 26 for an eight-day engagement, to be followed by a stint at the Plant City, Fla., Strawberry Festival, which opens February 25. Act is intact since the arrival of Betty Martin from Los Angeles and Patricia Fogal from Phoenix.

Jane Meredith, trapeze, arrived in Florida recently but not without her share of mishaps. En route from Louisiana, her house trailer was struck by another car and badly smashed. Shortly after, her automobile was damaged in an accident near Miami. Jane escaped uninjured in both collisions.

Los Aeros, high act, are shopping for a house near DeLand, Fla., having recently moved there from Evansville, Ind.

Kurt and Melita Wicons, perch and aerial, have deserted the northern climes this year and are wintering in Havana. . . . Richard Porcella is playing club dates around Boston after a 40-week season with the Marion Greater Shows. . . . Milo Jones, top man

in the Three Milos, swappole act, recently arrived at his home in St. George, Utah, where he plans to remain until spring.

Four Phillips, jugglers, were recent Chicago arrivals, coming in from an engagement at the Bellevue Casino, Montreal. Other recent Windy City arrivals include Rufe Davis, yodeling hillbilly, who plans to stick around for a while, and Sol Grauman and His Musical Stairs, who began their second week at the Chicago Theater Friday (18). . . . Dave Malcolm, Chicago booker-emsee, has signed to handle the announcing chores at Al Martin's Worcester Mass., indoor circus. . . . Adam Viland, of the act bearing his name, who was injured in an auto crash late last summer, recently had the cast removed from his leg. The Vilands are living in Argo, Ill., suburb of Chicago.

Talent set for American Broadcasting Company's Sunday (27) chapter of Super Circus include Phillips and Evelyn, hand balancing, and the Mandos Sisters, aerial anchor. Janet Chuckles' dogs and ponies will play the Chicago show the following Sunday prior to opening with the Hamid-Morton Shrine Circus in Milwaukee on February 4. Also set for the February 3 stanza are Los Adriannas, jugglers, and Arriola Troupe, casting trampoline.

Singer Tito Guizar has been signed as one of the featured attractions at the third annual San Antonio Livestock Exposition which opens February 14 at the Bexar County Coliseum.

Capt. Guy Leslie is in St. Petersburg, Fla., with Spiller's No. 2 seal and penguin act for a four-week date at the Roof Garden of Webb's City, called the world's most unusual drugstore. Leslie recently visited Mr. and Mrs. James Winn, Florence, N. J., who are vacationing in Tampa. The Winns have been with Hunt Bros.' Circus.

Out in the Open

I. V. Edelman, Dallas operator of a chain of theaters thru Texas and Oklahoma, is weighing the possibility of working a kiddieland either in the former State or California. Edelman, who has drive-ins in his skein, would run the park as an independent unit.

On hand for Tuesday and Wednesday (15-16) sessions of the Massachusetts Agricultural Fairs Association at Springfield were thrill show operators Joie Chitwood, Ward Beam and Irish Horan, Joe Hughes, of the George A. Hamid office, New York, and publicity man Dick Sullivan. . . . Ed Kelmans, operator of Indian Point Park, Peekskill, N. Y., made a quick trip to Detroit (12-13) to put in bids on Dodgem, Rocket and Pretzel rides plus four kiddie

devices, now at Eastwood Park. Rides of the defunct spot are up for sale. Kelmans, who recently became operator of Seaside (N. Y.) Park, intends to place the rides at Indian Point if he obtains them.

E. G. Vollman, veteran California fair executive, recently was elected secretary-manager of San Joaquin County Fair, Stockton, Calif., for his 27th term.

J. W. (Patty) Conklin was a New York visitor last week en route back to Brantford, Ont., with his wife, who joined him in Gotham from Miami. Patty's brother, Frank R. Conklin, has returned to his breeding farm near Brantford after a month's stay in California. The Conklins will not attend the winter meeting of the Western Canadian Fair Circuit in Winnipeg for the first time in 30 years. . . . Stanley J. Reiben, president of the Coney Island (N. Y.) Chamber of Commerce has been appointed chairman of the trades section in the Brooklyn Red Cross 1952 fund drive.

W. A. (Bill) Uthmeier, manager of the Central Wisconsin State Fair, Marshfield, was a Chicago visitor, Tuesday (15).

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I am interested in some reliable person or persons to participate in a Corporation. Ostrich Racing can be booked solid at a handsome revenue throughout the entire season. Plenty quick money to be made. Persons who enter into the corporation will have to put up their part of the money and handle the complete operations from the time it leaves St. Augustine until the return in the fall. Ostriches to be trained at St. Augustine, Fla. I am only interested in high class, experienced Showmen. Bookings to be handled through some reliable booking agency. Contact me in person. This is not a high powered grab bag. I must have dependable operators, otherwise not interested.

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No. 1 Cards, heavy white, black back. 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75; Wood Calling Numbers, \$1; Printed Tally Card, 15; Colored Heavy Cards, \$3, same weight as \$1. In Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 Size, 5 1/2 x 14 1/4, 10c ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100 Calling Markers extra, 75c.

Set Numbered Ping Pong Balls... \$12.00
Replacements, Numbered Balls, ea. .30
3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000... 1.25
Middleweight Cards, 5 1/2 x 7 1/4; White, Green, Red, Salmon, Yellow... Per 100... 2.00
3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M... 1.50
Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50
Scalloped Edge, Green only, M... Smaller Size, 3/8" diam. Red or Green Plastics, M... 1.50
Adv. Display Posters, size 24x36, Ea. Cardboard Strip Markers, 10 M for... Rubber Covered Wire Case with Chute, Wood Ball Markers, Master Board; 3-piece layout for... Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M... Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M... Round white N. J. Cardboard Markers, 2 sizes; 1/2 inch diam., 1800 to 1b.; larger size, 3/4 diam., 1000 to 1b. Either size, 1b... Airrite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90%. Send for illustrated circular, for \$35.00. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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Columbia, S. C. Builds Stage, Plans Stand

COLUMBIA, S. C., Jan. 19.—A new grandstand stage, designed to accommodate the largest revues, is rapidly nearing completion at South Carolina State Fairgrounds. Cost of similar structures, reported at upwards of \$10,000 by other events, was considerably less than that, Paul V. Moore, secretary, said.

Moore also announced that he was ready to enter the active discussion-planning stage for a new grandstand to seat 5,000. Annual is reported to have most, if not all, of the money needed for this major improvement.

The new stage, about 60 feet square, is composed of concrete brick. Dressing rooms, measuring 60 by 16 feet and containing all modern facilities, are included.

Booker George A. Hamid, who will again supply grandstand attractions to the fair this year, was consulted on the plans.

At present 200 thoroughbred race horses are in training at the grounds. The track and climate are reported ideal for this purpose and the number of horses working out here is limited only by stable facilities. An additional 300 stalls could be filled, Moore said.

Leo Francis, with his musical act, is booked for the Blackstone Hotel, Chicago, February 9.

COMING EVENTS

ALABAMA

Mobile—Mardi Gras. Feb. 20-26. Iris Bethune, Battle House, Mobile.
ARIZONA
Flagstaff—Thunderbird Ski Meet. Feb. 17. V. M. Grasmoen.
Tucson—Tucson Rodeo. Feb. 21-24. Don H. Bell, Box 991.
Yuma—Silver Spur Rodeo. Feb. 18-17.
CALIFORNIA
Cloverdale—Citrus Fair. Feb. 21-24. Harry Tenny.
San Francisco—Western Gift Show. Feb. 3-6. Kay Leber, 1355 Market St.
COLORADO
Steamboat Springs—Ski Carnival. Feb. 18-17.
FLORIDA
Fort Myers—Edison Pageant of Light. Feb. 14-17. John Grady, Box 2006.
Miami—Variety Circus in Orange Bowl. Begins Feb. 22. Frank Wirth.
Miami Beach—Sports & Travel Show at Municipal Auditorium. Week of Feb. 1.
Sarasota—Pageant of Sara de Sota. Feb. 20-23. Wm. D. Howard, 212 Main St.
Tampa—Tampa Horse Show. Feb. 29-March 2. Virginia Robinson, Box 10244.
ILLINOIS
Chicago—Outdoors Shows in Coleseum. Jan. 25-Feb. 3. F. W. Nick Kahler, 127 N. Dearborn St.
Chicago—Boat Show. Internat'l Amphitheater. Feb. 1-10. Guy W. Hughes.
Chicago—Merchandise Fair, Palmer House. Feb. 4-8. W. J. Kenney, 200 Fifth Ave., New York.
Chicago—Gift Show. Feb. 4-15. George F. Little, 220 Fifth Ave., New York.
Chicago—Internat'l Coin Machine Exhn., Hotel Sherman. Feb. 4-6.
INDIANA
Evansville—Fire Fighters' Assn. Circus in Coliseum. Week of Feb. 18. Harold Berges.
LOUISIANA
Delhi—N. E. La. Livestock Show. Feb. 24-28. W. H. Farmer.
New Orleans—Mardi Gras. Latter part of Feb.
MASSACHUSETTS
Boston—N. E. Sportsmen's and Boat Show, Mechanics Hall, Feb. 2-10. Sheldon Fairbanks.
Worcester—Grotto Charity Circus. Jan. 20-26. Emile L. Rousseau, 1 Waycross St.
MICHIGAN
Alpena—Thunder Bay Winter Carnival. Feb. 9-10. Frank Catto, Chamber of Commerce.
Detroit—Shrine Circus. Jan. 28-Feb. 10. Tunis Shinson.
East Lansing—Farmers' Week-Livestock Show. Jan. 28-31. V. A. Freeman.
Grand Rapids—Shrine Circus. Week of Jan. 21. C. H. Hoffman, City Hall.
MINNESOTA
Minneapolis—Shrine Circus. Feb. 28-March 8. Noel Van Tilburg, 1023 Wash. Ave., S. St. Paul—Winter Carnival. Jan. 26-Feb. 3. Frank L. Madden.
MISSISSIPPI
Port Gibson—S. W. Miss. Fat Stock Show. Feb. 28-March 1. E. C. Newman, Box 506.
Quitman—Clarke Co. Livestock Show. Feb. 27-March 1. J. A. Gibbs.
NEW YORK
New York—Gift Show. Feb. 25-29. William E. Little, 200 Fifth Ave.
New York (Bronx)—Am. Legion Rodeo, Kingsbridge Armory. Feb. 22-March 1. Gordon Kibbler.
New York—Nat'l Sportsmen's Show, Grand Central Palace. Feb. 16-24. Sheldon Fairbanks.
Rochester—Shrine Circus. Week of Feb. 25. Elmer Rathel, 334 East Ave.
Syracuse—Gift & Art Show. Feb. 3-5. Ralph S. Wilder Jr., 683 Atlantic Ave., Boston.
OHIO
Cleveland—Grotto Circus. Feb. 11-24. Wm. C. Schmidt, 268 Hotel Statler.
OREGON
Portland—Gift Show. Feb. 24-27. Kay Leber, 1355 Market St., San Francisco.
PENNSYLVANIA
Philadelphia—Home Show. Feb. 11-16. Wm. E. Johnson, 1112 Robinson Bldg.
SOUTH DAKOTA
Watertown—S. D. Agr. Week. Jan. 28-Feb. 2. Dick Bally, 18 W. Kamp St.
TENNESSEE
Memphis—Shrine Circus. Feb. 15-22. Herbert Waterbury, Box 146.
TEXAS
Brownsville—Charro Days Fiesta. Feb. 21-24. H. C. Appleton.
Dallas—Gift Show. Feb. 17-22. Fred Sands, 3108 S. Joplin St., Tulsa, Okla.
El Paso—Livestock Show & Rodeo. Feb. 10-17. W. W. Wilson, 310 San Francisco St.
Fort Worth—Southwestern Expo. & Fat Stock Show. Jan. 25-Feb. 2. W. R. Watt, Box 150.
Georgetown—Livestock Show. Feb. 26-28. Gladys C. McRea, Box 313.
Houston—Houston Fat Stock Show & Livestock Expo. Jan. 30-Feb. 10. Ralph A. Johnston.
Laredo—Washington Birthday Celebration. Feb. 16-March 2.
McAllen—Home Show. Feb. 20-24. Paul Waters, 513 Main St.
San Angelo—Fat Stock Show & Rodeo. Feb. 28-March 2. Ralph Trolinger, Box 712.
San Antonio—Livestock Expo. & Rodeo. Feb. 15-24. W. L. Jones, Box 1746.
VERMONT
Barre—Farm Products Show. Feb. 12-15. H. A. Dwinell, Dept. of Agri., Montpelier.
WASHINGTON
Seattle—Pacific N. W. Gift Show. Feb. 17-21. Kay Leber, 1355 Market St., San Francisco.
WISCONSIN
Milwaukee—Milwaukee Sentinel Sports & Vacation Show. Feb. 16-24. Chas. D. Collins.

New England Plans Drive For More \$\$

BOSTON, Jan. 19.—New England is starting an all-out program to up its booming summer business, which did an estimated \$956,000,000 in 1951. A program for promoting the six-State area was placed before the six New England governors at a conference in the office of Gov. Paul A. Dever at the State House, Boston.

Recommendations called for direct contributions by leaders of the outdoor and recreation industry as well as by State government affected, in order to carry out the planned promotion of New England as a vacationland greater than Florida, California and other noted resort areas.

The New England Council representatives attending the session said in 1951 all six New England States spent less public money on recreational advertising than the single States of New York, Florida and New Mexico. Of the New England total, 45 per cent was spent by Maine.

More Canadian Money
It was reported that outdoor business in 1951 was aided by Canada's plan of liberalizing out-of-the-country allowances for its citizens. More Canadian cars were seen in New England this past summer than in many years. The report to the governors showed that in 1951 the region's recreational industry continued to climb steadily upward. Occupancy of accommodations for vacationists showed a 6 per cent increase over 1950, and receipts were up 7 per cent.

The Federal Reserve Bank's recreational specialist referred to the New England vacation business as showing "the greatest growth potential of any New England industry." Rate of growth for the past five years was said to "probably well exceed the national average," and it was for that reason that plans to use heavy promotion for the area this year was given serious consideration by the six governors.

Bronx Rodeo Pacts Atkins

NEW YORK, Jan. 26. — Jimmy Atkins, star of the "Saddle Pal Club" program presented Monday thru Friday, 6-6:30 p.m. over WJZ-TV here, is the latest addition to the Bronx County American Legion Rodeo, Stampede and Round-Up to be presented February 22-March 1 at Kingsbridge Armory, the Bronx.

Announcement that Atkins was signed came from Gordon Kibbler, producer-director-stager of the event. Kibbler said that Atkins had checked with his video sponsor and would give hefty mention of the rodeo daily on his show. Already in the fold for the event is Buster Crabbe.

Publicity kick-off for the rodeo comes next week, with sound trucks in the form of American Legion 40 and 8 cars touring the city. It is hoped to break the daily papers here with a shot of Kibbler, Mayor Vincent Impellitteri and James J. Lyons, president of Bronx Borough. Jack Burnett is handling publicity for Kibbler.

A parade will be staged the morning of February 23 from the Bronx County Courthouse to the armory, including stock, riders and Legion drum and bugle corps. Borough president is scheduled to lead the march.

Knoxville Assn. Renames Officers

KNOXVILLE, Jan. 19. — Tennessee Valley Fair Association re-elected all officers and directors at its meeting here.

A. Carter Myers was renamed president; J. H. Anderson, treasurer; John L. Wilson, assistant treasurer; Charles J. Brown, first vice-president; Wayne Longmire, second vice-president, and Sam Wilson, third vice-president.

Election of a secretary-manager, office now held by Patt W. Kerr, will be held later by the executive committee.

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FOUR 8 GAL. 17 GAL. 45 GAL. 60 GAL. SIZES:

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GREETING YOU
You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business.

S. C. Confab a Quiet Affair

Continued from page 50

best possible attendance would be assured.

Allen said that while the railroad shows playing fairs in the State had few contractual difficulties, the smaller units frequently did because of intense competition.

A number of other showmen agreed with the gist of Allen's talk. Speaking on the subject were Red Hicks, Vivona Bros.; Curtis Bockus and James E. Strates, James E. Strates Shows; R. C. McCarter, Strates agent; Allan Travers, John H. Marks Shows, and Ben Wolfe, owner of the shows bearing his name.

Judge Hughes, of Orangeburg, agreed that only co-operative effort could lead to good operation. He stressed the need for fairness in all business dealings.

Single Control Backed

Paul V. Moore, of Columbia, said that the trouble fairs usually had on their midways was centered in the games. He said that the inclusion of an independent midway at the State Fair in former years had resulted in considerable grief.

Fair execs pointed out the need for the control of the issuance of midway passes. They expressed knowledge of the terrific demands made on midway organizations, particularly shows that play an event for a number of years.

Motion pictures were shown by Martha Moore, Spartanburg, de-

'Capades' Big Year

Continued from page 50

dens, Pittsburgh, is president of the corporation.

The firm also controls "Ice Cycles," formerly jointly owned by "Ice Capades" and "Ice Follies." This year's costumes and properties of "Ice Capades" will be used by "Ice Cycles" next year.

Brown estimated that salaries and traveling expenses account for about 40 per cent of overhead of "Ice Capades." The icer played the new North Carolina State Arena, Raleigh, for the first time, coming directly to the Hub from there.

In its first year on the road the icer had 30 weeks as compared with the current season of 45 weeks, with a three-week vacation before Christmas and a four-week layoff in June and July.

"Universal appeal" is credited by Brown for the icer's continually growing grosses. "Gross has been growing steadily and has held the patronage of all age groups," he said.

He revealed that "Ice Cycles" is the training ground for future stars of the parent-company show. It was understood that expenses of putting next year's icers on the road are taken care of out of this year's profits.

Dewey Urges

Continued from page 50

carrying the recommendations of the committee were to be submitted during the present session so that the more serious inconsistencies can be removed from the law immediately.

During the past seven months several flare-ups over the blue laws occurred. Principal outburst came from posts of the American Legion in Poughkeepsie, N. Y., who bought a date of the Ringling-Barnum circs and were forced to cancel it due to the strictures.

peating the theme of the 1951 fair. J. M. Eleazer, information specialist, Clemson College, said that a fair with a theme provided a lasting impression.

About 100 persons attended the banquet which featured a floorshow of local talent and two professional acts furnished by the Hamid office.

Mills at Work

Continued from page 50

ried on the road to permit on-the-spot repair jobs and maintenance of chairs. George Sanders and Blackie Wilson head the carpenter crew.

Crowds at Quarters

Extra performances have been required to handle crowds which have turned out for the two performances scheduled each Saturday. Elephants, dogs, Liberty horses, pony drills and riding dogs are presented.

Jake and Harry Mills visited quarters last week. Jack Mills and Fred Stafford, who returned recently from an Eastern trip, spent several days at Greenville this week. Bert Wallace is breaking two somersault dogs.

Coast Outdoor

Continued from page 50

Eastman & Miller, where G. P. (Jerry) Mackey is readying Derby Races and concessions for the season, work continued without interruption.

Preparations for the 1952 season of the Crafts 20 Big Shows in North Hollywood was slowed when outdoor work had to be abandoned. Refinishing of equipment under shelter was not affected.

In amusement areas along the ocean front only the buildings at Ocean Park suffered. A spokesman for Ocean Park Pier declared that a few were flooded. At Long Beach where the Long Beach Amusement Company's Nu-Pike, and Virginia Park are located, rides were kept in readiness for operation in the event skies cleared.

Near Compton at the Suker & Suker park, loss of business was the only damage. Harry Suker said that the zone had operated only about three hours in the last three weeks and that was Sunday (13). The area drained well and there was little wind during the storm.

DOG SHOWS

- CALIFORNIA
Bakersfield—Feb. 24, Mrs. F. Gribbin, 1005 S. Chester Ave.
San Diego—Feb. 3, Mrs. Jack Bradshaw, Los Angeles.
San Francisco—Jan. 26-27, Mrs. B. Behrendt.
COLORADO
Denver—Feb. 17—Mrs. M. Conrad, 1361 Jackson St.
CONNECTICUT
Hartford—Feb. 16, Foley, 2009 Ranstead St., Philadelphia.
New Haven—Feb. 17, Foley, 2009 Ranstead St., Philadelphia.
FLORIDA
Jacksonville—Jan. 26-27, Moss & Mulvey, Greensboro, N. C.
ILLINOIS
Chicago—Jan. 27, Marie Schneider, Evanston, Ill.
INDIANA
Marion—Feb. 17—Mrs. L. Kimes, Route 2, Muncie—Feb. 3, H. Retz, 1801 S. High St.
MARYLAND
Baltimore—Jan. 26-27, Foley, 2009 Ranstead St., Philadelphia.
MASSACHUSETTS
Boston—Feb. 22-23, Foley, 2009 Ranstead St., Philadelphia.
MISSOURI
Kansas City—Feb. 23, H. Hoel, 118 N. Bales St.
Kansas City—Feb. 24, Bow Org, Detroit.
St. Joseph—Feb. 26, Thelma Sager, 2229 N. 7th St.
NEW YORK
New York—Feb. 10-12, Foley, 2009 Ranstead St., Philadelphia.
OHIO
Cleveland—Feb. 2-3, Bow Org, Detroit.
Marion—Jan. 27, Bow Org, Detroit.
WASHINGTON
Seattle—Feb. 2-3, Mrs. V. Snerry, Zenith.

Dates Skedded For Syracuse

ALBANY, N. Y., Jan. 19.—Dates for this year's New York State Fair, Syracuse, were set for August 30-September 6 in action here this week by C. Chester Du Mond, State commissioner of agriculture.

Dates will correspond with last year in that the annual will open the Saturday before and close the Saturday after Labor Day. Du Mond said he was announcing the dates a month earlier than required by law to enable county and town fairs to schedule their events accordingly.

Du Mond and Harold L. Creal, fair director, have held several preliminary conferences on proposed improvements for the event.

Carnival Routes

Hames, Bill; Ft. Worth, Tex., 25-Feb. 3. King Cotton; Kenner, La., thru Feb. 3. Prell's Broadway; Sarasota, Fla. Royal Crown; (Fair) Palmetto, Fla., 29-Feb. 2. Royal Expo.; Lake Wales, Fla., 28-Feb. 2. Stephens, C. A.; St. Petersburg, Fla. Sunshine; (Fair) Dade City, Fla. Tassell, Barney; (Fair) Bowling Green, Fla.

Circus Routes

Davenport, Orrin; Saginaw, Mich., 20-26; (also unit at Grand Rapids, Mich., 21-26); Detroit 28-Feb. 10. Kriel Bros. & Admirer; Springfield, Tenn.; Rome, Ga., 29-Feb. 2. Polack Bros.; Eastern; (School Field House) Lansing, Mich.; (Field House) Huntington, W. Va., 31-Feb. 2. Polack Bros.; Western; (Quimby Auditorium) Ft. Wayne, Ind., 21-27; (Civic Auditorium) Hammond 28-Feb. 3.

Misc. Routes

Henie, Sonja, Ice Revue; Denver, Colo., 24-31. Holiday on Ice of 1952 (Armory) Louisville, Ky., 21-27; (Ellis Aud.) Memphis, Tenn., 28-Feb. 3. Hollywood Ice Revue (Madison Square Garden) New York, 21-Feb. 6. Ice Capades of 1952 (R. I. Auditorium) Providence, R. I., 21-23; (The Arena) New Haven, Conn., 24-30. Ice Follies of 1952 (The Arena) Cleveland, O., 21-27; (Maple Leaf Gardens) Toronto, Can., 28-Feb. 1. Kellens, Happy, Minstrels; Huntington, Ind., 22. Miller's, Irvin C., Brown-Skin Models (Dreamland) Tulsa, Okla., 24; (Aldridge) Oklahoma City 25; (Ritz) Fort Worth, Tex., 26; (State) Dallas 29-31. Skating Vanities of 1952 (Fairgrounds) Salt Lake City, Utah, 24-27; (K.R.N.T. Theater) Des Moines, Ia., 30-Feb. 3.

Bingo Bills

Continued from page 50

The State constitution to permit bingo operation by non-profit groups was introduced Tuesday (8) at the request of fraternal and religious organizations whose games have been hit during the past year by police action. Race-track pari-mutuel wagering is the only form of gambling now legal in New York State.

Bingo could not be legalized until 1954 because of the procedure for changing the constitution. An amendment must be approved by two legislatures, with an election between, followed by approval thru popular referendum.

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Biller Re-Labeled Howe's Hippodrome

Sturmak Tells of New Capital; Memphis Opening Set for April 10

MEMPHIS, Jan. 19. — Arthur Sturmak announced here Wednesday (16) that he will take Howe's Famous Hippodrome Circus on the road this season, with the opening scheduled here for April 10. The show, he said, will use Biller Bros.' equipment and stock as a nucleus. The new organization will play all stands under auspices.

Sturmak stated that financing of the undertaking will be by new principals whom he did not name. His statements came as confirmation of reports circulating during the past few weeks that the show would be operated under the Howe's title. Other title possibilities also has been mentioned. Biller Bros.' Circus closed in October last year and has been in quarters at the Mid-South Fairgrounds here since that time. It played most dates without auspices.

Sturmak and his brother, Hy of New York, began reorganization efforts last fall and were active in this connection at the outdoor conventions in Chicago during November. Conferences in New York two weeks ago and in Memphis last week preceded the settlement of 1952 plans. It was understood that reor-

ganization of the operating company was completed at the meetings. Biller Bros. filed a petition in bankruptcy some time ago and its business was directed by a trustee, with court approval. The Sturmaks framed Biller Bros. in 1949. Prior to that time Art Sturmak was with a number of other circuses, including Cole Bros. and King Bros.

Atayde Draws Big Turnouts In Mexico City

MEXICO CITY, Jan. 19.—Atayde Bros.' Circus has pulled top crowds nightly here since it opened an extended run December 28. Thru Thursday (19) night shows had scored turnaways regularly.

Program includes the George Hanneford Family, riding; Wallenda unit, high wire; Great Barton, finger stand; John Tiebor, seals; and a number of Mexican, South American and French acts. Show has 6 elephants, 6 camels, 28 cat animals and other menagerie stock.

Daily performances are at 6 and 9:30 p.m. Sunday shows start at 11 a.m., 4 p.m., 7 p.m. and 10 p.m.

Angela Atayde and Sergio Chiesa were married last week, with the show personnel attending the ceremonies and taking part in a fiesta which followed. The Great Barton, Tommy and Kay Hanneford and Helen Wallenda learned to dance the Mombo, with Helen Wallenda winning first prize.

Venice C. of C. Buys 5 Wagons

VENICE, Calif., Jan. 19.—Chamber of Commerce here purchased five circus wagons, formerly in the collection of Jimmy Woods, and plans to exhibit them at a site now frequently used illegally as a dump. The city beautification organization is joining in the plan.

Included among the wagons are two antique cages, two old tableau wagons and a steam calliope. The last-named was made with antique carvings for movie work and includes the former Al G. Barnes calliope pipes but it is not in working order. One of the tableaux is a former Al G. Barnes white ticket wagon with carved maidens on the sides.

Louise Emery, of the Chamber staff, said that the wagons would require rehabilitation. Woods, she said, is a member of the Chamber and had donated his share in the wagons. Part interest in them was owned by James Condon, junkyard operator, who retains several other wagons which Woods had until several weeks ago.

Wallace Starts Promotions; Early Route Nearly Complete

GONZALES, Tex., Jan. 19.—Wallace Bros.' Circus opened its first promotion office Monday (14) at Austin, Tex., in preparation for show's spring date there. Additional offices are expected to be opened regularly hereafter.

Bob (Bonham) Stevens will wind up about two months' work as contracting agent in the next few days and then will swing into the duties of promotions superintendent. He has contracted a good portion of the spring route, with all dates under auspices.

It was reported here that Bill Moore will be general agent of the Wallace show, as well as the

Pete Lindemann Carded for K-M Whistle Post

HUGO, Okla., Jan. 19. — Pete Lindemann, has contracted to be equestrian director of the Al G. Kelly & Miller Bros.' Circus, it was reported here this week. Fred Logan will be the elephant superintendent.

Lindemann was general superintendent of the KM aggregation for the second half of last season and, according to an earlier plan, was to be agent this season for Tiger Bill's Wild West Show. As Kelly-Miller equestrian director, he will succeed Leo (Tiger Bill) Snyder, who had the post for the past two seasons.

Logan has been assistant superintendent of the Kelly-Miller herds under Bill Woodcock, who had the department since 1949. Woodcock now is breaking a new three-elephant act for Dores Miller, co-owner of K-M. Three young elephants will be used and the act will be booked independent of the circus. On the road it will be presented by Bill and Babe Woodcock.

Burling Barn Busy; April Opening Set

WAPWALLOPEN, Pa., Jan. 19.—Burling Bros.' Circus is scheduled to open April 26, according to Owner Henry L. Vonderheid.

He said all trucks have been repainted and two new cages have been built. Herman E. Vonderheid is in charge of quarters and has a three-man crew handling ring stock, breaking a new six-pony drill and adding dogs to the new Dalmation dog act.

Vonderheid reported that the show will play auspices and use phone men. All animals will be show-owned this year, he stated. He purchased the circus last year from E. C. Burlingame, and operated it last season as Bailey Bros.

Gainesville Hosts Gil Gray Personnel

GAINESVILLE, Tex., Jan. 19.—Ninety persons attended the annual dinner given by Gainesville circus fans and Community circus members for circus people who are wintering at Fair Park, including personnel of G. G. Gray's Circus, which has established quarters here.

Circus people who attended were: Mike Daly, Paul and Ralph Duke, Louis A. Cuttin, Tiny Gallagher; Beverly, Pauline and Sandra Duke; Mr. and Mrs. E. W. Clark and mother, Mr. and Mrs. Jimmy Conner, Hazel King, Mr. and Mrs. Art Henry, Dennie Pinson, Jack Jackowich, Jeep Milan, Patrick L. and Donna J. Matthews, Dorothy Duke, Billie Burke Chick Dale, Mr. and Mrs. Gus Bell, Clark McDermott, Mr. and Mrs. Glen Henry; Gary, Patricia and Shirley Henry; Mrs. Ella Haake and Don Hayden.

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Hunt Bros.' Circus Will Backdrop TV Film Series

Continued from page 7

to disclose which one. Neither he nor Evarts has had any experience in the entertainment field to date.

Series will be filmed in color, as was the audition strip, from which black and white copies will be made. Tentative title for the offering is "The Rolling Show." Lead parts in the series are taken by kid performer Buzz Martin of "A Tree Grows in Brooklyn," and veteran actor Stefan Schnabel.

Story will revolve about a boy who is orphaned and joins the circus under the care of his uncle, already with it. Grindle said it would be solidly authentic as to circus aspects and would strive to recapture oldtime sawdust flavor.

William Dendall Clark, working closely with Harry Hunt, manager of the circus, will script series. Cavalier Films did the first show and will film the picture. The camera crew will move on its own trucks with the circus, shooting 13 half-hour shows during Hunt Bros. normal season of about 30 weeks.

The Hunt title will get audio and video credit, and Hunt management is preparing a one-minute commercial to be used at the start of the television show. When the circus is making a stand close to an outlet using the series, the commercial will urge viewers to go and catch the circus live and perhaps be filmed and seen on TV. Television stations using the series will have a copy of the Hunt route in order to place the show for the audience.

The contract between circus management and the producing pair was signed last August and is good for five years and 12 weeks, with an option to renew at the end of that time. Evarts and Grindle first conducted a survey to select the right show and,

after choosing Hunt Bros., offered to buy the show outright. They were refused. The exact terms of the pact are not known, the Hunt family retains complete control of the circus. They have final say on anything that might appear in the film and be injurious to circus in general or Hunt Bros. in particular.

The circus does not intend to extend its normal season for filming reasons. However, at the show's winter quarters in Florence, N. J., there is a large ring barn which could accommodate a crew intent on stockpiling film.

Action by Evarts and Grindle brings to at least two the number of circuses being placed on film for video use. Commodore Productions has been working on the Clyde Beatty Circus at winter quarters in El Monte, Calif. That series also is being shot in color and will comprise half-hour offerings. The movie firm hopes to have the project finished by March. Walter White, president of Commodore, was reported earlier this month as headed for this city with four stanzas of the show to put before prospective sponsors.

Unlike Beatty, Hunt Bros. management reported that the proposed series of their show would not affect their usual route. Beatty claimed that he would direct his circus to play as many cities as possible beaming his film series.

Capell Appoints Agent, Plans Auspices Deal

LEESVILLE, La., Jan. 19.—H. N. (Doc) Capell, owner-manager of Capell Bros.' Circus, has signed William M. Breese as general agent for 1952. Breese is at local quarters and framing his advance staff. Last year he was with Royal Crown Shows.

At the same time, it was announced that Capell Bros. will join the growing ranks of shows which will play under auspices this season. In the show's previous two seasons on the road it has played independently but in 1952 will contract local sponsors for all dates, it was reported.

While no date for opening was released, show is expected to launch its season early.

Warren-CIO Shows Click

BIRMINGHAM, Jan. 19.—The recent three-day first annual Warren Bros.-CIO Circus here resulted in a big success, playing to near-capacity crowds at both matinee and night performances daily in Municipal Auditorium, according to Vernon Colbert, who set the show, acted as equestrian director and announcer and also helped on publicity. Show was under the management of Mr. and Mrs. Frank B. Hildebrand, owner of Warren Bros.' Circus. During the run some 15,000 children were brought in as guests of the management.

The show did equally well in Gadsden, Ala., playing to full houses at each of five performances offered during the two-day engagement, also under CIO auspices.

Line-up of acts included Laurish's dogs; LaPearls, impersonators; Harrison Duo, cyclists; Henry's dogs; Merrills, balancing; Four Glens, juggling; Eva May Lewis, single traps; Laurish's high school horse; Billy Erwin, table rock; Arthur Henry, pony and dogs and pony drill; Corrine Dearro, cloud swing; Los Gitanos, perch; Bert Dearro and Company, wire; Art and Glen Henry, globes, and Professor Keller's cats. In clown alley were Jo Jo Lewis, the Bakers, Billy Erwin, Snell brothers and Loretta LaPearl.

"Circus Varieties" Limits Promotions To Four Per Month

LOS ANGELES, Jan. 19.—Because of difficulties in getting experienced promotional men and telephone salesmen, "Circus Varieties," indoor circus-vaudeville revue, will play only four two-day stands per month, Lee Soble, producer, said. Promotional crews will work a full month on each date and all engagements are under sponsorship.

Don and Helen Simmons have opened offices for the Riverside date with Ken Jensen, Tom Dixon and Ann Schue working the phones. The Simmonses will work the Junior Chamber of Commerce show in Fresno after their present assignment.

Art Barrett was switched from Riverside to Bakersfield, where offices have been opened. Ray Farrell and Bob Africa are with him. On the phones are Bob Fordney, Paul Rider and Gordon Henderson. After Bakersfield, this crew will handle Stockton.

Soble will direct the promotions at Santa Monica and Inglewood for the Shrine Club and Jaycees respectively. Tom Stevens has been assigned Sacramento with San Jose to follow. George McCarthy, general agent for all dates, may be assigned to a phone room.

Acts set by John Billsbury, Hollywood booker, include Homer Snow's Seals, pelicans and penguin; Three Craigs, rolling globe; Clara and Adolph Delbosq's musical horse, Serenado; Johnson & Diehl, juggling; the Two D's, comedy bar; Tom and Betty Waters, perch, and Rookie Lewis, emcee. All acts, Soble declared, were booked on a per date basis. Music will be Hammond organ, drums and trumpet.

Diamond Jim Show Plans Feb. Start

EASTMAN, Ga., Jan. 19.—Diamond Jim's Circus, in quarters here, will open late in February if weather permits, and probably will play Georgia dates until spring.

Ed Hiler will agent the show, which has been in operation for the past several years.

Under the Marquee

A number of Polack Bros. Circus folk staged a reunion during the Orrin Davenport Grotto Circus engagement in the Toledo Sports Arena last week. Among them were Bill Green, the arena's promotional manager, who handled the press on Polack's Eastern Unit for the past five years, and Otto Griebing and Kenneth Waite, clowns; the Loyal - Repensky Troupe and Jimmy and Nella Troy, aerialists. Grotto personnel making television appearances included Charley Bell, Felix Adler, Paul Jerome, Frankie Saluto, Col. Harry Thomas and Jeanie Sleeter, who doubled for Betty Hutton in "The Greatest Show on Earth" film.

Howard (Billy) Sheets, equestrian director and announcer for the Hagen-Wallace Circus the past season and who has been employed at a large drive-in restaurant in Columbus, O., as assistant manager since closing with the show, has resigned that post to take an office position with National Fire-brite Industries in the Ohio city. George and Billy M. Chavers (Shaffer) are playing the Club Warren nitery in Birmingham.

Joe Rossi is at his Gonzales, Tex., home after wintering in Philadelphia. He closed with Biller September 1, and reports he's set with a different show for 1952. He visited showfolks in Huntington, W. Va.; Hot Springs, San Antonio and Waelder, Tex., en route to Gonzales. Rossi reports much activity at the Tiger Bill and Wallace Bros. quarters.

Chappie Chapman, erstwhile tab, burly and vaude performer and for the last three seasons announcer with Gil Gray's Shrine Circus, and W. S. Jackson, tram-

poline and bar act, with the Gray org the last six seasons, were visitors at the home office of The Billboard in Cincinnati last Thursday (17), while in town to purchase paper for their five-act vaude unit show playing theaters and high school auditoriums thru Kentucky, Indiana and Tennessee. They will rejoin the Gray show at Sioux City, Ia., around March 1.

Don Dorsey observed his birthday in Boston, with Eva Madison, Bourbon and Blaine and the Winlows giving a party. Dorsey opened with Polack Western Unit in Flint, Mich., and moves to the Eastern Unit for the remainder of the season. Charles Jacobsen, of Circus Corporation, tells that his unit makes one-day indoor stands using two show-owned trucks and act-owned transportation. Schedule requires a large promotion department and it is being enlarged this season, he states. Sumner A. Peterson, Minneapolis CFA, is a patient at Veterans' Hospital, Fort Snelling, Minn.

William R. Bray, of Minneapolis, has movies of circuses dating back about 30 years. Among shows included are Barnes, Cole, Hagenbeck, Barnum and Ringling. Some were made with hand-cranked cameras. He exhibits them occasionally for clubs.

Jean Allen and Helen Scott Haven visited Paul Van Pool at his Few Acres farm recently. They spent the holidays with the Zack Terrells at Owensboro, Ky. Jackie and Bill Wilcox were expected at the Van Pool home for a visit.

Harry and Doris Chipman, now of Studio City, Calif., hosted Harry's father, Bert Chipman; William T. Spaeth, treasurer of the old Forepaugh-Sells show, and George McMasters, of the Forepaugh show. Group also visited I. S. (Trader) Horne, Mabel Stark, Eddie Trees, Melvin Koontz, Frank Phillips and Ruben Castang in Thousand Oaks, Calif. The Harry Chipmans purchased a restaurant and doughnut shop in the San Fernando Valley. Jack (Gilly Horse Johnny) Flurry visited there.

The Dutton Family, riding act, is wintering at Louis Goebel's place at Thousand Oaks, Calif. Goebels has completed new buildings for his Community Fair Shows, operated by Jimmy Woods. The Chipmans also visited Anna and Joe Metcalf, who are breaking a baby elephant for Tom Gentry at Venice, Calif. Jake Posey, retired 40-horse driver, of Baldwin

Park, Calif., and Cheerful Gardner, bull man now wintering at Yuma, Ariz., called on the Metcalfs. Harry Phillips has his Robinson Bros. Circus in quarters near Culver City, Calif., and Lou W. Johnson, calliope player, is with him. Visits to Clyde Beatty's quarters and with Bertha and Ken Maynard completed the Chipmans recent jaunts. Maynard is making new pictures and starting a TV program.

Norma and Pete Cristiani are to have the pie car on Wallace Bros. Circus and it's reported the Plunkett Family will be in the Wallace performance rather than out with an opera of its own. Winn and Marion Partello are scheduled to have the Wallace Bros. concessions. Norman (Luke) Anderson has purchased two camels for his Wallace & Clark Circus. D. R. Miller's new yacht, "Circus Queen," is making fishing cruises on Lake Texhoma out of Denison, Tex. He bought the yacht in Houston shortly after the indoor show there.

Bill Woodcock is back in Hugo, Okla., at the Kelly-Miller barns, breaking young elephants for the Elephant Academy. He'll have the new act rather than the K-M show's herd this season.

Mayo Davis, waitress at the Hotel Sherman and well known to members of the Atwell Luncheon Club, made The Chicago Daily News Saturday (12) with an interview in which she said showfolks were her favorite customers and reading The Billboard was her hobby.

Eddie Hendricks, who put in a disastrous season business-wise with his bareback act, writes that he expects to get back on his feet this season, altho he lost his horses and truck. He expresses thanks to Barnes-Carruthers office, Chicago; Bill Horstmann and Frank Orman, of Cole Bros., and Ione Stevens, of Kelly-Miller.

David Murphy, former equestrian director on Ringling, now has a two-hour string of morning programs on WSPB, Sarasota, Fla. Beers-Barnes Circus will launch its 20th season in April. The Beers and Barnes families are in Miami while the show equipment is in Valdosta, Ga. Gene Christian will return as general agent.

Dime Wilson and family have signed to produce the clown numbers on Hamid-Morton Circus. Wilson will do his comedy table rock, while his daughter presents

her contortion act. . . . Scotty, the clown, advises that he has been booked to play Orrin Davenport dates in Toledo and Detroit. . . . Attending Polack Western Unit's opening in Flint, Mich., were Viola MacLeod, Nellie Vaughn, Ethel Robinson and Promoters Henry Barnett, Bill Kay, Mickey Blue and Clyde Harrison.

Billy Dick spent the holidays in Philadelphia as the guest of Charles Robinson. Horace Laird and Bobby Kork also were recent Philadelphia visitors. . . . Herb (Pop) Fursier, who is confined in Western Counties Wing, Westminster Veterans Hospital, London, Ont., and expects to remain there another five months, letters that he has received numerous get-well cards and letters from friends in the circus field and members of the various CFA organizations. . . . Don Marcks' Miniature Circus played benefit performances January 28-30 for the Trinity Lutheran Church, Richmond, Calif.

Clyde Beatty Circus folk welcomed a new member to the personnel, January 15, when Clyde Raymond Beatty II made his debut at French Hospital, Los Angeles. Clyde II made his appearance a bit prematurely, due to a fall suffered by Mrs. Beatty a few days before. Mrs. Beatty, the former Jane Able, of San Antonio, is doing well.

Mr. and Mrs. E. A. Mackey and Mr. and Mrs. Clyde Harrison entertained friends Wednesday evening (16) at a Chinese-Hawaiian buffet dinner in the Hotel Porter, Lansing, Mich. Among guests were Mr. and Mrs. Ted England, Mrs. Louis Andrews, daughter of the Englands, and Mr. and Mrs. Walter Graff, all of Lansing. Members of the Polack staff who attended were Mr. and Mrs. Robert Harrison and daughter, Lani; Ironhead (Al) Perry, and Florree Galt, press agent. Also there were Attorney General Frank Millard and Mrs. Millard, Lansing; Mr. and Mrs. Alfred Gamble and Mr. and Mrs. Bill King Jr. Mackey and England are chairmen of the 16th annual Hospitaler Circus. The Harrisons are promoting the date, assisted by Perry, Lani, Hawaiian-born daughter of the Harrisons, entertained with Hawaiian ceremonial dances and chants. Mrs. Bessie Polack and Sam Polack arrived too late for the affair.

Harold McCarrey, ticket chairman for the Western Ontario Fair, London, gave a party recently for Bill Kay, Polack Bros. promoter, on his 27th birthday at

the London Hotel. Guests included members of the Kiwanis Club and their wives, and Mrs. Kay, Harry Bennett, Barney Long, Stan Shaw and Ken Clark, of Kay's staff. McCarrey also is chairman of the annual Polack Bros.-Kiwanis Circus there.

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Dressing Room Gossip

Polack Western

The I.M.A. Auditorium, Flint, Mich., provided an ideal setting for the debut of the Western unit. The animals present a geographical cross section of the world—Spiller's seals, penguins and macaws; Lempke's chimps; Jack Joyce's camels; Packs' elephants and Peterson's jockey dogs. The aerial ballet with wardrobe by Jacks, of Hollywood, is an eye-filling spectacle. Clown alley, headed by Bobo Barnett, assisted by Jimmy, midget joey; Sherman Brothers, Harry Dann, Laurence Cross, Dennis Stevens and Rusty Benson have new props and wardrobe. Local radio stations and newspapers gave Justus Edwards splendid co-operation with heavy press and air coverage.

Opening matinee, a turnaway house, ran like clockwork under direction of Louis Stern, managing director; Ross Paul, general manager; Arthur Springer, equestrian director and announcer; assistance of Nate Lewis, equestrian director and announcer of the Eastern unit, and "Soldier" Barney Longsdorf, boss prop man. Thrilling aerial acts include the Wallendas, the Geraldos, the Ward-Bell Fliers and Don Dorsey. Visitors included Mickey Blue, the Joe O'Donnells, Ethel Robinson, Viola, MacLeod, Buck and Alta Mae Owens, Harold and Jerry Conn, Pop and Ted Haussmen, the Melzoras and Bob Raunfer—HARRY DANN

Date Changed For R-B in Pa.

YORK, Pa., Jan. 19.—New date of June 4 has been set for the appearance of the Ringling-Barnum circus here under Tall Cedars of Lebanon auspices, it was announced this week.

Stand originally was scheduled for May 28. Announcement came from Perry Peiffer, chairman of the sponsoring committee. The circus will show on the parking lot of the York Interstate Fair. At a meeting Monday (14) of the York County Agricultural Society, permission was given for the show to use the lot.

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Wildwood Toppers Predict Big Season

WILDWOOD, N. J., Jan. 19.—A bright future is forecast in Greater Wildwood during 1952 according to local civic and business leaders. Mayor W. Harry Steele Jr., who also has a number of summer season amusement and business operations here, declared that Wildwood faces one of the greatest seasons in its history.

The tremendous amount of building activity, the mayor said, will provide additional facilities for new visitors, in particular those brought here from Washington, Baltimore and Wilmington, Del., areas, because of the recent opening of the new Deepwater Delaware Bridge. New roads and highways will also be in operation for the 1952 season, making it easy for visitors to come to the resort, the mayor concluded.

Mayor George Busfield, of adjoining North Wildwood, asserted the city will engage in a program of improvements and additions this year. The Boardwalk, he said, will be fully repaired in time for the summer visitors with more street

and bulkheads to be erected. As many projects as can be completed on a pay-as-you-go basis will be undertaken in the coming year, he added.

Mayor Palmer M. Way, of Wildwood Crest, also adjoining the resort city proper, expects that 1952 will be as good as the year 1951, which was one of the best "we ever had." He said that more facilities have been made available for more people "to come here for their vacations."

William C. Hunt, head of the Hunt Amusement Enterprises here, along with many other interests, expressed the hope that work would be started this year on the operation of the Cape May, N. J.-Lewes, Del., ferry line, making the resort facilities available to an even greater number of people in Maryland and Delaware.

S. B. Ramagosa, operator of the Casino Arcade, Sportland and other amusement centers in Wildwood and in North Wildwood, also predicted a big year in '52. He pointed out that each summer finds more people coming to Wildwood for their vacations, and that the people are staying here for longer periods of time. What used to be week-end business has become daily business. Also, things start humming in June and not after July 4, he added. Ramagosa said that he plans to introduce several new entertainment features this year at his amusement centers in both Wildwood and in North Wildwood.

Ralph James, newly elected president of the Greater Wildwood Chamber of Commerce, said the year 1952 will be bigger and better than ever for Greater Wildwood. "With the city growing the way it has, we cannot help but go ahead," James said. "The increase in the number of housing units and the improvements to businesses on the avenue and Boardwalk will play a part." Other business and amusement men also said business looks promising in forecasting for '52.

Frank Caven New Owner of Altoona Beach

BALTIMORE, Jan. 19.—Ownership of Altoona Beach Park, midway between this city and Annapolis, this week was taken over by Frank Caven, well-known racing car enthusiast, promoter and former owner of Lakeview Amusement Park, Royerford, Pa. With the change in ownership becoming effective immediately, extensive improvements are to be made to the property.

These include the rebuilding of the deep-water pier on Stoney Creek to renew Altoona Beach as a regular excursion stop for Chesapeake steamers. New entertainment and recreational features will include the erection of a skating rink and the installation of speed boats.

Bath house facilities are to be modernized and enlarged and the park will solicit industrial picnics, clam-feasts and other events throughout the summer. The park possesses the nearest public bathing beach to this city in addition to a hotel, bar and restaurant facilities, boat pier and outdoor sporting installations.

Net TV Show May Originate At Rockaways

NEW YORK, Jan. 19.—Biggest chance yet given Rockaways Playland to make itself known may develop this summer thru a television show to originate at the spot and be carried by the National Broadcasting Company network.

Playland officials said this week that the potential show would be a once-a-week, half-hour stanza. Ted Cott, general manager of stations WNBC and WNBT, local web outlets, confirmed the statement. He said potential network sponsors were interested in backing the offering but that nothing definite had occurred yet. Nothing was known about the theme of such a show.

The local stations and the park worked a reciprocal plug deal last year, with all hands evincing satisfaction. Park officials reported that with mild weather over both Saturday (12) and Sunday (13) the spot did good business. Number of speakers in the spot's public address system has been increased and six new light poles have been erected.

Kay P. R. Head At Wildwood

WILDWOOD, N. J., Jan. 19.—Mayor W. Harry Steele Jr. announced the appointment of John J. Kay as director of public relations for the resort. He will serve until May, when the terms of the present city commissioners expire. The office had been vacant since last July following the resignation of Will Fitzpatrick, who had served for two years and then left after differences with the city commission over the use of the sound system on the Boardwalk for exploitation purposes.

Kay was former director of public relations during a previous administration, serving from 1938 to 1948. He is active in civic affairs and is chairman of the waterways committee of the Greater Wildwood Chamber of Commerce and the Cape May County Chamber of Commerce.

A. C. Tax \$\$ Rise

ATLANTIC CITY, Jan. 19.—Luxury tax collections indicated that 1951 was a good year. Collections in 1951 were slightly higher than for 1950. For 1951, the luxury tax brought in a total of \$1,460,728.64 as compared to \$1,429,262.78 realized in 1950. The collections were \$40,466 higher last year than in the previous year.

Ohio Zoomen Slate Confab

GINCINNATI, Jan. 19.—For the first time Ohio zoo officials will hold a formal meeting to swap ideas and consider proposals designed to save on animal purchase and breeding costs, it was revealed here Monday (14) by J. F. Heusser, director of the Cincinnati Zoo. The meeting will be held February 5 and 6 in the Deshler-Wallick Hotel, Columbus.

It is possible, Heusser said, that zoomen may agree to pool their purchases when several zoos need animals. Thru such purchases, savings may be made. Also up for discussion will be distribution of lists of surplus animals, for possible trades, and the loaning of animals among the various zoos for the purpose of improving animal breeds.

Among speakers at the confab will be Heusser; L. A. Kiewer, director, Toledo Zoo, and Fletcher Reynolds, director, Cleveland Zoo.

Tom Spackman Imports Novel Picture Device

SHAHER LAKE, Ind., Jan. 19.—What Manager Tom Spackman, of Indiana Beach, believes to be the second Terrainscope for use in the United States now is aboard ship and will be brought to his renamed funspot here.

Device was built at Glasgow, Scotland, by a lens and telescope concern. Spackman said the only other device of this type in the country is the one at a city park in Santa Monica, Calif.

The Terrainscope will be installed in a domed building. The instrument will be set in an opening at the top of the dome, and interior of the building will be darkened. Spackman said the device will project an enlarged, animated and colored view of the surrounding countryside. Spectators may view the panorama on a horizontal screen.

A system of gears, mirrors and electrical controls will permit changing from close-up to long-range views and the 'scope may be rotated 360 degrees, Spackman stated.

It was anticipated that the attraction will prove of interest to children as well as adults and that it will draw business at night, when the lighted rides will be viewed, as well as in daytime.

Sunland Spot Sold by Allton To Fox & Son

SUNLAND, Calif., Jan. 19.—Sunland Amusement Park, which was established here in 1940 by C. H. Allton, has been taken over by Fox & Son, funzone operators of Redondo Beach. New operators purchased the rides and leased the park for a long term.

Fox & Son, which includes Edward Fox, former high diver and hypnotist, and his son, Terrell, have had the Gayway in Redondo Beach for six years. This zone of seven rides will continue to operate with the new owners dividing their time between the two spots.

Involved in the deal here were 12 rides, which the Fox interest acquired thru purchase. The land leased includes two plots, one 517 by 150 feet and the other 130 by 208 feet. Terrell Fox said that plans are under way to augment the rides with a miniature train and Tilt-a-Whirl to be installed immediately.

Allton, who had his own shows on the road, set up the local spot in 1940. He has maintained his home on the premises and plans to continue to reside here following his return from a world tour on which he will leave about July 1.

Palmer Named Summit Beach Manager-V. P.

Ad-Promotion Man Succeeds Rafal At Akron Funspot

AKRON, Jan. 19. — Ed M. Palmer, of Griffiths-Palmer Enterprises, advertising and promotion agency, has been named vice-president and manager of Summit Beach Park here. Palmer succeeds the late Frank Rafal and will take over immediately.

He has been associated with Bill Griffiths since 1948. They have operated auto racing at area speedways, promoted the annual Cleveland Browns football game here and two years ago undertook the promotion of the reborn Summit County Fair at Summit Beach.

Palmer will devote all his time to management of the park, but will still maintain an interest in the promoting agency. He has been a resident of Akron since 1918 except from 1930-'41 when he was with Hearst radio in New York and Chicago.

Danish Eatery Operator Auctions Large Plant

COPENHAGEN, Jan. 19.—Equipment and furnishings of the de luxe Nimbo Restaurant in Tivoli park here were auctioned by Frode Petersen, operator of the spot for several seasons. Petersen, who is the son of the former operator of the big Wivex restaurant in Tivoli, is retiring.

Restaurant privileges of Nimbo are also up for disposal, with an asking price of about \$58,000.

Dallas Fair Park Draws Estimated 6,000,000 in '51

DALLAS, Jan. 19.—More than 6,000,000 persons, including 2,320,129 visitors to the State fair, visited State Fair Park here in 1951, according to a report by Dallas Park Director L. B. Houston. The park operates daily except during the fair season. Figure also includes crowds for events at the Cotton Bowl.

The report also showed 21,100,000 persons attended Dallas parks and playgrounds during the year. The figure includes 588,000 patrons of city pools, the biggest attendance in their history, as well as 918,000 for softball and 230,000 for baseball. Midway and fair totals were included in the overall figure.

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THE BILLBOARD

57

YORK, PA., SHOWS \$93,464 PROFIT

Samuel S. Lewis Re-Elected; Dates for '52, '53 Revealed

YORK, Pa., Jan. 19.—Samuel S. Lewis was re-elected president and general manager of the York fair. Dates for 1952 and 1953 were reported as September 9 thru 13 and September 15 thru 19 respectively, and profit for the year ended December 15, 1951, was revealed as \$93,464.35 at the annual meeting of life members of the York County Agricultural Society held here Monday (14). Society is the governing body of the York Interstate Fair.

Lewis was selected for his 22d term as president of the society. He became a life member in 1914, a manager in 1915, vice-president in 1926 and president in 1930.

Elected to life member status to fill vacancies were John L. Reisinger, Clark W. Bosserman, George T. Livingstone, William E. Herman, Gilbert A. Dietz, Paul G. Mackey, W. S. Miller, Walter A. Stauffer, John W. Lafean, Samuel Small, Kenneth R. Sechrist, Arthur H. Thompson, Mark E. Keeney, Emory W. Brandt and William L. Burgard.

Life members who have died since the 1951 meeting include George W. Wolf, Charles B. Wolf, William S. Shipley, Harry B. Peeling, Kerwin Spangler, Charles E. Messersmith, Dr. Francis Hoodner, Dr. E. M. Free, Miles Minnich, George S. Sechrist, Robert W. Naylor, Howard W. Sheeler, T. E. Brooks, Harvey Heindel and John W. Noss.

Four managers whose terms expired were re-elected for three years each. They were Calvin Stauffer, D. Philip Young, Walter F. Grove and John M. Rudisill.

In addition to Lewis, the managers, at their reorganizational meeting, elected Calvin Stauffer, vice-president; Clara Trageser, secretary; I. Dan Weiser, treasurer; D. Philip Young, racing secretary; and Harry D. Immel, manager of concessions and machinery depart-

(Continued on page 68)

(Continued on page 68)

(Continued on page 68)

Kelley Out At Malone; Replaced by 2

MALONE, N. Y., Jan. 19.—After a 19-year connection with the Franklin County Fair here, H. Bernard Kelley resigned as secretary-president of the Franklin County Agricultural Society, Tuesday (8), it was learned this week.

Annual meeting of the society was held here Tuesday (15). At that time, other officers of the annual who either resigned or refused to stand for re-election were Edward Wright, vice-president; Frank Robinson, treasurer; Fred Mason, race secretary, and Mrs. Wentworth L. Fay, director. Mrs. Fay's term had two years to run.

Replacing the above mentioned, thru election, were Elmer McCann, president; Leo Sprague, vice-president; Stuart Child, secretary; Kenneth Barton, treasurer; Leon Sovo, race secretary, and Roy Hall, director.

Kelly offered no particular reason for his refusal to stand for re-election. He said he was leaving.

(Continued on page 68)

Winter Fairs

- ARIZONA**
Mesa—Maricopa Co. Fair, March 1-9, Marcel Delporte, 5111 N. 10th St., Phoenix.
- CALIFORNIA**
Imperial—California Mid-Winter Fair, Feb. 23-March 2, D. V. Stewart.
Indio—Riverside Co. Fair & National Date Festival, Feb. 19-24, R. M. C. Fullen-wider.
San Bernardino—National Orange Show, March 6-16, R. Z. Smith.
- FLORIDA**
Bowling Green—Hardee Co. Strawberry Festival, Jan. 21-26, J. A. Albritton Jr.
Cocoa—Indian River Orange Jubilee, Feb. 20-23, R. I. McClure.
Dade City—Pasco Co. Fair Assn. Jan. 24-26, J. P. Higgins.
Daytona Beach—Hallfax Fair, First week in March, Turner Scott.
Delray Beach—Gladhill Fair, Feb. 18-23, R. C. Lawson.
Eustis—Fla. Sportsmen's Expo.-Lake Co. Fair, March 17-22, Karl Lehmann, Tavares.
Fort Myers—Southwest Fla. Fair, Feb. 4-9, Jack D. Hughes.
Largo—Pinellas Co. Fair, Feb. 19-23, J. H. Logan.
Orlando—Central Fla. Expo. Feb. 25-March 1, Crawford T. Bickford.
Palmetto—Manatee Co. Fair, Jan. 29-Feb. 2, Ed L. Ayers.
Plant City—Florida Strawberry Festival, Feb. 25-March 1, G. R. Patten.
Sarasota—Sarasota Co. Agri. Fair Assn. Jan. 21-26, George W. Potter.
Tampa—Florida State Fair & Gasparilla Assn. Feb. 5-16, P. T. Strieder.
Winter Haven—Florida Citrus Expo. Feb. 18-23, Phillip E. Lucey.
- LOUISIANA**
Saint Francisville—West Feliciana Fair Assn. Feb. 21-23, C. L. Flowers.
- TEXAS**
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 25-Feb. 3, Raymond Buck.
Houston—Houston Fat Stock Show, Jan. 30-Feb. 10, Herman Engel.
San Antonio—Livestock Expo. Feb. 15-24, James F. Grote.

Mass. Slaps Tax, Favors Sun. Races

Assn. Elects Carroll President; Seeks Easing of Trucking Laws

SPRINGFIELD, Mass., Jan. 19.—Members of the Massachusetts Agricultural Fairs' Association on hand for the Tuesday and Wednesday (15-16) sessions of the group at the Hotel Kimball went on record as opposed to "any legislation which would impose any tax on agricultural fairs" and in favor of legislation legalizing auto racing at fairgrounds on Sundays.

During the meeting, Edward J. Carroll, president and manager of the Barrington Fair Association was elected president; Edward Reynolds, first vice-president; Charles Thayer, second vice-president; Jack Reynolds, third vice-president; Paul Corson, secretary-treasurer, and Miss C. M. Griffin, assistant secretary-treasurer. Named to the executive committee were Fred B. Dole, Lee Wyman, Horace Keene, A. W. Lombard,

Willard A. Pease and John L. Banner. Carroll succeeds Banner as president of the association.

Opposition to taxation stems from a bill proposed by State Tax Commissioner Henry F. Long and scheduled for a Thursday (24) hearing in the State Legislature which would tax fair real estate, now exempt on the grounds that fair property is used for educational purposes. Association's opposition is a repeat of their attitude last year, and for the second year they were joined by the Massachusetts Grange in the stand. The latter came when an amendment to that effect was offered by Charles Brown, master of the State Grange, and was tacked onto the

(Continued on page 68)

Napa, Calif., To Construct 35G Stand

NAPA Calif., Jan. 19.—Unable to get the necessary steel for the construction of a grandstand, Napa District Fair directors are now seeking one made of wood. Lowell Eddington, fair secretary-manager, said he believes that clearance can be obtained on the new basis with the wood grandstand being completed in time for the 1952 run. The structure is expected to cost about \$35,000.

Robert Gibson, a director, pressed for the new construction on the basis that the present stand is too small to accommodate fair crowds.

Slump Marks Attendance at Ga. Meeting

ATLANTA, Jan. 19.—Sparse attendance marked the 39th annual meeting of the Georgia Association of Agricultural Fairs at the Piedmont Hotel here Monday (14). Only a few of the member fairs had representatives in attendance and the turnout of show and attraction people also was light despite the fact that the scheduling of this year's event was designed for the convenience of all.

A year ago the Georgia meeting preceded the South Carolina confab by several days, making it necessary for representatives in search of contracts to spend an extra day on the road. This year there was only a one-day gap between the Atlanta and Columbia sessions.

Interest in the program was expected to center chiefly in the planned open forum, but the light attendance precluded any great measure of suggestions. George A. Hamid, head of the New York booking office bearing his name,

Edmonton Ex. Names Rye

EDMONTON, Alta., Jan. 19.—Lawrence M. Rye, pioneer stockman and farmer of the Edmonton district, has been named president of the Edmonton Exhibition Association to succeed H. W. J. Maddison who retired after two terms. Walter C. Bissell was named first vice-president.

A committee was set up to investigate the formation of a harness racing committee. The rural band contest, instituted last year, will be retained at this year's exhibition.

Carl Berg, with the association since 1927, and Charles S. Wilson, a member since 1915, were given life memberships.

N. C. Annuals Face Tighter Supervision

Association Adds 19 New Members for Total of 52; Attendance Best in Years

RALEIGH, N. C., Jan. 19.—L. Y. Ballentine, commissioner of agriculture, warned delegates to the 19th annual meeting of the North Carolina Association of Agricultural Fairs at the Sir Walter Hotel here yesterday that his department would work unceasingly to develop the full potential of the State's fairs. Legislation giving the Department of Agriculture control of annuals was enacted several years ago, and Ballentine said that the enforcement of regulations would be tightened each year in an effort to build up the status of fairs.

Ballentine also announced that every bona fide fair would be offered an opportunity to participate in the State fair thru the presentation of acceptable exhibits. The State fair will pay twice the premium paid the exhibit at the local event, provide round-trip transportation and the opportunity for the exhibit to compete for additional dollars at the State event.

The attendance at this meeting was the best in many years. Dur-

ing the past year 19 new member fairs were added to the roster to number 52 out of a State-wide total of 71 events. Attendance at the two business sessions taxed the capacity of the room. More than 200 attended the banquet which was revived after a lapse of several years.

All officers were re-elected. They are Curtis Leonard, president; Mrs. Clyde Kendall, secretary-treasurer; Willard T. Kyser and W. C. York, vice-presidents. Directors are W. M. Oliver, Norman Y. Chambliss, Dr. H. Fleming, Dr. J. S. Dorton, W. B. Burchette, Hobart Brantley and Corbin Breen.

A plea for elimination of auc-

(Continued on page 68)

Meetings of Fair Associations

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 23-25. Charles W. Swoyer, 522 Court St., Reading, Pa., secretary.

North Dakota Association of Fairs, Dakota Hotel, Grand Forks, January 24-25. G. A. Ottinger, Jamestown, secretary.

Association of Connecticut Fairs, Hartford Courant Building, Hartford, January 26. Laura Bartlett, North Haven, secretary.

Louisiana Fairs and Festivals, Bently Hotel, Alexandria, January 27-28. Adolphe Netter, Donaldsonville, La., secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

Oklahoma Association of Fairs, Union Club, Stillwater, January 27-29. Vera McQuilkin, P. O. Box 374, Oklahoma City, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 28. William C. Lynn, 1 West State Street, Trenton, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

Utah Fair and Livestock Shows, Newhouse Hotel, Salt Lake City, February 1.

Western New York State Fair Association, Hotel Lafayette, Buffalo, February 2. C. J. Larson, Dunkirk, secretary.

Texas Association of Fairs and

February 3-5. C. R. Heaton, 301 North Broadway, Tyler, Tex., secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 4-5. James A. Carey, State Office Building, Albany 1, N. Y., secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 6-8. F. A. Lashley, Department of Agriculture Parliament Buildings, Toronto.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 14. J. M. Dean, Jackson, secretary.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., February 22. Glen B. Boyd, Ozark Empire Fair, Springfield, Mo., president.

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SPECTACLE PRODUCER—LONG ESTABLISHED

NEW RAIL SHOW SWITCHES TITLES

Execs Choose Strates Model Shows To Replace Johnny J. Jones Tag

RALEIGH, N. C., Jan. 19.—The new railroad show framed by James E. Strates and slated to operate this year under the management of David B. Endy will be known as the Strates Model Shows instead of touring under the Johnny J. Jones title as originally planned when the equipment to form the new organization was purchased during the Chicago meetings last December.

While the switch in titles was known to have been contemplated for a week or more, the decision

to change and the choice of a new title was not made until yesterday. While show execs were not specific in outlining their reasons for making the change, it is believed that they felt that the cost of leasing the Jones title was greater than the possible advantages of touring under the well-known name. The new original title will, of course, involve no cost to the show owners.

Execs of the Strates organization, including Curtis Bockus, general agent of the Strates Shows and originator of the new title, and R. C. McCarter, general agent of the Model unit, urged the inclusion of the Strates name in the title because of the excellent reputation attached to it in outdoor show circles.

The changeover will involve no cost, Endy said, since the work of refurbishing the show at Savannah, Ga., quarters is now under way and the program calls for complete repainting of all units. Excluding cost of equipment, it will cost nearly \$40,000 to ready the new unit for its first date, he said.

Endy said that personnel contracted, besides McCarter, general agent, include Joe Rowan, special agent; Nick Steppe, secretary-treasurer, and John Dempsey, general superintendent.

George Vogstadt will have the Side Show, Wild Life and Snake Show. Sam Lowrey will have the Motordrome.

Dempsey is in charge of building activities with a crew of 15 already at work. Quarters help is expected to number at least 30 by the end of the month, with many major building plans, including a new entrance, planned.

L. P. Brady Sets Up Park In Fla. Spot

WEST HOLLYWOOD, Fla., Jan. 19.—L. P. (Red) Brady, owner of United States Shows has set up his rides here in amusement park style and recently opened as Happyland Park.

Seven rides are up, including a Merry-Go-Round, Ferris Wheel, Octopus, Rolloplane, Chairplane, Kiddie Autos and live ponies, in addition to 14 concessions. Spot is flashed by a multi-colored neon lighted gate and the rides are also equipped with tube illumination.

Concessions include Fred and Mabel Bell, cookhouse; Gifford Edson and D. F. Ulrich, counter; Charles and Ethel Tutterow, long range shooting gallery; George West and Ted Kita, duck pond; Lee Hirsh, darts; Mrs. Sinsley, ball game; Mel Briddle, basketball; Joe and June Blake, age and scales; Joseph (Uncle Joe) Roth, balloon darts; Charley Kasten, coke bottles; Whitie and Peggy Short, clothes pins and six-cat; Roy and Alice Dearthoff, popcorn and candy apples, and Don Rogers, custard.

Ride foremen are: Octopus, Kelley Hamilton; Merry-Go-Round, James Bales; Ferris Wheel, Lawrence Bento; Chairplane, Tony Bell; Rolloplane, Danny Perdue. Harry Wessell, Buddy Lite and C. D. Hart are handling tickets. Howard Orcutt has his ponies assisted by John Angell, Harold McGaw and R. C. Austin.

Recent visitors included Ray Marsh Brydon, Mrs. John R. Tinsley, Mrs. Dave Endy, Jack Campbell, Roy F. Peugh, O. C. Buck, Leo Bistany and Jimmy and Lucy Harrington.

Eddie's Expo Adds 2 Rides to Line-Up

BUTLER, Pa., Jan. 19.—Eddie's Exposition Shows have completed arrangements for the addition of two rides and a Minstrel Show to their line-up for 1952, it was announced from local headquarters this week.

Shows are slated to launch their season April 26. Winter quarters activity is scheduled to get under way when Owner Eddie Deitz returns from attending a number of fair meetings.

Chambliss to Aid Show, Fair Execs

NSA Home Fund

RALEIGH, N. C., Jan. 19.—Norman Y. Chambliss, operator of three North Carolina fairs, yesterday was named a co-chairman of the home building fund of the National Showmen's Association by President Bernard (Bucky) Allen. He will be in charge of the sale of bonds to fair associations.

At the meeting of the North Carolina Association of Fairs here yesterday, Chambliss made a spirited appeal to members for their support in the showmen's project after Jack J. Perry, past president of the NSA, and Allen had explained the aims and purposes of the association.

At the conclusion of the meeting Chambliss announced that each of the fairs which he heads would subscribe, that one other fair group had promised to buy, and that he hoped to be instrumental in the sale of at least 40 bonds before the end of the season.

Allen said that approximately \$70,000 had been subscribed and that the home could become a reality within a year's time with the co-operation of showmen and fair heads.

Ben Morrison Elected Prez Of Mich. Club

DETROIT, Jan. 19.—Ben Morrison was elected president of Michigan Showmen's Association at its regular meeting here Monday (14). Grace Ziegler was named Ladies' Auxiliary president.

Roscoe Wade was named first vice-president; Fred Silber, second vice-president; Bill Zakoor, third vice-president; Lou Rosenthal, treasurer, and Bernhard Bobbins, secretary.

Board of directors includes Charles and Edward Bennett, Max Berkowitz, Ben Miller, Edgar McMillen, Adam Spitzer, Lloyd Westerman, Sam Ginsberg, Sam Goldstein, Edward Gold, George Kane, Mavin Keyes, Max Kahn, Walton King, Cameron Murray, Harry Letzer and Ray Williams.

Other auxiliary officers include Peggy Cohen, first vice-president; Leona Bennett, second vice-president; Pat Crognale, third vice-president; Marion Dickertstein, treasurer and Dottie Miller secretary.

Named to the Auxiliary board of directors were Lottie Johnson, Viola Lipa, Marjorie Mansell, Frances Moran, Jessie Pushin, Clara Silber, Ann Stone, Sadye Schwartz, Mayme Wade, Florence Williams, Ann Gooding, Irene Gordon, Dorothy Gould, Shirley Lawrence Levy, Helen Viola Moss, Josephine Quinn, Ethel Rockman, Laverna Taylor, Sophie Tucker and Mildred Miller.

Va. Greater Contracts 2 Va. Annuals

SUFFOLK, Va., Jan. 19.—Virginia Greater Shows have contracted to supply the midway at 1952 fairs in Keller and West Point, Va., general agent W. C. (Bill) Murray announced this week.

It is planned to enlarge the shows for next year. Refurbishing is under way at local quarters with Murray in charge when Manager Rocco Masucci is absent.

Al Wagner Inks Muncie, Ind., Fair

MUNCIE, Ind., Jan. 19.—Al Wagner's Cavalcade of Amusements this week signed to provide the midway at the Delaware County Fair here, July 29-August 4. Wagner, here for the signing, also announced inking pacts with fairs at Rome, Ga., Greenville, S. C., and a fair at Meridian, Miss.

Show, Fair Execs Blast Auction Bids

Allen, Hamid, Leonard Point Out Evils of "High Dollar" Contracts, Urge Reforms

RALEIGH, N. C., Jan. 19.—Bernard (Bucky) Allen, president of National Showmen's Association and concession manager of World of Mirth Shows, urged fairmen attending the South Carolina and North Carolina meetings to refrain from seeking the top dollar for their midway contracts and to contract carnival organizations on merit instead.

The same plea was voiced by Curtis A. Leonard, president, North Carolina Association of Agricultural Fairs, and George A. Hamid, head of the New York booking office bearing his name, as well as several other fair and show managers.

The auction-block system of bidding for fairs which has long prevailed in the Carolinas and other Southern States in particular has frequently resulted in show operators promising to pay more for midway contracts than it was possible to earn under the best of circumstances. Opponents of auction bidding said that over payments for midway contracts led to frequent and understandable abuses of operating privileges.

Hamid, who has no carnival interests, proposed that the North Carolina Association investigate the feasibility of basing contract costs on actual paid attendance. With the price of each fair fixed and known to all, then fairs could base their booking on merit alone, he said. It would then be possible for fairs to demand and carnivals to supply the best in midway attractions while eliminating all objectionable features, he said.

Norman Y. Chambliss, operator of three fairs and long a champion of carnivals, said that the price of his fairs was fixed and the operators were free to bid or not, as they saw fit. He added that once a contract was signed he expected it to be fulfilled in every respect, without hedging.

Allen had no personal axe to grind since railroad shows seldom encounter the problem and his own organization was booked solid prior to the start of the state meetings. He described his interest as a duty that went with his office as NSA president.

While nearly everyone agreed with President Leonard who said that the auction-block system of bidding was detrimental to fairs and carnivals alike, resolving the

problem will not be easy since a full-scale co-operative effort is needed.

Show operators reporting on their booking activity said that the high dollar was the deciding factor and voiced their indignation at the situation. The fact that many have been hurt financially as a result of over-bidding does not seem to have slackened activity as the pressure is on to fill out routes.

Malone Pact Unawarded

MALONE, N. Y., Jan. 19.—Altho the annual meeting of the Franklin County Agricultural Society was held here Tuesday (15), it was understood that no dates for this year's edition of the Franklin County Fair were set and the midway contract was not awarded.

Announcement of the dates will not come until the February 4-5 meeting of the New York State Association of Agricultural Fair Societies has been held in Albany. Holder of the midway pact for the past 12 years has been O. C. Buck Shows. Both Buck and King Reid, owner of the shows bearing his name, were present for the meeting of the local society.

Wolf Pacts Fairs, Celes In Minnesota

MINNEAPOLIS, Jan. 19.—William Wolf, general manager of Wolf Greater Shows, this week announced from local quarters that the org has contracted to provide the midway at 1952 fairs in Howard Lake, Kasson, Anoka, Garden City, St. James, Caledonia, Fairmont, LeCenter and Redwood Falls, all in Minnesota. Wolf said that the shows also have been pacted to play celebrations at Sleepy Eye, Columbia Heights, Willmar, Springfield, Sanborn, St. Louis Park, Glencoe and St. Cloud, Minn. The last-named date is a July 4 stand.

Shows will launch their season in Webster City, Ia., May 3 and then play week stands in Fort Dodge and Mason City. Remainder of the season will be spent in Minnesota, with still dates scheduled for Winona, Austin, Mankata and Benson. Quarters open March 15. The Wolfes left here yesterday for a month's vacation in Florida.

MSA Auxiliary Installs Officers

MIAMI, Jan. 19.—Ladies' Auxiliary of the Miami Showmen's Association installed its officers for 1952 in an impressive ceremony at the Starlight Roof, Biscayne Terrace Hotel here Wednesday night (9). Taking office were Mrs. Jack Levine, president; Mrs. Harry Schreiber, first vice-president; Mrs. Lloyd Thomas, second vice-president; Mrs. William Cowan, third vice-president; Mrs. William Tucker, treasurer; Mrs. Alberta Mack, recording secretary, and Mrs. George Whitehead, corresponding secretary.

Mrs. Elmer Kochenour was installation chairman, with Mrs. Ralph Endy as installing officer. Mrs. Regina McLinden emceed, with Mrs. Chet Dunn as chaplain, and Irene Hartley, flower bearer. Mrs. Michael Roman headed the committee on floral arrangements.

Pages were Mrs. Joseph Grosso, Mrs. Ben Glass, Mrs. Kenneth Meyers, Ruby Dodson, Mrs. Leonard Rusciotts and Mrs. Louis Rice, while Mrs. Lew Lange, Mrs. William Moore, Mrs. Claude Sechrest, Mrs. Zella Newman, Mrs. Mark Graham, Mrs. John Keeler, Mrs. Ephraim Glosser, Mrs. Pat Finerty, Mrs. William Duncan and Mrs. Thomas Carson were hostesses.

Hospital Plan Set by PCSA

LOS ANGELES, Jan. 18.—A quickly raised \$2,100 assured the Pacific Coast Showmen's Association of a hospital plan for its members. The money came from donations and pledges at the regular meeting Monday night (14) and the plan fits well into the organization's welfare program, which has included a blood bank since late 1950.

The establishment of a hospital plan has been under consideration at intervals for the past several years. However, it was not to take shape until recent weeks when attention was turned to it following the retirement of the indebtedness on the building.

At the Monday session, C. H. Allison pledged the first \$100 with J. Ed Brown making the first cash contribution. The move to contribute followed a brief explanation of the plan by G. P. (Jerry) Mackey, president, with M. J. (Mike) Doolan, past president, outlining the investigation that had been made toward setting up the policy. Mackey named Doolan, Joe Glacy and Al (Red) Cohn as a committee to follow thru on the matter. Upon completion of their work, a board of trustees will be established.

Doolan said that he had conferred with Dr. Ralph E. Smith, the club's physician, and a complete report would be made soon.

Doris Monette Inaugurated By Show Folks

SAN FRANCISCO, Jan. 19.—Local chapter of Show Folks of America installed officers for 1952 at special ceremonies in its clubrooms here Monday night (14). Doris Monette was inducted as president.

Also taking office were Charlotte Porter, first vice-president; Eddie Harris, second vice-president; Ted Levitt, third vice-president; Pat Treanor, treasurer; Al Roche, corresponding secretary; Edna Raiford, recording secretary, and Dwight W. Kane, auditor.

Serving on the board of directors for the 1952 are Frances Seber, Nate Cohn, Al Rodin, Council Raiford, Charles Albright, Teddy Texeira, Harry Myers, Jack Christensen, Art Craner, Harry (Polish) Fisher, Harry Friedman, Bill Kindel, Jimmy Lynch, Dr. Manheim, Louis Leos, James Redder, Bill Stone, Lola Krekos, Ed Hellwig, Basil (Hap) Young, Tony Soares, Phil Sapiro, Tony Ortega, Harry Schwartz, Elmer Hanscom, Marie Levitt, Sam Dolman, James McCaffrey, Tony Masseth and Euna Mack Hanna.

K. H. Garman Pacts Two Missouri Annuals

DANVILLE, Ill., Jan. 19.—Sunset Amusement Company will play the Cape Girardeau and Warrensburg, Mo., fairs this year, K. H. Garman, owner-manager, announced here at his winter home. Contracts were signed last week at the Jefferson City meeting.

Midway Confab

Lowell Vandike, who with his brother, **Alvin**, is a co-owner of the Victory Exposition Shows, underwent an operation in an Odessa, Tex., hospital, Saturday (5). He is reported to be on the mend.

Charles (The Great Leroy) Bickford, comedy magician, will play a series of school and theater dates this month and next. **Harry E. Wilson**, press agent for Morris Hannum Shows, is handling the booking and publicity assignments.

Mr. and Mrs. Thomas R. Broome III are honeymooning in Miami following their recent marriage and reception at the bride's home in Oakdale, Pa. Mrs. Broome is the former **Lani Jean Ferrerii**, daughter of Mr. and Mrs. Ed Ferrerii. All formerly were with the King Reid Shows. The Broomes plan to make their home in Hartford, Conn. . . . The **Monroe and Mack Hoges** and their families are wintering in Pascaguola, Miss., and spending much of their time fishing for speckled trout. . . .

F. C. Bogle Shows Contracts Kansas, Missouri Spots

ARMA, Kan., Jan. 19. — **F. C. Bogle Shows** closed contracts recently to play seven fairs and celebrations in Missouri and three in Kansas. **F. C. Bogle**, owner, announced here at winter quarters. At the Jefferson City, Mo., meeting, **Bogle and Duke Doebber**, general agent, closed to provide the midway attractions at the Old Settlers Picnic, Houston, Mo., and fairs at Mansfield, Maryville, California and Tipton, in addition to celebrations at Appleton City and El Dorado Springs. Kansas spots signed include fairs at Fort Scott and Columbus and a Labor Day picnic at Louisburg.

American Beauty Invades Kansas, Inks Coffeyville

PERRYVILLE, Mo., Jan. 19. — **American Beauty Shows** will this year play its first Kansas fair having signed to provide the midway at the Coffeyville annual. **Joe Sharp**, co-owner, announced here in quarters. Plans are to add other Jayhawk fairs to the org's route, he said. **Sharp**, along with his partner, **H. W. Bartholomew**, attended the Missouri fair meeting in Jefferson City last week where they closed for several annuals in that State.

Dewey Fullerton (Allen Allean) is confined in the Federal Medical Center, Springfield, Mo., and would like to read letters from friends. He expects to be confined there until January, 1953. His address is **Dewey Fullerton, P.M.B., 8145 H, Springfield, Mo.**

Leonard Neill, concessionaire the past season with **J. A. Gentsch and Wallace Bros.** shows, is in the Veterans' Administration Hospital, Jackson, Miss., recovering from a recent chest operation. . . . **Darby Hicks** has returned to **Royal Duke Shows**, which have been playing Georgia all winter, as legal adjuster following a four-week South American fishing cruise. **Jack Lange** spelled Hicks during his absence. **Roy Allen**, concessionaire, reports that the org has been playing to good business.

Orville N. Crafts, president of Crafts 20 Big Shows, signed two contracts recently in Las Vegas, Nev. One called for his No. 3 unit, **Fiesta Shows**, to play the **Heldorado Celebration**, May 15-18. The second contract was a matrimonial one with **Eleanor Stephens**, of San Francisco.

Pearl McGlynn is still vacationing in California. . . . **Edna O'Shea Stenson** is visiting her sister **Elsie Aldrich**, at the latter's home in San Antonio. . . . **E. H. Rucker** is returning to the South after a visit in Brooklyn where he cut two comedy song records. . . . **Mr. and Mrs. Jim Moran** have returned to their San Antonio home after spending the holidays in Boston. They enjoyed a visit from **Mr. and Mrs. Happy Loter** shortly after returning home. The Loters left on a business trip to Kansas City, Mo.

Charles Y. Engle, veteran concessionaire who has been off the road for the past two years, having held a major position with the **Cathy Standard and Angelo Iranian Oil Companies** in the Middle East and Arabia, and **Tony Flick**, Philadelphia night club operator, are booking talent in the Quaker City. They plan to open the old **Lincoln Theater** there. **Engle** had concessions on **Prell's Broadway Shows**, Cavalcade of Amusements, Buckeye and World of Today shows.

Ben Morrison, who recently returned to his hometown, **Detroit**, is putting on a special campaign for a Purple Heart benefit in the Motor City. . . . **Mrs. Al (Hattie) Wagner**, wife of the owner of the Cavalcade of Amusements, is recuperating in Municipal Hospital, Tampa, following an attack of pneumonia.

Fred Bateman, former concessionaire on the Hagenbeck-Wallace Circus, infos from **Clinton, Ia.**, that a number of veteran show-folk are making their homes there. Included are **Frankie Briggs**, ex-drome rider; **Sid Foster**, whip artist, and **John Menzel**, ex-juggler. **Carl Bergman**, former bandsman with the **S. W. Brundage Shows**, recently died there. . . . **Ray Oakes & Sons**, game manufacturer, recently moved to new and larger quarters at 7731 West Ogden Avenue, Lyons, Ill. Additional machinery has been moved into the spot to increase production on punks and six-cats.

Billie and D. J. Cox, of Cox Concessions, are spending the winter working in Kansas City. **Bill Easterwood**, concession agent, is also working that city and is framing his own joint for the coming season. **J. E. Pinkerton**, **J. E. Calder** and **Arthur Willis** have been seen in the **Wellsville, Kan.**, area.

Fred Silber, **Detroit** supply dealer, is skedded to leave **Detroit** soon for a six-week vacation in **Miami** with his wife and two youngsters. His father, who founded the firm, is already in **Miami**. . . . **Joe (Baldy) Murphy**, concessionaire, who has been a patient in **Alexian Brothers' Hospital**, **Chicago**, five weeks, will remain there several more weeks. **Murphy** would like to receive letters from friends. . . . **Louie Berger**, of the **Amusement Corporation of America**, was scheduled to be released from the same hospital last week-end, after undergoing two operations.

Adolphe Horwitz, **Detroit** manufacturer-operator of snow-making machines for soft drinks, has retired from the business and will move South soon.



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OPENING APRIL 12 IN CENTRAL KANSAS

We have 16 of the better fairs and celebrations throughout the Midwest. Also a spring route of good still dates.
Can place Hanky Panks of all kinds. Have good opening for first-class Cook House. WANT—Fun House, Arcade, Motordrome, Wild Life, Iron Lung or any Grind Shows of merit.
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22 Fairs

WANT CIRCUS SIDE SHOW—MIDGET SHOW—or any other high class attraction. Great opportunity, as we carry five Shows only but have 10 Major Rides, 8 Kiddle Rides and 2 Funhouses. Pete Kortis—Buck Nelson—Bertha (Gyp) McDaniels—have interesting propositions.

OUR FAIRS start at Lethbridge, Alberta, June 23rd, and finish at Simcoe, Ontario, October 4th. We are affiliated with the Conklin Shows at Three Rivers, Sherbrooke, Quebec City, Renfrew, Lindsay and Leamington Fairs.

CONCESSIONAIRES We will sell the exclusive on LEGITIMATE MERCHANDISE WHEELS, BALL GAMES, GUESS YOUR AGE and NOVELTIES. We will place HANKY PANKS. Want Agents for Percentage and other Concessions. Address:

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ALL PEOPLE BOOKED, TAKE NOTICE!

OPENING LAKE WALES, FLA., FAIR, JANUARY 28 THROUGH FEBRUARY 2

All people engaged and joining, please be there not later than noon Sunday, January 27, or advise. Titusville, Key West, Belle Glade and Daytona Fairs to follow consecutively with three others on East Coast pending.

WANT Minstrel Show and Motordrome to join on wire. Also Tilt-a-Whirl, Rolloplane and Caterpillar. Want Long Range, Chocolate Dip, Novelties, Skee Ball, Ball Games, Hanky Panks, etc. Wire here until Thursday, January 24, then Lake Wales, Fla.

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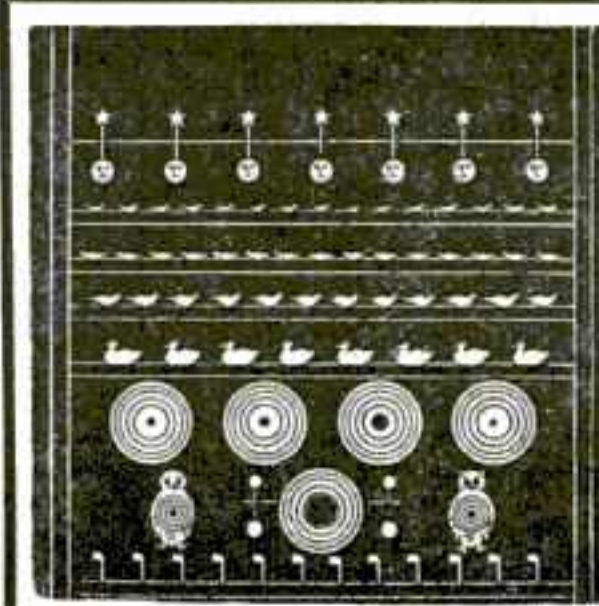
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WANT—Circus Side Show (no Half and Half), Motordrome, Illusion, Mechanical, Single Platform Attractions or any other reputable Shows.
RIDES—Can place Flyplane, Rocket, Flying Scooter, Dodgem, Looper, Caterpillar, Mixup, Miniature Whip and C-Cruiser.
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Can place for this date and entire season—Merry-Go-Round, Set Kid Rides, any Flat Ride. Want Girl Show. Must have flashy front, three or more girls. Place any show, own equipment. **CONCESSIONS**—Place Bingo, Age, Scale, Palmistry, Arcade, Eating Stands, Pan Game, Rat Game, P. C. Tables, Six Cat, any and all Hanky Panks. No ex this spot. Useful Carnival Help. All address:
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WANT—Arcade and Fun or Glass House, Animal Show, Lung, Mechanical and Monkey Show.
HELP—Want Caterpillar and Tilt Foreman, must drive; also Second Men on all rides, must drive; salary and bonus.
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Club Activities

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Jan. 19.—G. P. (Jerry) Mackey, president; Charles Walpert, vice-president; Lou Manly, secretary, and Al Weber, treasurer, were on the rostrum for the regular weekly meeting Monday (19) when a new membership drive, hospitalization plan and general business were discussed. Communications were read from J. W. (Patty) Conklin to the club and to President Mackey in which he lauded the organization for its fine work in retiring the building mortgage in nine years instead of 10 and offering his assistance in the furthering of future projects. A letter was read from the committee in charge of the March of Dimes. A contribution was received from James McNamara, who is overseas with the USO.

Sam Dolman, head of the membership committee, reported that a new drive was under way. The new rate of \$10 initiation and \$10 dues is now in effect. Any member getting five or more new members will receive his 1953 dues free with Mackey donating the money.

Harry Rawlings was reported seriously ill at the Angeles Hospital. It is probable that he will be moved within the next week to another hospital.

Members visiting the club after long absences included Jimmy Whittaker, Bull Montana, Lou Basford and Jimmy Lantz.

Greater Tampa Showman's Association

Tampa, Fla.

TAMPA, Jan. 19.—Regular meeting was called to order January 14, First Vice-President Nat Rodgers presiding. On the rostrum were Second Vice-President Lloyd Serfass; Vern Korhn, secretary; Harry Julius, treasurer. Invocation was given by George Ringlin, chaplain, followed by salute to the flag. There were 122 members present. Eddie Zacchini was given a round of applause for the way the New Year's Eve jubilee went over. Jack Young reported that the costume ball was a big success. Pete Burkhardt, of the house committee, reported that the house was in order. Eddie Lowe, custodian, is making a few minor touchup jobs around the club. Paul Sprague reported that the year book is ready to go to press.

C. J. Sedlmayr Jr. said that he saw some plans on the new cemetery, and as soon as all details are finished, they will begin the landscaping. First annual picnic was held January 13 at the Hillsborough State Park, 350 persons attending. After dinner the showmen played soft ball with some of the boys from MacDill Air Force. Earl Maddox led the victory with a home run. Others on the team were Andy Zane, Tony Wafer, Billie Ford, Hardy Brady, Steve Pelak, Murry Guardalighne and Bill Perrot. Elton Edwards was scorekeeper.

There will be a meeting at the clubhouse January 21, at which the last of the debentures will be drawn and the mortgage will be burned. Then a spaghetti dinner will be served by Joe Pontico. Members and their families are invited. Chairman Al Tomani and his co-workers, Doc Hartwick and Pop Daly, are getting ready for the first annual fish-fry to be held at the Tomani tourist camp.

Showmen's League of America

CHICAGO, Jan. 19.—C. J. Sedlmayr Jr., second vice-president, presided at the regular Thursday (17) meeting, assisted by Walter F. Driver, treasurer, and Joe Streibich, secretary. Also on the rostrum were several past presidents, including Sam J. Levy, J. C. McCaffery, Fred H. Kressman, R. L. Lohmar, C. J. Sedlmayr and Lou Keller.

Lohmar reported the ways and means committee will hold a meeting in the near future to plan its summer campaign. Al Sweeney announced results of the Christmas party.

Louie Berger is still in the hospital but is reported on the mend. Joe Murphy and Louis Belden are recuperating. Nothing new on H. B. Shive, Frank Daniels, O. Buck Saunders or W. C. Deneke.

Charles Levine left recently for the Southwest.

Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Ariz., Jan. 19.—President P. W. Siebrand called Monday night's meeting to order as members and guests gathered for the annual auction and box social. Harry Clark was elected to membership. Election tellers were appointed, headed by Earl Sauter, for the election of officers to be held January 21. On the sick list are Harry L. Gordon, Marie Berko and Bill Solomon. Joe Cherry is recovering from a recent operation. Noted returning were Sam Anscher, Paul Pesicka and Mr. and Mrs. John Brassil.

Memorial services were held at Showmen's Rest, Greenwood Memorial Cemetery, January 13. D. W. Yeakle opened the services and Dr. George Logie read the roll call of departed showmen. After the invocation, flowers were placed on each grave.

From the Lots

General American

VINTON, La., Jan. 19.—Shows made a long jump out of Texas into Louisiana and are having good business. Org will play this State and Mississippi all year.—**MARY WEBB.**

National Showmen's Association

1564 Broadway, New York

NEW YORK, Jan. 19.—On the sick list are Max Arnold, Wadsworth Hospital, New York; Philip Gordon, recuperating at home; Charles Lawrence, ill at his home here; Jack Lichter, Kingsbridge Veterans' Hospital, New York, and Jack L. Siegel and George D. Hensley, Bellevue Hospital, New York. Sam Cohen left recently for Sarasota, Fla., to join Prell's Broadway Shows. Arthur Campfield has returned from a short vacation in Miami. Barney Rudnick, ill for some time, visited the clubrooms recently.

Other visitors included Charles Wertheimer, Morris Batalsky, Jack J. Hornfeld, Morris Levi, William Steinberg, Billy Creedon, Joseph Weissman, Harry Gold, Louis Victor, Jack Agree, Harry Fields, Davis Brown, Al Janpol, Gerald Snellens, Sam Rothstein, Jack Zuppan, Henry Fein, Stanley Wathon, Morris Black, Robert Crump, Michael Wynn, Frank Rossi, Edward Elkins, Al Howard, Mack Kassow, Ben Merson, Emanuel Silver, George Siegel, D. D. Simmons and Max Tubis.

Hot Springs Showmen's Association

310 1/2 Central Ave., Hot Springs

HOT SPRINGS, Jan. 19.—Regular meeting was called to order by H. P. McDonald, acting president. Also on the rostrum were Charles Weaver, second vice-president, and Monty Winslow, acting secretary.

Noble Fairly, chairman of the March of Dimes bingo committee, reported Jack Stern and Larry Wittenberg had donated their store for use as a bingo parlor January 2-4. Sidewalk pitch with an iron lung has been arranged for by Charles Weaver and signs were donated by Bill Siez and Harold Scott. All proceeds from the four-day affair will go to the March of Dimes. Auxiliary will assist in the work.

Due to the absence of Clint Shuford and Clayton Holt, no secretary or treasurer's report was made. Charles Weaver announced all was in order with the cemetery committee.

Lone Star Show Women's Club of Texas

3105 Forest Ave., Dallas

DALLAS, Jan. 19.—First dinner of the new year was served January 10, 84 guests being present. Francie Palmer, chairman, aided by Martha Moss, Betty Harris and Madlyn Chambers prepared and served dinner. Margaret Pugh was hostess at the first social meeting January 14. Thirty-five were present. Mr. and Mrs. Hastings, Miami, were guests of Mr. and Mrs. Fred Hudspeth. Mary Ellen Leiberman and guest, Mrs. Sloan, also were present. Evelyn Harrell is on the sick list. New house chairman, Ida Smith, assisted by President Marie Oblock and Billy Wyatt, did a good job rearranging the clubrooms.

Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, Jan. 19.—President Claire Sopenar presided at the January 15 meeting, with Past President Mae Oakes; Helen Wet-tour, third vice-president; Wanda Derpa, financial secretary; Opal Rossi, treasurer, and Isabel Brantman, chaplain, also on the dais. Corresponding Secretary Irene Coffey read cards and letters from Earline McDonald, Katie Owens, Emily Bailey, Trixie Clark, Mae Taylor, Blanche Scott, Marion McCarter, Elsie Miller, the Brantmans, the Doolans, Grace Lynn, Sam Solomon, the Barkers, the Cecil Meyers, Bess and George Hamid and Charlotte Wright. A letter of thanks came from the Showmen's League of America. Father LaVoy lettered thanks for the club's donation to his off-the-street club for boys. Spring party is to be held late in April. Ann Sleyster thanked members for cards received during her illness, as did Mae Taylor and Betty Shea for flowers and cards sent during their bereavement. Veronica Potenza, Freda Rossen and Nora Heglund are on the sick list. Frances Bergers' husband, Louis, is in Alexian Brothers Hospital. Mother Owens is recovering from a stroke. She's in Milwaukee General Hospital.

CONCESSIONS

Clewiston, V. F. W.

Jan. 28-Feb. 9
1 Week White Lot
1 Week Colored Lot

Telephone West Palm Beach 3-3414 between 6 and 7 p.m. Fr. night.

MAC'S

Florida Bazaar Supply
R. 1, Box 370
West Palm Beach, Fla.

FOR SALE

Due to illness the **A. B. Rogers Shows**

Show complete with trucks—All motors rebuilt and ready for coming season. Everything needed for first class show including a #5 Ferris Wheel, 32-foot Merry-Go-Round, a Smith & Smith Chairplane. All Rides in first class condition. Ball-Game Hoods, various Tents, etc. Priced for a quick sale at \$8,000.

Contact

A. B. ROGERS SHOWS
WINSTED, CONN.

WANT TO BUY

ALLAN HERSHELL MERRY-GO-ROUND

Must be in A-1 condition. Positively no junk. Late model preferred.

BOX D-127

c/o The Billboard, 2160 Patterson St. Cincinnati 22, Ohio

FOR SALE

Late Model Spitfire

First class in appearance and condition. This is not a junker. Will guarantee to your satisfaction. Make reasonable offer. All inquiries promptly answered.

Address Box D-129

Care The Billboard, 2160 Patterson St. Cincinnati 22, Ohio

FOR SALE

ALLAN HERSHELL MERRY-GO-ROUND
1951, like new, gasoline powered, \$10,000.00.

Box D-128

Care The Billboard Pub. Co. Cincinnati 22, Ohio

WANTED

A-1 GIRL SHOW TALKER

MUST BE ABLE TO PROVE ABILITY
Top salary and transportation.
Opening March 1.
BOX 704
The Billboard 1564 Broadway, N.Y.C.

FOR SALE

MECHANICAL SHOW

Rural Theme, 4'x10', Foolproof Mechanical System, mounted on 1946 1 1/2-ton Chev. Special body. Price \$2,500.00 with truck; \$1,500.00 without truck.

LEONARD SIMONS

7171 S.W. 7th St., Miami, Fla. Tel. 67-5448

WANT TO BUY

MERRY-GO-ROUND

2-Abreast Little Beauty. Give full details and state lowest cash price wanted.

Address **BOX 261, c/o Billboard Publishing Co. 390 Arcade Bldg. St. Louis, Mo.**

FOR SALE

#5 ELI WHEEL

Bought new July, 1950. Also 1948 KB-7 International Tractor and 1948 Fruehauf Van. All above like new. \$18,000.00 worth of equipment for \$9,000.00 cash.

TOBE McFARLAND

7117 Appen St. Houston, Tex. (Phone: Melrose 1772)

SHOW WANTED

For Houlton, Maine's gigantic 4th of July program. Last year more than 10,000 people attended. Runs for a full week beginning June 30th thru July 5th. Contact **HOULTON LODGE OF ELKS, Main Street, Houlton, Maine.**

FOR SALE

1950 Eli #5 Ferris Wheel, used nine months, A-1 condition, \$7,000.00; or trade for Allan Hershell three abreast Merry-Go-Round.

WM. WAKELEE

15 Mellon Ave. Troy, N. Y.

WISEMEN'S CLUB

of Grand Junction, Colorado
Desires to sponsor Carnival, Small Circus, or Road Show for benefit of their MILK FUND. Write

PAUL YOUNG

120 N. 6th St., Grand Junction, Colorado

WHEELS OF ALL TYPES



PaddleWheels, TurkeyWheels, Star Wheels, BigSix Wheels, Horse Race, Baseball, Cigarette Wheels, DoubleWheels, Laydowns, Penny Pitches.

WE REPAIR BIG SIXES

CARDINAL MFG. CORP.
430 Keap Street
Evergreen 7-5027
Brooklyn, N. Y.

The New WORLD OF PLEASURE SHOWS

"Michigan's Largest and Finest Midway"

Now Contracting Midwestern Fairs and Celebrations

P. O. BOX 241
MT. CLEMENS, MICH.

WANTED

Concessionaires and Entertainers for

ST. PATRICK'S DAY CELEBRATION

Shamrock, Texas, March 17

Write the
CHAMBER OF COMMERCE
Box 207, Shamrock, Texas

"SOUTHWEST'S LARGEST IRISH CELEBRATION"

MARKS SHOWS

NOW CONTRACTING

SHOWS—RIDES—CONCESSIONS

FOR 1952 SEASON

Still have a few openings for Ride Foremen and Second Men at top salaries. Address:

P. O. Box 771, Richmond, Virginia

DROME RIDERS

CAN PLACE

Reliable Riders for entire season on A. C. of A. Shows. Drunks, agitators, fortune seekers, save your energy. I don't need you. Henry Dixon, John Blackley, Frank Dukes and others, contact.

DEL CROUCH
4200 Fredericksburg Road, San Antonio, Texas, or A. C. of A. Shows, Hot Springs, Arkansas.

C. A. STEPHENS SHOWS

Opening early March.

Place for 1952 season, Shows and Concessions working for stock. **BOX 1017**
Crystal River, Fla.

FOR SALE CUSTARD

Mounted on '48 Chev. truck, low mileage. Beautiful interior, plenty flash. Can be bought with or without truck.

S. REICHMAN
1431 N. Front St., Philadelphia, Pa.

WANTED TO BUY

#5 Eli Wheel, 2 Kiddie Rides.

Cash Deal. Write

P. O. BOX 1261
Allentown, Pa. Phone: 4-6020

BLUE GRASS SHOWS

NOW CONTRACTING FOR 1952

SHOWS—RIDES—CONCESSIONS

P. O. Box 621 Owensboro, Ky.
Phone 35321

L. J. HETH SHOWS

NOW BOOKING FOR SEASON 1952

Shows, Rides, Concessions. Can place Ride Help, must drive.

Address: North Birmingham, Ala.

Strates Model Inks 6 Eastern Annuals

Gains by New Railroad Unit Accelerates Scuffling for Dates at Carolina Meetings

RALEIGH, N. C., Jan. 19.—Strates' Model Shows, new railroad unit framed for the 1952 season, had a total of six Eastern annuals bagged at conclusion of the North Carolina Association of Fairs meeting here yesterday. They are Ronceverte, W. Va.; Hagerstown, Md.; Rocky Mount and New Bern, N. C., and Greenville and Orangeburg, S. C.

The new unit, framed by James E. Strates and managed by David B. Endy, has displaced almost as many shows, including rail units, as the dates signed. Consequently, the scuffling for dates has accelerated, with the losing units forced to seek events held by other units. The smoke caused by the chain reaction has not yet cleared, and several South Carolina dates are still undecided, even tho the meeting in that State was concluded Wednesday (16).

As usual, the biggie rail units, including the World of Mirth, James E. Strates and Cetlin & Wilson shows, were set early. Coming back into the Southern fair territory for the second year is Al Wagner's Cavalcade of

Amusements. Agent Herb Shive reported contracts signed with Nashville and Rome, Ga.

Many of the truck units with adhesive routes reported that they were in need of only one or two dates. In several instances agents were holding up singing to spar for a better spot or one that would facilitate routing.

Prell's Broadway Shows, John H. Marks Shows, Penn Premier and Lawrence Greater were all in good shape going into the meetings, as was the Ross Manning Shows, agented this season by Jack J. Perry, who has several annuals in his pocket by virtue of being a stockholder and on the board of directors.

While the attendance of carnival representatives at the North and South Carolina meetings was as great as ever and the competition keen, much of the tension of recent years was lacking.

Shepherd Org Inks Six Fairs

CASTRO VALLEY, Calif., Jan. 19.—Superior Shows, Inc., headed by Wyatt Shepherd, has signed five fairs new to its route and one for a repeat date, Larry Nathan, general agent, announced.

The show will play: the Salinas County Fair, King City; Sutter County Fair, Yuba City; Plumas County Fair, Quincy; Monterey County Fair, Watsonville, and Santa Barbara County Fair, Santa Maria as new dates. The organization is playing the Placer County Fair in Susanville for the second consecutive year.

Terrell Signs Special Events Deal With Wagner

CHATTANOOGA, Jan. 19.—Tom Terrell, of Terrell & Terrell, promotion office here, announced this week that his firm has re-signed with Al Wagner's Cavalcade of Amusements to represent that show as publicist and exploitationist in advance of special events during the 1952 still date season.

Janette Terrell will be in charge of all events ahead of Cavalcade, and Tom Terrell will supervise Eastern promotional crews as Cavalcade activities. The Terrells introduced circus-style promotions ahead of the Cavalcade in 1951 to good results and, as a result, expect to have a number of shows under contract this year.

Droege Named C-W Advertising Agent

PETERSBURG, Va., Jan. 19.—Crawford Droege has been engaged as advertising agent for the Cetlin & Wilson Shows, Ralph Lockett, general agent, announced here. Droege was with the John H. Marks Shows last year, and prior to that had charge of billing with the Johnny J. Jones Exposition. He will be assisted by a student lithographer. A new billing truck was purchased last week.

Richmond Cox will be back with C-W as press agent. Cox will work both in advance and back on the show at most dates under the shows' planned stepped-up advertising and publicity program.

Johnny's United Inks 4 Ind. Fairs

ATHENS, Ala., Jan. 19.—Johnny's United Shows have signed to provide the fun zone at four Indiana fairs and one Illinois celebration, John Portemont, co-owner, announced here in the org's winter quarters.

Johnny Bush, show's general agent, recently returned here from a northern booking trip with contracts for the Streator, Ill., July 4 celebration and four Hoosier fairs at Warsaw, Terre Haute, Greencastle and Rockport.

SLA Appoints '52 Committees

CHICAGO, Jan. 19.—Chairman and operating committees for 1952 were announced here this week by the Showmen's League of America.

Members include: Ways and means: R. L. Lehmar, chairman; Max Brantman, Vince McCabe, Ray S. Oakes Sr. and E. S. (Teddy) Webb, co-chairmen. Members: Ray Marsh Bryden, Oscar C. Buck, Elmer Byrnes, William Carsky, E. J. Casey, Izzy Cetlin, Richard J. Coleman, William T. Collins, Frank R. Conklin, Phillip Cronin, Hadji Delgarian, John J. Denton, M. J. Doolan, John M. Duffield, David B. Endy, David E. Fineman, John A. Francis, K. H. Garman, Harry (Irish) Gaughn, Joe Murphy, Giaccherio, Ralph W. Glick, F. E. Gooding, George A. Golden, Sam Gordon, C. C. Groscurth, Joe C. Harris and L. J. Heth.

Thomas D. Hickey, B. W. Hottle, Elwood A. Hughes, George W. Johnson, Jack Kaplan, Morris Lipsky, John Lempart, J. C. McCaffery, Roy C. McCarter, Charles Magid, Harry Mamsch, Andy Markham, Albert Martin, Sam Menchin, William B. Moore, Edward Murphy, Paul Olson, Robert K. (Bob) Parker, Fred A. Potenza, William R. Snapp, Robert Seery, Michael Stark, James E. Strates, James P. Sullivan, Ned E. Torti, J. C. Thomas, Lloyd L. Thomas, Al Wagner, M. M. (Nell) Webb, Cliff Wilson, Solmie Wasserman and O. J. Weiss.

Membership
Membership: Al Wagner, chairman; John W. Galligan, John Lempart, Arnold Maley and Albert J. Sweeney, co-chairmen. Members: Randolph M. Andress, Randolph Avery, Tom L. Baker, Al C. Beck, Sunny Bernet, Louis J. Berger, Ollie E. Bradley, James Campbell, E. J. Casey, James N. Chanos, J. W. Conklin, William Cowan, Phillip Cronin, Paul Delancy, Frank Ehrenz, Hal F. Effort, John F. Enright, Noble C. Fairly, George B. Flint, Joseph J. Fontana, John A. Francis, Ralph W. Glick, Ep Glosser, Jack Hawthorne, Maxie Herman, Ben Hyman, Frank B. Joerling and Harry B. Julius.

Jack Kaplan, Al Kaufman, H. A. Lehrter, Sam J. Levy Jr., Lou Leonard, Ernest (Rube) Liebman, Edward Murphy, Bernie Mendelson, Hyman Neitlich, Paul Olson, Gus M. Pappas, T. Dwight Pepple, Dave Picard, Pat Purcell, John J. Re, Chick Schloss, C. J. Sedlmayr Jr., William C. Senior, Thomas F. Sharkey, Harry Shore, Samuel J. Solomon, Edward Sopenar, C. A. Sonnenberg, Louis P. Stern, Harry J. Taylor, J. C. Thomas, Lloyd I. Thomas, Ned E. Torti, Solmie Wasserman, O. J. Weiss, F. A. (Whitey) Woods and Charles Zemater.

House Group
House: Melvin L. Harris, chairman; Jimmy Stanton, co-chairman. Members: Oliver Barnes, Jack Benjamin, Manuel Biasco, Charles Bohdan, Max Brantman, George Brooks, Jack Hawthorne, Andre Dumont, Jack Levine, Vince McCabe, Irving Malitz, Isaac Malitz, Hyman Neitlich, Ray S. Oakes Sr., Ralph R. Pope, Thomas P. Sharkey and Samuel J. Solomon.

Entertainment: Charles Zemater, chairman; Albert J. Sweeney, co-chairman. Members: Max Brantman, Sunny Bernet, Mickey Blue, William Carsky, John M. Duffield, Andre Dumont, George B. Flint, William H. (Bill) Green, H. A. Lehrter, Sam J. Levy Jr., Dave Malcolm, Bernie Mendelson, Arthur G. Peets, T. Dwight Pepple, Ray S. Oakes Jr., Robert Seery, Jimmy Stanton, Al Wagner, Charles Zemater Jr. and Ben E. Young.

Press
Press: Herb Dotten, chairman. Members: Charles R. Byrnes, Andre Dumont, Nat S. Green, William H. (Bill) Green, Robert E. Hickey, Johnny J. Kline, Herbert N. Pickard, Pat Purcell, Albert J. Sweeney, James A. Tinney, Leonard Traube, Sam L. Ward, Gaylord White and Sam R. Stratton.

Funeral: Walter F. Driver, chairman; Jack Hawthorne, co-chairman. Members: James Campbell, Nieman Eisman, Bob Kelly and Rev. Marcel La Voy.

Finance: Fred H. Kressmann, chairman; George W. Johnson, co-chairman. Members: Max Brantman, William Carsky, John M. Duffield, Arnold Maley, Harry Mamsch, Edward Sopenar and Albert J. Sweeney.

Welfare: Sam J. Solomon, chairman; Harry E. Duncan, co-chairman. Members: Chester A. Barker, John Bokowe, Bob Kelley and Rev. Marcel La Voy.

Cemetery: Edward Sopenar, chairman; Harry Simonds, co-chairman. Members: M. H. Barnes, E. Courtenayche, Phillip Cronin, Max Goodman and Morris A. Haft.

Banquet and ball: Sam J. Levy, chairman. News flashes: George B. Flint and Andre Dumont, editors.

WANTED TO BUY

For cash at reasonable prices following new or used equipment:

- 2 Thirty or thirty-two foot drop frame enclosed trailer vans with side and back doors, straight air brakes.
- Combination office and living trailer or van.
- Light plant, approximately 25 kw.
- Twenty-five to thirty seat passenger bus (no school bus).
- Concession trailer, twelve to fourteen feet, adaptable for Manley popcorn machine, snow-cone equipment, juice equipment and storage space.

Submit complete description, photo if possible, and lowest cash price in first letter. Will not consider anything except long life equipment in A-No. 1 serviceable condition.

FOR SALE

Due to intention to buy larger and heavier equipment.

- 2 Yellow coach busses converted to panel trucks, each with sleeping compartment for two.
- Nineteen seat passenger bus.
- Yellow coach office bus equipped with safe, ice box, stainless steel lavatory, pressure water tank, filing cabinet, two Pullman bunks, springs and mattresses, leather seats and couch.
- 1938 one and one-half ton Ford van body truck.
- Twenty foot baggage trailer.
- Twenty-four foot utility baggage trailer.

Good tires and \$500 or more in new parts for the above equipment. This is not junk but old. It took us out and brought us back after more than one hundred one-night stands last season. Will sell all or part, make us an offer. Can be inspected at Memphis, Tennessee, by appointment. Aaron Gates, write us at once.

Address all replies to
RABBIT FOOT MINSTRELS
BOX 100, ERWIN, TENNESSEE

JAMES E. STRATES SHOWS

AMERICA'S BEST MIDWAY

Want for 1952. Good clean Hawaiian or South American Show; have complete outfit. Can place Monkey Circus; have complete outfit including banners. Want Wild Life and Grind Shows. What have you? Want Capable Foremen and Second Men on all Major Rides, Tower and Neon Men and Assistant Electricians. Can always use Capable Canvasmen and Help. Winter quarters now open. Want Special Agent (A-1) who can promote matinees. Colored Porters and Train Crew.

Want for Orlando (Fla.) Fair, February 25 to March 1, a few good, clean Grind Shows, also Legitimate Concessions. Space selling rapidly. Claude Bentley wants Side Show Acts and Freak to feature. Gey Eyes Mason, wire Frank R. Jones, P.O. Box 394, De Land, Fla. George Murray wants Drome Riders.

James E. Strates or Dick O'Brien, Manager
JAMES E. STRATES SHOWS, De Land, Florida.

ALAMO EXPOSITION SHOWS

NOW BOOKING FOR THE BIGGEST CELEBRATION IN TEXAS THIS TIME OF THE YEAR

CHARRO DAYS—FEBRUARY 16-24—BROWNSVILLE, TEX.

Want Billposter who can handle details. Also Ride Men. Will book Merchandise Concessions, Cigarette Shooting Gallery, Short Range, Long Range Galleries, Age and Scales, Hats and Novelties are open. Will book Penny Arcade and Frozen Custard for season. Will book Shows that do not conflict. Want Side Show for season. (John Hutchins or Floyd Woolsey, contact me.) ALSO BOOKING ATTRACTIONS FOR THE BIGGEST STREET CELEBRATION IN AMERICA—BATTLE OF FLOWERS, SAN ANTONIO, TEX., APRIL 21-26.

Contact: JACK RUBACK, 2240 East Houston Street, San Antonio, Texas

BEAMS Attractions

27 WEEKS OF COMMUNITY CELEBRATIONS AND FAIRS ENDING NOV. 1

Owing to new policy all CONCESSIONS are OPEN except Eating Stands and Bingo. Can offer exceptional route for Shows of all kinds except Motordrome. Carry only limited number on midway. Want Operator-Manager for MOTORDROME. Help to operate French Fries and Candy Apples Concessions on percentage basis. Man to handle Marquee and put up and down few office owned small Eating Stands. Good wages to right party. SHOW OPERATES WITH 10 RIDES AND PLAYS ONLY SPONSORED EVENTS WITH PARADES, FIREWORKS, ETC. FREE GATE AT ALL CELEBRATIONS.

Write or wire
M. A. BEAM or STEVE DECKER
WINDBER, PENNA.
P.S.: Will be at fair meetings.

WOLF GREATER SHOWS

10 Rides 30 Concessions 5 Shows

Opening May 3rd. Now contracting Concessions and Shows. All concessions open, except Bingo, Popcorn and Candy Floss.

Have good proposition for first class Cook House. Joe Stanly, write me.

Box 2725, Powderhorn Station, Minneapolis, Minn.

TO WHOM IT MAY CONCERN

The Johnny J. Jones Show title is available for lease to responsible parties. Any organization or individuals trading or attempting to trade under this name at present is misrepresentative and unauthorized. Interested parties contact:

JOHNNY J. JONES
699 First Avenue North St. Petersburg, Florida

I. K. Wallace, Mgr. H. L. Edwards, Gen. Agent G. Wallace, Secy. & Treas.

I. K. WALLACE SHOWS

Opening middle of April, vicinity of Richmond, Va.

Want Grind Shows, also Girl Show; must have own equipment. Will book Merry-Go-Round, lease or buy, good proposition, long season. WANT CONCESSIONS—Small Cookhouse, French Fries, Pop Corn, Candy Apples, Candy Floss, Snow Ice (Geo. Dover, write), Ball Games, Long and Short Range, Cork Gallery, Penny and Glass Pitch, Clothes Pins, Pitch-Till-Win, Photos, Palmistry, Jewelry Spindle or any good Grind Store. Want Foremen and Second Men for Wheel, Chairplane and Auto Ride (Curtis & Queenie, contact). Fair Secretaries and Committees, write for dates.

I. K. WALLACE, 1316 Spruce Street, Philadelphia, Pa.

DOBSON'S UNITED SHOWS

14 FAIRS 6 CELEBRATIONS

FAIRS START JULY 10TH.
WE HAVE A NEW ROUTE

Now booking Shows and Concessions. No grift or Mitt Camps please. Can also use Ride Help and useful Show People. Replies to:

W. C. DOBSON
BOX 489 WILLERNIE, MINN.

MIGHTY HAMMONTREE MIDWAY

10 RIDES Diesel Lights 6 SHOWS Light Towers 40 CONCESSIONS Free Acts

NOW BOOKING FOR 1952 SEASON

Opening Monday, April 14, in South Alabama. Playing 30 weeks of bona fide Fairs, Celebrations and Still Dates in Alabama, Georgia, Tennessee and Kentucky. Have one of the best 4th of July Celebrations in Kentucky—Paintsville.

CONCESSIONS—Want Stock Concessions of all kinds. Everything open except Cookhouse, Pop Corn, Candy Floss, Candy Apples and Snow Balls. Want flashy Ringo, Photos, Novelties, Jewelry, Lead Gallery, Fish Pond, Duck Pond, Hi-Striker, Bumper, Daris, Ballrooms, Bowling Alley, Swinging Ball, Buckets, and Ball Game, Penny Pitch and 5 Cats. RIDES—Will book on small percentage—Tilt, Spitfire, Little Dipper, Kiddie Boat and Train. SHOWS—Will book on small percentage—Fun House, Motordrome, Penny Arcade and Mechanical City. HELP—Want Foreman and Second Men on all Rides. Top salary to sober Men who drive semi-trucks. Truck Mechanic with own tools. Electrician who understands both Diesel Engines and Transformer. Combination Billposter and Sound Truck Man. Lewy Duechane wants Girls for Girl Show. John Reed wants Agents for Count Stores. Rick Allison, answer. All wires and replies to

WILLIAM O. HAMMONTREE
General Manager
1313 E. 30th Street

JOHN REED
Concession Manager
Chattanooga, Tenn.

Winter Quarters

Pioneer

WAVERLY, N. Y., Jan. 19. — Work is progressing at quarters here and opening has been set for early April. Paul Merrick is in New York; Al Bydairk left for Boston; Ray Happy Carr is still at White Haven (Pa.) Sanitarium. Recent visitors were Bill Taylor, John Newson, Hambone Mitchell, Pete Percell, Robert Tuttle, Jerry Higgins, Chief White Horse, Gloria Mason, Rose Daniels and Al and John Dunlap.

With the org will be Louis A. Rice, business manager, with 10 concessions; Mrs. Percell, secretary, with bingo and concessions; Al Bydairk, ride superintendent and lot man; Leon Paulman, sound truck and billposter; Fred Sheffield, electrician; George Frayne, Mrs. Art Johnson, John Kline and Pat Rosen, concessionaires; Leonard Wade, Glass House; Kipe Burkmans, Animal Show; Leon Andrews, Paul Harris, Elwin, Hoxie, Norman Fitzgerald, John Heath, Joe Peterson and Al Uditus. Bydairk will have six rides, Funhouse, Monkey Speedway and concessions.—C. LOVEJOY.

Mid-Way of Mirth

TRENTON, Ill., Jan. 19.—Tommie Davis is in charge of winter quarters work here; Jimmie Rogers is in mechanical department, and John Garrett, on wood work and painting. Management entertained all in quarters at a Christmas dinner. Carl and Tillie Pope, Becky and John Garrett; Jimmie, Eva Rogers and three children; Mr. and Mrs. Whitey Weinworth and Tommie Davis being among those present. All in quarters attended the New Year's party at the Missouri Showmen's Club, St. Louis.

Helen and Joe Wherry are vacationing in the South; Van Tankersley is spending the winter at his home in Paducah, Ky.; Frank Lavell, lot superintendent, is in Hot Springs; Ann Kahle is vacationing in New Hampshire with her mother; Mr. and Mrs. Stanley Warwick are vacationing in Texas. Charles Kahle will have charge of electrical department and will have three concessions.—ROSIE DAVIS.

Sunshine

TAMPA, Jan. 19.—Org is readying for opening at Pasco County Fair, Dade City, Fla., January 23-26, and will play a number of dates in this State, including the fair at Largo. B. H. Britt's 16-car Scooter and Dark Ride and Mr. Slobor's new Coaster have been booked. Jimmie Deal, show's manager, and his wife, Susie, have returned from a vacation in North Carolina. Twenty men have been working in quarters. Ralph Manning is in charge of rides. Mr. and Mrs. Pat Frazier have joined, Frazier doing technician and electrical work. Owner Sam Holman is okay after his long illness. Royce Williams has returned. His father died recently.—BEATRICE PUGH.

Southern States

TAMPA, Jan. 19. — Org will open regular season May 1 at Long Beach Resort, Panama City, Fla., making the fifth season for the shows at that spot. Shows will play a few winter dates in Florida before leaving for the beach in the spring. Mrs. Pearl Davis, wife of the owner, has recovered from recent illness and operation.

Mr. and Mrs. Davis returned to quarters here January 4 after spending several weeks in Detroit and Portsmouth, Va., visiting friends and relatives, among them being Mrs. Davis' sister, Mrs. J. O. Cox, Van Dyke, Mich. She has been off the road for several years. She is the widow of Rocco Alio, who was a cookhouse operator.

Motor State

DETROIT, Jan. 19.—Work on rides in quarters here has been started. Owner Joe Frederick has bought another new Ferris Wheel. Shows will carry twin wheels next season, and two more semis have been added. Org again will play in Michigan, Ohio and Indiana and several late Southern fairs. After the fair meetings in Ohio and Michigan, the Monkey Circus and one ride will play five weeks of Southern dates. Org, in its entirety, will open the latter part of April. — C. A. DERROW.

Page Bros.

SPRINGFIELD, Tenn., Jan. 19. —C. C. Leisure has joined as general agent. Mr. and Mrs. W. E. Page have returned here after a business trip and attending the fair meeting at Louisville. Two new two-ton trucks have been bought, to be delivered in April. Visitors were Luther Sandlin, Archie Mellon and Mr. and Mrs. Tommy Humphrey.

Georgia Am. Co.

TOCCOA, Ga., Jan. 19.—Owner Homer Scott reports work is progressing in quarters where a five-man crew is working. Org will soon be in new quarters here which have been built since closing last fall. It is planned to open in March. Fairs contracted to date are Pembroke, Springfield, Moultrie, Ashburn, Vienna, Jonesboro and Ocilla, all in Georgia. Mr. and Mrs. Jessie Blanton, Ed Perry, C. F. Barnett and E. H. Gilliam visited.—H. HENRY.

EDDIE'S EXPO SHOWS

OPENING APRIL 26, 1952
9 Rides — 5 Shows — 30 Concessions
Will book one Flat Ride. Want Grind Stores; no racket. Need Builders and Painters. Johnny Riddick and Johnson, get in touch.
EDDIE DIETZ
165 N. Monroe St. Butler, Pa.
Telephone: 7-1933

GENERAL AGENT CIRCUS

Available 1952 season, for Railroad-Truck Circus, or other featured Attractions; well versed in all details routing, contracting, or booking sponsorship dates, Fraternal and Masonic Affiliations. Sober, reliable, any territory, good car, state your proposition.
BOX NY-136
THE BILLBOARD
1564 Broadway, New York 19, N. Y.

RIDES—SHOWS—CONCESSIONS FOR SALE

Four Ride Carnival Unit for sale. Have shop-built Wheel, uses Eli seats, Cables, Le Roi Motor. Same as No. Five Eli. Extra nice 32-ft. Spillman Merry-Go-Round, looks and operates like new. Gruner Mix-Up, Kid Car Ride, Three Shows, including Side Show, Two 20x30 Shows. Several Concessions, Top and Frames, including Bingo. Have Ground Cable, Pot, Switch Box, Front Entrance, Five Trucks and Semi-Trailers. Would lease above equipment. Lessee must post \$500 cash bond. Will sell right if sold this month. Wire or call C. A. GOREE (Phone 4J2), Azle, Texas. P.S.: Due to disappointment, have for sale Dark Fun House on 36-ft. Semi-Trailer, stored in Colorado. Price, \$250.00; worth \$1,000.00.

Jollytime Shows NOW BOOKING

Rides, Shows and Concessions for 1952 tours. This Show opens in North Carolina the first week in April. Want to hear from Bill Millington. Also Zip and Pop Tinner and Yellow Beal. All replies to
W. R. "WES" PRICE
2912 Petersburg Pk., Richmond 24, Va.

Arrange Your Swaps Thru Us

We sell anything, anywhere, nationwide. Have carnival equipment all kinds, such as Portable Roller Rink, 40x80 tent, with 85 pairs skates (all sizes), hardwood floor, P.A. system, amp, speaker, phonograph, mike, etc. Cabinets, Drink Cooler, Signs, Blocking, all \$3,500.00. Want used Kiddie Auto Rides, Octopus and transportation, two-abreast Merry-Go-Round, No. 5 Eli Wheel, 14' Van 4-Wheel Trailer; Curved Bar, 25' to 30' long; Popcorn Machine, etc. Terms: 10% commission on all sales made. Lots of other equipment for sale and wanted. YOUNG'S, Rt. 2, Box 1030A, Bremerton, Wash.

NOTICE—CARNIVAL MEN FOR SALE CAPTURED RUSSIAN STAFF CAR

A "ZIS" Sedan, captured by UN troops in North Korea. Only one in the United States. Excellent Condition—Price \$1,800.
MOTORAMA, INC.
1015 S. La Cienega, Los Angeles 35, Calif.

WANT CARNIVAL FOR SPONSORSHIP BY LINCOLN ATHLETIC CLUB

Chicago Heights, Illinois
Contact
IRA GEORGE
174 E. 15th St. Chicago Heights, Ill.
Phone: Skyline 5-4645

FOR SALE

Allan Herschell Buggy Ride, one year old. Operating in Park. Cash price, \$2,700.00. Will book or lease Ferris Wheel, park location on the beach for entire season. Have several fairs for after Labor Day. All replies to
JACOB PRYOR
Box 75-B, Rt. 2 Biloxi, Miss.

FOR SALE

Complete Carnival, ready to move. 4 Major Rides, 12 Trucks, Transformers, Cable. Plenty of Concessions and Show Tops with frames. If interested, worth your while.
BOX D-126
c/o THE BILLBOARD
2160 Patterson St. Cincinnati 22, Ohio

Tivoli Exposition Shows NOW BOOKING

RIDES—SHOWS—CONCESSIONS FOR 1952 SEASON.
H. V. PETERSEN, Mgr.
P.O. Box 742 Joplin, Mo.

ROYAL MID-WEST

Now booking for 1952 season. Concessions, Shows, Rides. X on Mitt, Popcorn, Photo. Manager for At. Show.
ROXIE HARRIS
BOX 142 FINDLAY, OHIO

CAPITOL CITY AMUSEMENTS

OPEN IN APRIL
WANT RIDE SUPERINTENDENT, \$150.00 per week if you are thoroughly experienced, capable and sober. Write. All intelligent inquiries will be answered. Don't bother unless your references will bear a thorough checking. RIDE FOREMEN for Wheel, Merry-Go-Round, Rolloplane, Spitfire and Octopus. Jess Richards, answer. CONCESSIONS: Everything open except Cotton Candy. Can use two Grind Stores. ROUTE: Indiana and Illinois. Seven good Fairs, including Boonville, Huntingburg, Corydon and Rockville.
Baron Paul, P. O. Box 811, Indianapolis, Indiana
Phone: WAbash 1010
Yes, again I have the **BIG ONE** for the Fourth **HOOPESTON, ILL.**

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"
NOW BOOKING FOR THE 1952 SEASON
WANT—Manager with Acts for Ten-in-One Side Show, Manager for office owned Girl Show, Will book Snake Show, Monkey, Motordrome, Fun House, Animal Show on liberal percentage. WILL BOOK—Hanky Panks of all kinds. Last year's Concessionaires, please contact and let me know what you are going to have. HELP WANTED—Tilt-a-Whirl Foreman and Second Man, Ferris Wheel Foreman and Second Man, Octopus Foreman. All Ride Help must drive. Top salaries paid to competent help. FOR SALE—Rolloplane or will trade for Glass House, Kid Ride, Show Front or Top. WANT TO BUY—Show Front built on trailers.
All replies: **JOHN PORTEMONT, Mgr., Athens, Ga.**

GLADSTONE EXPO. SHOWS

Now booking Shows, Rides and Concessions for the coming season. We have 14 Fairs contracted plus Humboldt, Tenn., Strawberry Festival and Eminence, Ky., for the 4th of July. WANT—Concessionaires of all kinds, especially Pitch-Till-You-Win, Ball Games, Penny Pitch, String Bumper, Clothes Pin Buckets, Swinger, etc. Shows of all kinds with own equipment. Especially want nice Girl Show, Snake and Ten-in-One, etc. Ride Help on all Rides. Want Kid Rides, Pony, Auto, Swings, Water, etc.
F. POOLE Box 1184 Jackson, Miss.
JACK OLIVER c/o Edwards Hotel Jackson, Miss.
Opening about April First near Jackson, Miss.

WANT TO BUY PORTABLE SCOOTER RIDE, WITH OR WITHOUT CARS FOR SALE

Allan Herschell Lopper Ride. Excellent Condition. Or Will Trade for Scooter Ride. Also For Sale—Allan Herschell Kiddie Merry-Go-Round, Allan Herschell Sky Fighter; Allan Herschell Special Built 20-Car Auto Ride, Same Diameter as a 10-Car Ride. Latest Model King Pony Card Ride and Boat Ride. One Kiddie Ferris Wheel. One Allan Herschell 8-Car Auto Ride and Airplane Ride. Auto Ride and Airplane Ride Stored in New York State. All Address **BOX 113, COLDWATER, MICHIGAN.**

WANTED for DANIA, FLA., MID-WINTER LEGION CELEBRATION WEEK JANUARY 28-FEBRUARY 2

Major Rides not conflicting, Shows and Concessions. Contact **JERRY SADDLEMIRE** or **JOHNNY KEELER** Tradewinds Trailer Park, 1921 N. W. 79th St., Miami, Fla. Phone 842462

NOTICE—J. A. GENTSCH SHOWS WANT—NOTICE

For the coming season, opening Port Gibson, Mississippi State Stock Show, February 25th, with three more State Stock Shows to follow and an excellent route throughout the season.
Want—Merry-Go-Round Foreman and Second Men on all Rides. All Ride Men contracted for this season, come on in. Quarters are open. Want—10¢ Stock Concessions What have you? Want to buy 10 or 15 good used Side Show Banners. All answers to
J. A. GENTSCH, Winona, Miss. Phone: 403W

ROCKY MOUNTAIN EMPIRE SHOWS WANT

Second Men on all Rides, must drive. Foremen who are under contract, report at once. Opening for clean, money-getting Shows. Useful Carnival People, contact. Long season, open early in March. 12 bona fide Fairs contracted, more pending. Sober Agents for office Hanky Panks. All write **FRANK O. SWARTZ, Owner, 3519 Newton St., Denver, Colo. P.S.: Larry Nolan Gen. Agt.**

AMERICAN EAGLE SHOWS

For Sale—One Pony Ride, complete. 11 ponies, 9 riding and 2 colts. Work with or without sweeps. Truck to haul same Beautiful Flash. Come and look it over. Need Man for Ferris Wheel. Ride Help who drive. Winter quarters open. Want Electrician, single man who will drive truck. Good proposition to right man. Now booking Shows, Rides and Concessions for '52. Show opens Feb. 25th, Pascagoula, Miss. Smokey Strickland, get in touch with Glen Hockett. All replies to **DANNY ARNETT, Winter Quarters, P.O. Box 11, Gautier, Miss.**

GIRLS ROLAND PORTER GIRLS

Needs a few more Girls for Florida Fairs. Attractive and experienced. Long season. Good pay.
CALL ROLAND PORTER
All Help from last season, wire or call. Bud High and Roy Hughes, bring Rose and Carol and organist. Jeanne Bunch and Dottie, need you badly. All contact
LAFAYETTE HOTEL TAMPA, FLA.

Frank W. Babcock UNITED SHOWS

NOW BOOKING CONCESSIONS FOR NATIONAL DATE FESTIVAL INDIO, CALIFORNIA
February 19-24 Inclusive
WANT—Competent Show Manager, experienced Ride Help.
Contact **H. COFFEY, Secretary**
Chandler Hotel, 834 So. Main St., Los Angeles 14, Calif.
Phone: Trinity 5965

MORRIS HANNUM SHOWS

My Sincere Thanks to Everyone
Who Sent Mail and Telegrams to Me at the Hospital.
Will be at the Pennsylvania meeting in Reading, Pa.,
January 23, 24 and 25, in Rooms 912-914,
Abraham Lincoln Hotel.

BEAUTIFUL CROSS



MIRACLE CROSS

When you place the center to your eye you can see the

LORD'S PRAYER
clearly and distinctly

Set with 12 brilliant rhinestones
Chain and cross rhodium finish

#500 \$6.00 \$66.00
Doz. Gross

#999 - Same as above, chain and cross, nickel finish
\$4.75 \$51.00
Doz. Gross

No. 185
Full of Life!
Fit!
Brilliant
\$3.85
doz. \$45.00
gross



Gold finish. White brilliant center. Red sides.

Please state your business. Deposit with all C.O.D. orders. F.O.B. Providence

Providence Ring Co.
19 Westminster St., Providence, R.I.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers
RATE: 15¢ A WORD—MINIMUM \$3
 All Classified Advertisements must be accompanied by remittance in full.
FORMS CLOSE THURSDAY NOON IN CINCINNATI
 FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

"EMCEE" MAGAZINE — CONTAINING Band, Novelties, Parodies, Monologs, Comedies, Jokes; subscriptions, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90.

FOR M.C.'S—BOOK CONTAINING OVER 500 quips, jokes and stories told in night clubs. \$2 A. H. Burd, P. O. Box 1248, Chicago 90, Ill.

LOOK—TWELVE SOCKO PARODIES. \$1! Six laugh packed blackouts, all hits. \$1! (1952 catalogue ready.) "Writers." Box 375, Hollywood 28, Calif.

SINGERS AND MUSICIANS—PIANO, VOX-als, orchestration, hand solos; school songs arranged; manuscripts corrected and prepared for publication; send manuscript for estimate Val's Arranging Studio, 310 W 10th St., Sarasota, Fla.

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY: Italian Inlay Mosaic and Sea Coral Jewelry; Mexican Chinese Iran and India Jewelry; Butterfly Wing Jewelry; Tropical Souvenirs, Novelty and Curios. Joseph Fleischman, 506 Tampa St., Tampa, Fla. fe2

ADULT BOOKS — ILLUSTRATED COMIC Booklets, 10 for \$1.24 for \$2; all different; Free Gift with each \$2 order; no c.o.d.'s please. V. M. Rogers, Dept. BB-2, Box 4738, Cimarron Station, Los Angeles 18, Calif. ja26

ATTENTION! COMEDY NOVELTIES! Splendid sales promotional aspects for advertising and resale; 29 different samples. \$1 Sebastian, 5138 Cahuenza, North Hollywood, Calif. fe9

BALLOONS — TOSS-UPS, SERPENTINES, Dart, Oak-Hytec; write for prices of balloons and accessories. Henry Charles Enterprises, Box 1285, Raleigh, N. C.

BARGAINS — TERRIFIC SAVINGS; JOB lots closeouts! Also save up to 50% on complete lines of Dry Goods Clothing, Hosiery, Notions, Sundries, Toilettries, Novelties, Gifts, Jewelry, Television, etc.; 2,000 items; send 25¢ for illustrated Wholesale Bargain Catalog, Close-Out Flyers and Special "Get Acquainted" offer, valuable merchandise certificate (worth many times 25¢) included free. Reliable Jobbers, 311 North Desplaines, Dept. H-1, Chicago 6. np

BARGAINS! SAVE UP TO 50%. BALLOONS, Combs, Billboards, Leather Goods, Novelty, Notions, Sundries, Smoker's Items, Carleton House (BB), Texas City, Tex. fe2

BEAUTIFUL PEARL EARRINGS — Assorted; sample dozen, \$2.50; fine Pearl Necklaces, 1, 2, 3 strand, equally assorted, sample dozen, \$4 postpaid; cash with order. Jacobi, 1561 Third Ave., New York 28, N. Y. fe2

BIG PROFITS—TRICK MATCHES, EXPLOSIVE and Sparklers, \$3; Snakes, \$3.60 gross prepaid; minimum shipment 1 gross; money with order; discount on larger orders. F. & S. Cartierman, Co., Box 1346, Milwaukee, Wis. ja26

BIGGER PROFITS—SELL KOEHLER BUSINESS Signs; over 1500 varieties; catalogue: 15 samples, \$1 postpaid; Koehler, 335 Goetz, Lemay 23, Mo. ja26

BOBBY PINS, BLONDE OR BLACK—\$1 pound, postpaid, in bulk. Trial pack, 5 pins, 10¢ ppd. Davern Trading Co., 149 Maple St., Jamestown, N. Y.

BUSINESSMEN HATE TRUMAN! Buy, line Anti-Truman Dollars by the bale; America's fastest dime seller; show to dealer, collect cash on spot; mail dollar for sample hundred and sales deal. Everly, Box 363, Newton, Iowa. fe2

BUY DIRECT FROM MANUFACTURER—Earrings, east drops, dollar retailers, \$3.50 doz.; Scatter Pins, boxed, \$3.50; four-piece boxed sets, \$42 doz; all order c.o.d. Jewelry Wholesalers Co., 421 Seventh Ave., N. Y. ja26

DO YOU NEED MONEY? \$40 IS YOURS for selling only 50 boxes of our 300 Greeting Card line. And this can be done in a single day. Free samples. Other leading boxes on approval. Many surprise items. Experience unnecessary. Free samples. Personalized Stationery, Napkins. Write today. It costs you nothing to try. Cheerful Card Co., 409 White Plains, New York. ja26

ENTICING ARTISTS MODELS — PHOTO-graphed as you like them; 18 unusual exclusive full-length shots; \$1 per set. Pelton, Dept. 232, Box 2567, Chicago 7, Ill.

FOR YOUR PROMOTION AND CLEARANCE! Sales! Handkerchiefs, silk scarfs, ladies' children's pajamas, nightgowns, nylon panties, underwear, stockings and 100 more items; ask for price list. Alfred Rubio, 1155 Broadway, New York City. ja26

FREE NATIONWIDE ADVERTISING. PUBLICity! Reach 51 million readers (77 magazines) without charge! Broadcast (Ref. stations without risk) Details 20¢ (Refundable). Treasury, 149 Storer, New Rochelle 1-RR, N. Y. np

FREE WHOLESALE CATALOG—COSTUME Jewelry, Watches, Novelty Clocks, Premiums, Giftware, Jewelry; very low prices. S. Cartierman, Oglethorpe Ave., Pittsburgh 1, Pa.

ILLUSTRATED COMIC BOOKS — ADULTS only; 10 for \$1.24 for \$2; all different; free gift and book list with each order; no c.o.d.'s. Hansen Sales, Dept. B-1, 2851 Madison, Chicago 12.

LUNCH COUNTER GAME — GIGANTIC profit! (Skill) Start route: \$59.40 dozen; samples, \$7.50 each prepaid. "Levalshere 711," Box 929, Long Beach 1, Calif.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. ma29

MAKE PERFUMES AT HOME FROM OUR concentrates; profitable business; information free; men, women. Write "Carey Laboratories," 1614 Chouteau BB, St. Louis 3, Mo. fe16

MAKE MONEY SELLING ILLUSTRATED Cartoon Comics Booklets, Pin-Up Model Stationery; samples of both, \$1.50, Allen, 216 W. Jackson, Chicago 6.

MEDICINE MEN—COMPLETE LINE OF products under your own name. Write for gross price list. Quaker Medicine Co., 220 George St., Cincinnati, Ohio. fe2

NEW INVENTION — REVOLUTIONARY plastic sign; every store a prospect; sales men and sale organizations to represent us in your territory; large commission. Write, call or wire Whitman Specialty Sales Corp., 1186 Broadway, New York, Murray Hill 5-7068, Suite 1200.

MIDGET KNIFE, 1 1/2 INCH CLOSED, \$5.90 gross; Pocket Knife, 3 1/2 inch closed, two blades, \$3 dozen; Push Button Knife, 4 inch closed, \$6.90 dozen; Ball Pens, 25¢ retailer, \$10.60 gross; Key Chain Novelties; many other items; quantity discounts; all shipments f.o.b. Brooklyn; 25 different samples; wholesale prices, \$3 ppd. (Refundable.) Unique Plastics, 472 Hendrix, Brooklyn 7, N. Y. fe2

MORE MONEY IN CLOSEOUTS—TERRIFIC values! easy sellers; send name for free price list. Metro, 60 South St., Boston 11, Mass.

NEW FIVE PIECE JEWELRY KITS, \$2.50; clean, buff, polish your personal jewelry regularly. Sample, \$1.25 Jew. lustre Co., Erie, Mich. fe9

PERFUME—WHOLESALE, SELL DIRECT. Moderne Odours, in bulk, \$1 oz.; send for five trial samples, \$1. Florida Perfume Laboratories, 943 Biscayne Blvd., Miami ja26

SALESMEN DISTRIBUTORS—FAST SELL. ing Costume Jewelry direct from factory; big picture catalog free. Pickcraft, 8-19 Bank, Attleboro, Mass. ja26

SELL NEW-USED CLOTHING FROM HOME, auto. store; Men's Suits, \$1.25; Topcoats, \$6; Pants, 30¢; Dresses, 20¢; Ladies' Coats, 38¢; other bargains; catalog free. S&N, 55-L 12th Place, Chicago 7.

TERRIFIC PROFITS DISTRIBUTING AMAZING "Talking" Valentine Greeting Cards; says Hello Sweetheart, in loud, clear voice; also Happy Birthday and Go West styles; sample, 25¢; dozen, \$1.20; gross, \$12 postpaid. Allied Sales, 311 N. Desplaines, Chicago 6. fe9

YOUR OWN BUSINESS—OVERCOATS, 50¢; Mackinaws, 34¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 10¢; enormous profits; catalog free. Moro, 558-AF, Roosevelt, Chicago 7. np

\$75 WEEKLY MAKING FOUR SALES daily! Sell cushioned, non-cushioned Shoes. Work Shoes guaranteed six months. Free outfit. Concordian Shoes, 2-C West Concord, Mass.

200% PROFIT—FAIRS, MIDWAYS; CHICK-en Pie Concession, molds pie into appealing individual baked chickens. Metal M. \$1.25. Southern Cooking, 717 Toulouse, New Orleans.

10,000 YARDS PRINT CLOTH WEEKLY. Wide, short assorted solid colors; second quality, \$15 per 100 yards; ladies' Nylons, fancy pack, uniformly graded, sub-standard, \$3.50 doz.; Razor Blades DE, pk. 5's, 100 to display carton; unconditionally guaranteed, \$35 per 10,000; you beat all competition; make money immediately; deposit, balance c.o.d. from this ad. Sibert's, Chattanooga 4, Tenn.

ANIMALS, BIRDS, PETS

ATTENTION, SHOWMEN—WE ARE NOW taking orders on all kinds of South American birds, animals and reptiles for delivery when you need them at amazingly low prices. Priced lists ready for upon request. Send for yours now and be prepared for opening dates. Mono Trading Co., Inc., P. O. Box 212, Miami 48, Fla.

COMPLETE WILDLIFE EXHIBIT FOR sale; 25 cages of animals and birds; well acclimated stock; place your orders for spring delivery on Animals, Birds and Reptiles. Tarpon Zoo, Tarpon Springs, Fla.

FOR SALE—ONE WIRE WALKING DOG and rigging, also skips rope; also one dog doing 6 tricks. Write Box 475, Gibsonton, Va. ja26

FOR SALE — 1 CINNAMON RINGTAIL Male Monkey, seven months; 1 Rhesus female, 12 months. Both tame and chain broken; reasonable. Madison Square Pet Shop, 857 Eighth Ave., New York 19.

FOR SALE—FEMALE EUROPEAN BROWN Bear, beautiful light color; trained for color and muzzle; small idea for training; just imported, Hawthorn-Melody Farms Zoo, Libertyville, Ill.

FOR SALE—CHAPMAN FEMALE ZEBRA \$750; two male Elands, \$400 each; female Leopard, \$400. Wixom Bros., Greencastle, Ind.

WANTED—ODD ANIMALS AND BIRDS. Will buy rent or exchange. Animal Kingdom, 3021 Milwaukee Ave., Chicago 18, Ill. Capital 7-6410. fe9

BUSINESS OPPORTUNITIES

AMUSEMENT PARK NEAR SEQUOIA National Park; picnicking, swimming, dancing, refreshments, sports; fully equipped; off-season price, \$22,500. Write Kaweah Valley Co., 129 N Church St., Visalia, Calif. fe9

DRIVE-IN AND LIVING QUARTERS COM-plete any state; like new; must be seen to appreciate; pictures; price, \$7500. T. Allen, 8312 Florida Ave., Tampa 4, Fla. fe2

EARN BIG MONEY—SELL SUIT GOODS. Sharkskin and gabardine, cut suit lengths for men and women; \$5 per suit length. If you cannot sell these goods we guarantee your money back. A & R Suit Co., 1245 S. Halsted, Chicago, Ill.

GET INTO SILK-SCREEN PRINTING—Complete course; tells everything from A to Z plus 100 ways to sell; only \$3.95 postpaid; money back guaranteed. Detail-free. Gardner Typecrafters, 510 W Susquehanna Philadelphia 22, Pa. ja26

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 South 15 Ave., Minneapolis 7, Minn.

OLD ESTABLISHED RESTAURANT—Pennsylvania college town, 4,000 population; Routes 11-15; living quarters. Covany 512 Shakespeare Ave., Milton, Pa. Phone 6455.

START A VENETIAN BLIND LAUNDRY—Profit opportunity for lifetime business; new machine method; free booklet on request. L. B. Co., 442 N. Seneca St., Wichita 12, Kan. ja26

TWO BITS BRINGS OUR BIG OPPORTUNITY mall for 3 months; includes mall order magazines. Mallo Mallers, 767-B Leith, Flint 5, Mich. fe2

WHERE TO BUY WHOLESALE ELECTRI-cal Appliances, Novelties, Costume Jewelry, Cookware Sets, other essential merchandise. Write Distributors, 1130 Broadway, N. Y. ja26

YOUR OWN BUSINESS WITH A MINIMUM investment. A national organization offers you this opportunity in the fast-growing soft ice cream business with possible profits from \$8,000 to \$15,000 per season. For full particulars write to Dari-Deitte, 1524 Fourth Ave., Rock Island, Ill.

6 LANE BOWLING ALLEY—ALL DUCK pins, 18 bowling balls, 18 sets of pins, 6 scorer's stands, 1 cashier's desk, Columbia money drawer, 1 counter, 3 shag rugs, 1 \$500 neon sign, 1 \$300 automatic gas ceiling heater, 5 settees and other items not mentioned; price \$3,850; must sell, bad health. Write, call or write Z. P. Land, Humboldt, Tenn.

\$315 INVESTED IN 25 NEW TYPE VENDING Games; with little or no work should net you at least \$75 weekly; \$600 investment, \$150 weekly, etc. Write Kissner, Dept. WW, 606 E Pike, Seattle 22, Washington. fe16

5 in 1 SCREWDRIVER KIT!



EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!

Sells On Sight!
BREAKING SALES RECORDS FROM COAST-TO-COAST

Precision made from hardened tool steel.
Comes complete with plastic pouch.
Has a blade for every size and type of screw.
Vise-grip chuck locks blades securely in place.

\$7.20 PER DOZ.

Has a blade for every size and type of screw.
Has a blade for every size and type of screw.
Has a blade for every size and type of screw.

CASH IN NOW!
Largest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN ONE! Kit has 3 standard blade screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with vise-like grip. Tremendous orders from dealers prove this the most sensational tool value ever offered.

25% Deposit with order,
Bal. C.O.D., F.O.B. Detroit.

Write For Our Big Wholesale FREE CATALOG!

GEM Sales Co. 533 Woodward
Detroit 26, Mich.

RUTILE More Brilliant Than Diamonds



Per Carat \$10

"Rutile," not an imitation diamond, but a man-made "Gem" in a class by itself. It is clear in color and has much more brilliancy than a diamond.

Men's 14k gold mounting \$25 additional.
Ladies' 14k gold Tiffany style setting \$12 additional.

ELGIN • BENRUS • GRUEN • BULOVA • WALTHAM

WATCHES GUARANTEED LIKE NEW
For men and women, new model watches, case and dials, reconditioned and guaranteed like new. Complete with leather straps.

\$9.95
Above Watch With Men's & Ladies' Sets
\$12.95

Wholesale only—\$1 additional for samples, 25% guarantee if not satisfied.
C.O.D. 5-day money back

JOSEPH BROS. 5 S. Wabash Ave. Dept. B-2 Chicago 3, Ill.

FREE New Big 1952 Wholesale Catalog

3 SURE-FIRE PROFIT-MAKERS!
MAKE AMAZING EARNINGS SELLING TO ALL STORES

ASPIRIN and COMB DEAL

Every retailer wants this fast-selling combination. You make 100%; merchant doubles his money. Self-selling display card of 36 tins of NATIONALLY ADVERTISED Laymon's Aspirin; 6 heavy-duty Clip Pocket Combs on card given with each Aspirin deal. Profit and sales leader.

NO-SLEEP

Big demand item in cigar stands, taverns, gas stations. Helps prevent drowsiness. Not habit-forming. Twelve 10¢ tins of 6 tablets each on sales-making counter card.

MERTHIOLOATE

First Aid necessity that sells fast. Most popular approved antiseptic for cuts—in handy tip-it-and-tap-it applicator bottle. Dozen 15¢ bottles on attention-getting display.

WORLD'S PRODUCTS CO., Dept. 8-F
World's Largest Counter Card Merchandisers
SPENCER, INDIANA

JUST OFF THE PRESS!!
OUR NEW
SPORTING GOODS CATALOG
No. 156
Send for It Today!

N. SHURE CO. 200 W. ADAMS STREET
CHICAGO 6, ILLINOIS

4 in 1 CATHOLIC PRAYER SCROLL \$1 SAMPLE

YOU MAKE OVER \$25 DAILY

First time shown. Remarkable 3" pocket prayer kit every Catholic wants. 50" scroll with daily and important prayers in Spanish or English; rosary, color picture of Blessed Virgin in beautiful transparent plastic. Gift boxed. Retail \$1.50 Sells on Sight! Money-back guarantee.

Order Today! Sent first class. Specify Spanish or English.

STEPHEN PRODUCTS CO. Dept. BJ-4, 1947 Broadway, New York 23, N. Y.

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY! see page 3 for rates

VALENTINE DEAL BRINGS YOU \$14.12

Consists of 288 penny retailers, 100 two-for-five retailers and 100 five-cent retailers, all with envelopes and 144 horrible character sheet valentines without envelopes. Also included in the assortment are 2 dozen cellophane bags with 10 cents a bag.

MA35—Complete Deal\$7.50
Plus postage

Civil War Caps—cotton cloth with leatherette bill, Union Blue or Confederate Gray. State color.

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Established 1886
TERRE HAUTE, INDIANA

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CONFEDERATE HATS AND YANKEE HATS

WITH **CROSSED GUNS**

These are the original Confederate and Yankee Hats, with crossed guns. Guaranteed first quality and are the real McCoy—Sell on sight—Assorted sizes.




MADE OF HEAVY TWILL AND GABARDINE WITH STRAP AND BUTTONS. STIFF PATENT PEAK.

MADE OF FELT

<p>Confederate Hats, 12"x18", Gr. \$21.00</p> <p>Confederate Decals, per 100 Per 1,000 5.00</p>	<p>Confederate Hats, 6"x6", Gr. \$7.20</p> <p>Confederate Hats, 6"x10", Gr. 11.00</p>
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 1102 Arch Street Philadelphia 7, Pa.
 Phones: MA 7-9848—WA 2-6970

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 25% deposit required—money order or cash. We ship same day as we receive orders. Ship all over the world. **THIS IS OUR ONLY STORE.**

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 Music • Vending • Amusement • Counter
 NOTICE—Only advertisements of used machines accepted for publication in this column.

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines, all makes, models; lowest prices. Have you to sell? MacPostel, 2952 Milwaukee Ave., Chicago, Ill. fe9

BARGAINS—USED VENDING MACHINES. parts, supplies, merchandise; special ball gum all sizes, 24¢ per lb. Logan Distributors 627 Milwaukee, Chicago 22, Ill. ja26

CASH IRON STANDS—WEIGHT 25 LBS.. \$4 each; in lots of 6 or more, \$3.75 each; top flanges, only 30¢ each; top plates for two vendors, \$1.35 each; all prices f.o.b. factory; 1/3 deposit, balance c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill. ja26

CIGARETTE MACHINES—FOR THE FINest in reconditioned cigarette machines; used equipment that looks and works like new; king size conversions and parts; write or phone and wire collect on orders. Claymark Dist. Co., Al 2889, 62 Trinity Ave., S. W., Atlanta, Ga.

EXCELLENT CONDITION, SLIGHTLY used, every machine guaranteed: 100 Silver King Ball Gum Machines, re-named as original blue, 50 for \$375; 100 for \$700; 45 Atlas Bantams, \$300; 30 Abbey 5¢ Cash Trays, 3 on stand, 10 all chrome sets, 100 for \$75 per set, yours for \$350; 20 Sun 5¢ Bulk, like new, all for \$150; all cash or 25% bal. c.o.d. Frontier Novelty Co., 256 W. Roger Rd., Tucson, Ariz. fe2

FOR SALE — CIGARETTE MACHINES: Overstocked on S-W and Champion Dugrenier machines; also (10) Eastern Electric which will work for 20 or 25 cents; please write for prices at once. Address: Howard Adams, 810 East 10th St., Kansas City, Mo. fe2

FOR SALE—15 "CORADIO" COIN RADIOS, also route; Jersey; price right; details: Irving Duberg, 1553 Ocean Ave., Brooklyn, N. Y.

KICKER & KATCHERS—4, LIKE NEW, \$25 each; 10 used, \$15 each; Ristaurat, 45 non-selector, serial numbers, 2000 up, for \$50 each. Lake Shore Sales, 3405 Kenwood, Toledo, Ohio.

MUST SELL—VENDING MACHINES: Shipman 5¢ Gum and Lifesaver, Candy, Coffee, others. C. Boettger, 105 Putnam St., W. Hazelton, Pa. Phone 8486-R.

PENNY SCALES—10 OR 15 KIRK GUESSERS, operating condition, \$75 each. Austin Scale Co., 4120 Austin, Houston 4, Tex. Lynchburg 6323

POKERING TABLES REFINISHED LIKE new working order, \$95 each, f.o.b. Millville, James Travis, 204 N. Third St., Millville, N. J. fe2

STAMP MACHINE FOLDERS AT LOWEST prices; send for samples and prices. Braun Manufacturing, 171 E 92d St. New York 28, N. Y. fe16

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. ja26

STAMP FOLDERS DIRECT FROM MANUFACTURER; low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. ja26

WANTED—METAL TYPERS, ANY CONDITION; Groetchen or Standard. Red Daugherty, Nashville 9, Tenn. fe9

WILL TRADE TURF KINGS (LIKE NEW) Music, Gigarette or any other Coin Machine Equipment. Runyon 123 West Guyton St. Newark 8 N. J. ja26

KING PONY CART RIDE—SACRIFICE FOR \$1,800; new top, extra clutch, wheels, carts, bells on bridges; ride in very good shape; stored block south Junction State Road 290 and 275, Champlain County, Ohio. D. R. Gowin, Rt. 1, Cable, Ohio.

STREAMLINE TRAIN, POPCORN Machine; Rheaun, Green, mother-baby combinations; three across Highway 41; trade for show equipment; want Pony Ride, Harris, Cypress Hobby House, Bradenton, Fla.

THEATRE CHAIRS, PROJECTORS, TENTS, Bleachers, 3,000 Folding Chairs, Screens, Wrestling Arena, Film, Lone Star Seating Co., Box 1734, Dallas, Tex.

TOM THUMB STREAMLINER TRAIN AND track; 18 passenger; used one season; bargain at \$2,000. Kiddieland, Box 2674, Myrtle Beach, S. C.

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5 SMALL TRAINED SHETLAND PONIES, saddles, bridles. Kiddie Ride, excellent condition. \$2,200. J. Doyle, P. O. Box 21, Edom, Tex.

8 CAR OCTOPUS, DOUBLE LOOP PLANE, \$300 Bingo Train, 3 Semi Trailers, Show Office, Bingo Blower, Water Fall Blower, Pioneer Shows, Waverly, N. Y.

8 CAR LINDY LOOP, MECHANICALLY good; priced to sell; 15 hp. electric Motor A.C. price \$500. H. H. Amusement, 390 Seaside Blvd., Staten Island 5, N. Y. C.

14 PC ALUMINUM PATTERN, MAJOR Merry-Go-Round Horse (50x26x10), \$110; Kiddie Horse Pattern (40x23x13), \$50; Hand-car Railway Plans (patent expired), \$5. Brill, Box 875, Peoria, Ill.

16MM. ROADSHOW ATTRACTIONS, COMPLETE sound programs as low as \$7.50 for full week. Used Projectors, 16mm. sound, as low as \$150. Minot Films, Inc., Mill-bridge, Me. ja26

35MM SOUND FEATURES AND SERIALS for outright sale; new listings, stamps; also rental service. Oakley Films, 242 Kontner, Nelsonville, O.

1939 WHITE TRUCK, '48 MOTOR, 16 FOOT Cat Rack, 4 other joints, various money. Anthony Nuccie, 225 Seymour Rd., Rochester 9, N. Y.

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8 mm., 50 ft. \$3
16 mm., 100 ft. \$6
COLOR SLIDES
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In six different designs. Also all branches military rings. Rings with side ornaments: \$4.50 per dozen; without side ornaments: \$3.50 per dozen. In all sizes. Attention please: On orders under \$25.00 add 5% to cover shipping charges. We also sell Mexican embroidered jackets and men's silver, and silver and gold buckles and tie holders, and Mexican hand-tooled men's belts and wallets. 25% with order, balance C.O.D. Accounts opened for well-rated firms.

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RUGS, \$32.50 ea.

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1952 INFLATABLE LINE READY!!

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LADIES' FULL FASHIONED 51 GAUGE, 15 DENIER, DUPONT NYLON HOSE, \$6.50 Doz.

Packed 1/2 dozen of a size and a shade to a box. Latest shades. Terms: 25% with order, balance C.O.D.

GAINOR SALES CO.
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FOR SALE — SECOND-HAND GOODS

ABOUT ALL MAKES POPCORN MACHINES available from \$35; Candy Corn Machines, Peanut Roasters, Krippy Korn, 150 S. Halsted, Chicago, Ill. mal

FOR SALE—COMPLETE PERCH ACT RIGGING for 1, 2 or 3 persons; top poles for shoulder, head or belt; table, pedestal; props all chromized; packed in aluminum train; write for photo of same. Gustaf Avant, La Tosca Trailer Park, Sarasota, Fla. fe2

FOR SALE—DIESEL, ALSO GAS LIGHT Plants; 5 G.M. 6.71, 1200-watt Diesels D.C. to 75 KVA, 3 wire, 115/230 volts, 60 cycle Generators; also 30 foot Trailmobile trailer with two ditto 75 KVA Diesels and one 25 KVA International UD9 units installed with large oil tank storage; also Gasoline Units, 1 1/2 kw. to 25 kw., all like new, condition guaranteed. Write or wire Sumter Electric Rewinding Co., Box 308, Phone 1861, Sumter, S. C. fe9

FOR SALE—KIDDIE ROLLER COASTERS; rides adults or children; takes space 45 by 75 ft. A real buy at \$2500. Justin Plyler, Myrtle Beach, S. C. fe9

FOR SALE—ONE WALKING CHARLIE Ball Game Concession. Can be used under a top or in a building; consists of mechanism with eight men and painted curtain with the men walking in and out thru; price \$400. Justin Plyler, Myrtle Beach, S. C. fe9

FOR SALE—ONE LUCKY DUCKS HOOPLA Concession, sold by Wisconsin Deluxe Co. for \$400. Perfect condition; will take \$150. Justin Plyler, Myrtle Beach, S. C. fe9

FOR SALE—NEW 26 FT. ALUMINUM Concession Trailer, Tandem axle, electric brakes, Eaton Repair Shop, Eaton, Ohio. Wilbert Petty. fe9

FOR SALE—LATE MODEL SUPER-ROLLO-plane, two thousand five hundred dollars. Jack Garrahan, 845 Anthracite Ave., Kingston, Pa. fe9

HAVE FOR SALE — TWO CONCESSION Trailers, several Tops and Frames, Game Supplies and Merchandise, 4 Van Trucks, 1 37-kw. Show Light Plant, 1 Kid Ferris Wheel, 1 8-tube Whistle Flat Ride, Sound System Equipment, Electric Welder, Show Cable and Junction Boxes and misc.; a profitable business; write for details and details on request. Babe Gallamore, c/o Showman's Club, 216 W. Washington, Phoenix, Ariz. ja26

M & M GAS ENGINE OFF SPITFIRE, USED two seasons, price \$250; come and get it. H. H. Amusement, 390 Seaside Blvd., Staten Island 5, N. Y. C.

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YOU CAN ENTERTAIN WITH TRICK chalk stunts and rag pictures; send 25¢ for catalog. Balda, the Lightning Cartoonist, Oshkosh, Wis. fe9

WHY LAY OFF? SEND \$1 FOR CURRENT listing 2,000 Theatrical Agencies who have work! World Wide Theatrical Guide, P. O. Box 59, Chicago 90.

MAGICAL APPARATUS

A BRAND NEW #23 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog. Buyer's Guide, both 50¢; wholesale, Nelson Enterprises, 336-B S. High, Columbus, Ohio. fe2

FOR SALE—VENTRILOQUIAL DIALOGS, \$5 per dozen; Monologs, Songs, Parodies, Tizard, 110 W. 76th St., New York 23, N. Y.

MYSTIC ATTRACTION SECRETS — Instant effect, India's great hypnotic charming, hypnotic eye, love charming; money one dollar. Irving Glasson, 118 Maple St., Waterbury, Conn. fe16

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SUB-MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price Nelson Enterprises, 336 S. High, Columbus Ohio. fe2

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MISCELLANEOUS

BASEBALL MACHINES — OUTDOOR-Indoor; no springs; custom made, \$750. Write Moe & Moe, 2930 Sacramento St., San Francisco, Calif.

"BULLY TANKS," \$9.95; STEEL; SIX FOOT, 55 pounds, or 10 foot, 115 pounds; free picture. Buck's Auto Parts, Merced, Calif. ja26

FOR SALE—338 BILLBOARD MAGAZINES dated 1930-1940 inclusive; also 50 coin machine magazines dated 1930-1935. Loyal Smith, 311 Cobden St., Sarnia, Ontario.

575 OLD BILLBOARDS, 1921 TO 1942, BEST offer. John S Evans, Crystal Springs, Miss. ja26

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PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. fe9

THE EASTMAN IMPROVED TYPE DIRECT Positive Paper available in all sizes. Marks & Miller, Inc., 70 Scio St., Rochester 4, N. Y. ja26

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QUALITY PRINTING AT LOWEST COST. Booklets, catalogs, publications, circulars, stationery; free price list. Adams Printing, 30 W. Washington, Chicago 2, Ill. np

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WINDOW CARDS — 14x22 AND 11x14. THE Bell Press, Winton, Pa. fe2

WINDOW CARDS, PROGRAMS, HERALDS; Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. ja26

100 LETTER HEADS AND 100 8 1/2 ENVELOPES. Hammermill Bond, five lines copy, \$2.25 postpaid. Dickover Printing-Lithography, 5233 Cleveland, Kansas City 4, Mo. fe2

100 8 1/2x11 HAMMERMILL LETTERHEADS and 100 6 1/2 Envelopes, \$2 postpaid; four lines limit. Benniville Printing Service, Box 1931, Pittsburgh 30, Pa.

(500) SIMULATED CELLULOSE BUSINESS Cards, beautifully processed in red, blue, green, yellow, \$4.50 sent c.o.d. Atlantic Press, Clifton, N. J.

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ANYONE CAN SELL HOOPER DU PONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others; in white and colors; exclusive styles; top quality; low priced; exceptional income; real future; equipment free; write fully: Hoover, Dept. A-109, New York 11, N. Y.

"EYE CATCHING" FLASHER DISPLAYS—Flashing color lighted titles. Add sparkle to show windows, counters; details; 3¢ stamps. Desco, 6334-C Sepulveda, Van Nuys, Calif.

IF INTERESTED IN LARGE EARNINGS and good future, we sell nationally advertised merchandise to retail stores. Manufacturers Agency, 11107 Haas, Los Angeles 47, Calif.

MEN—FULL OR PART TIME, TO SHOW item to filling stations and garages in exclusive territory; five-minute demonstration means sale with \$10 cash commission; not uncommon for our men to earn \$200 to \$400 weekly; must have car; position of supervisor also open. Write L. C. Smith, B. & B. Mfg. Co., Sioux City, Iowa. ja26

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NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St. Chicago. Ca 6-2544.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 85d St., Los Angeles 3.

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A.B.T. SKILL GUNS—ELECTRIC PENNY play for counters; no bugged barrels will do; also Gretchen Skill Test. Lee Hirschler, 3725 Reading Rd., Cincinnati, Ohio.

BLEACHERS—MUST BE AT LEAST 15 years high to seat 8,000 at 16 inches per person. Harry B. Nelson, J-H Ranch, Camdenton, Mo.

CASH FOR COTTON CANDY MACHINES, Ice Shavers, Hot Dog Steamers; small tops or most any Concession. James Rosetter, Albany, Ohio.

KIDDIE AIRPLANE, ROCKET RIDE—WITH in 100 miles N. Y.; no junk; enclose pictures, prices. V. Petrucci, 2331 East 14 St., Brooklyn, N.Y.

WANTED—8-TUB OCTOPUS AND TRANSPOR tation, Kiddie Auto Ride, or what have you? Funhouse and Merry-Go-Round Horses. James Barber, Asotin, Wash.

WANTED—LIGHT PLANTS, 7 OR 8 HIGH Seats. Wild West Canopy, 7 or 10 ft. Side Wall. Buck Lucas, Rt. 3, Pataskala, Ohio.

WANTED—KIDDIE RIDES, ANY CONDIT ion; will pay cash. Write Martin Davis, 10 E. 55 St., Brooklyn, N.Y. Phone HYacinth 3-8789.

WILL BUY PHONOGRAPH RECORDS—COL lections of dealer's stock; any amount, made before 1940; have thousands for sale; send wants Jacob S. Schneider, 128 W 66, N.Y.C.

WILL BUY POSTERS, CIRCUS, CARNIVAL, Theatrical or any other kind in colors. The older, the better. Any size or quantity. Pay cash. What have you? Write to Posters-International, 2901 Bayshore Highway, Redwood City, Calif. fe16

WILL BUY DEVIL'S BOWLING ALLEY— Must be in good condition; Agents that can drive for Six Cat; salary and percentage. Joe Saladino, Mecca Hotel, Birmingham, Ala.

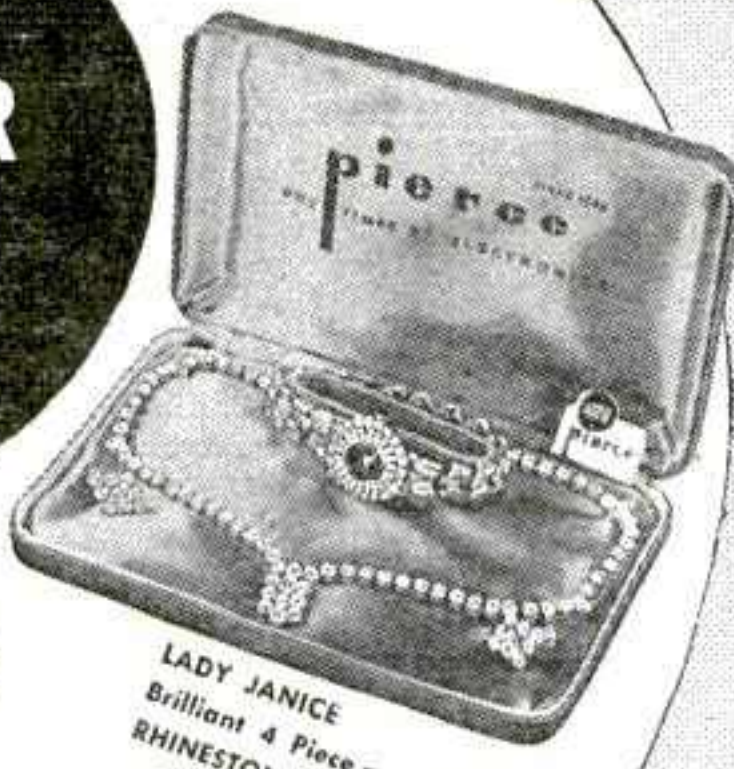
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AMAZINGLY LOW PRICED
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THERE IS NO SUBSTITUTE FOR 17 JEWEL PERFORMANCE

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RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

AERIALISTS—MALE, FEMALE; HIGH LAD ders and pole. Send all particulars, photo first letter. Xellos, 102 Gold St., New Britain, Conn. ja26

VOCALIST (BOY OR GIRL) AT ONCE LEE Williams, 1611 City National Bank Bldg., Omaha, Neb. fe2

BOY VOCALIST AND GIRL VOCALIST for prominent established band, also other musicians; good salary. Send all details to Box C-512, c/o Billboard, Cincinnati 22, O. fe2

WANTED—MUSICIANS INTERESTED IN show business; piano, guitar, sax, strings, singers for replacements. Happy Bill Radio Troupe, Radio Station, Huron, S. D. ja26

WANTED—GROOM THAT DRIVES TRUCK; all year round job. George Hanford, Atayde Bros. Circus, Mexico City, D. F., until February 28. fe9

WANTED—PROMOTER AND TICKET Seller for square dance. Veterans' organization in Chicago. Box 485, Billboard, 188 W. Randolph, Chicago.

WANTED—MAN OR GIRL ACCORDION player, pop and standards; also girl singer, dance specialties; send photos, weekly salary expected; Central territory. Write W. S. Jackson, 36 Plaza Ave., Wheeling, Ky.

WESTERN SINGERS! I HAVE TWO SONGS that I want pressed. If you're "tops" send platter and price desired. Lester Cox, 359 Burgess, Indianapolis 19, Ind.

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

DOC COOK'S ORCHESTRA—AVAILABLE for party, hotel and club dates in metropolitan area. Box 664, Perth Amboy, N. J. fe2

CIRCUS & CARNIVAL

COMBINATION MAN—A-1 SIGN PAINTER. 22 years A-1 Magician, Comedian 5 years, free acts. M.C. Seymour, 213 S. Valentine, Little Rock, Ark. fe2

MAN, 33; HEAVILY TATTOOED; RELI able, steady; wants to break into side show carnival; will learn clown, stogie, pitch, anything considered; can you place me? Write #5, 1309 H St., N. W., Washington, D. C. fe2

MUSICIANS

A-1 ORGANIST—20 YEARS' EXPERIENCE; theaters, lounges, rinks; all types music; extensive repertoire. Address: 136 47th St., Union City, N. J. fe2

AVAILABLE—DRUMMER, NAME AND semi-name experience; play anything; new white pearl drum; age 24; state all. Olin McCullen, 338 Crescent Ave., Peoria, Ill. Phone 5-7153.

BRONZE WESTERN SADDLE HORSES

Height and Dozen Price
10 1/2" 8 1/2" 5 1/2" 4 1/2" 2 1/2"
\$21.00 \$16.00 \$6.50 \$4.00 \$1.80

25% Deposit Required With Order. F.O.B. Chicago. Wholesale Only. WRITE FOR FREE FOLDERS. COOK BROS. 816 W. Maxwell St. Chicago, Ill.

MEN'S WALLET AND PEN SET

GROSS \$86.40, DOZ. \$9. SAMPLE \$1.

Wallet is made of beautiful simulated Calf or Alligator. Features: secret bill pocket, 4 picture holders, 3 card holders and removable pass card. ALL GOLD TONE PEN has beautiful lustrous finish, attractive modern design, exclusively mfd. for this set, gift boxed.

LADIES' WALLET, COIN HOLDER, FLASHLIGHT & PEN SET. Features wallet in simulated Calf or Alligator, coin holder, picture compartment. Pen and Key Chain Flashlight are in gold tone metal. DOZ. \$9. GROSS \$86.40, Sample \$1. 25% deposit with order, balance C.O.D. POLAR PRODUCTS CO. 43 JOHN ST. NEW YORK 38-B, N. Y.

PARKS & FAIRS

"WRITE" CHARLES LA CROIX, HIGH-class Trapeze Act. Available for indoor and outdoor events. (Platform required for outdoor.) For particulars address Charles La Croix, 1304 S. Anthony, Fort Wayne 4, Indiana.

VAUDEVILLE ARTISTS

FOR WINTER DATES—WILSON'S CANINE Capers, 7 highly trained dogs; worked by lady and clown. G. E. Wilson, Box 475, Gibsonton, Fla. ja26

SITUATION WANTED AS PARTNER TO lady in whip acts, such as handkerchief, cigarette, etc.; also for new Amazon slave act; subject to ideas of lady partner. T. Phillips, 51 Hamilton Pl., Apt. 3, New York City.

STANDARD COMEDY TEAM—MAN-woman, for stage unit, Western swing or Dixieland; man terrific drummer; singers, dancers. Gay '90's, black and tan; man, M.C.; South only. Possum and Blossom, P. O. Box 137, Gene Autry, Okla.

WANDA AND SEVERIN ACTS—MAN wants position as partner to lady to play part of Severin in Venus in Furs. Ray Lynch, Coatesville, Pa. R.D. 2.

VOCALISTS

COWBOY—FOLK SINGER, GUITARIST; 8 yrs. radio, stage experience; wants air spot; any size station, or position with jamboree. Box C-509, c/o The Billboard, Cincinnati 22, Ohio.

BUY DIRECT—LADIES' NYLON

51, 54 and 60 gauge, all deniers, price \$1.50 to \$9.00 per dozen; men's nylon blazers, nylons, Durene and cotton, all sizes and grades, \$1.00 to \$6.00 per dozen; children's and misses' anklets, all sizes to 11, \$1.00 to \$3.00 per dozen; trial orders sold; satisfaction guaranteed or money refunded. TENNESSEE VALLEY MFG. CO. 2400 Dayton Blvd. Chattanooga, Tenn.

DIRECT FROM MANUFACTURER



Beautiful 24K gold plated Bracelets. Many assorted styles on Link Bands, Stretch Bands and Wire Snap Bracelets. Each stunning piece set with a variety of genuine rhinestones and colored sparkling jewels.

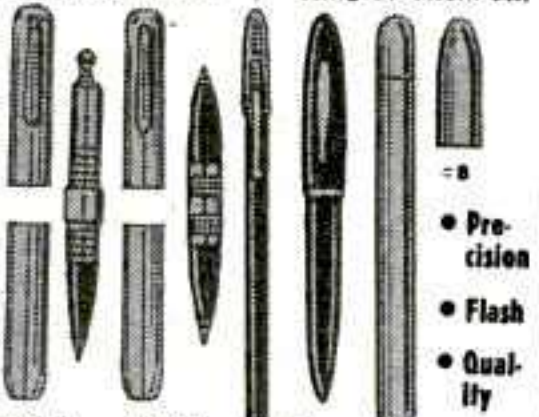
SPECIAL INTRODUCTORY OFFER \$6.00 per dozen OTHER SENSATIONAL VALUES

4 piece (necklace, bracelet, earrings) sets—Exquisitely gift boxed—\$1.40 per set (\$18.00 dozen); sample set—\$2.00 ea.

5 piece (necklace, bracelet, earrings, matching pins) sets—\$2.75 per set (\$30.00 per dozen); sample set—\$3.00 ea. ALSO: 3 pc. Necklace Sets—\$7.50 per dozen (boxed). 3 pc. Pin and Earrings Sets—\$4.50 per dozen (boxed). Scatter Pins and Earrings Sets—Rhodium Rhinestone Sets. All gift-boxed with price tags included.

25% deposit on all C.O.D. orders. SEND FOR NEW 1952 JEWELRY CATALOGUE! PACKARD JEWELRY CO. 220 Fifth Avenue New York, N. Y.

DIRECT FROM THE MANUFACTURER "ROYAL" The King of Them All



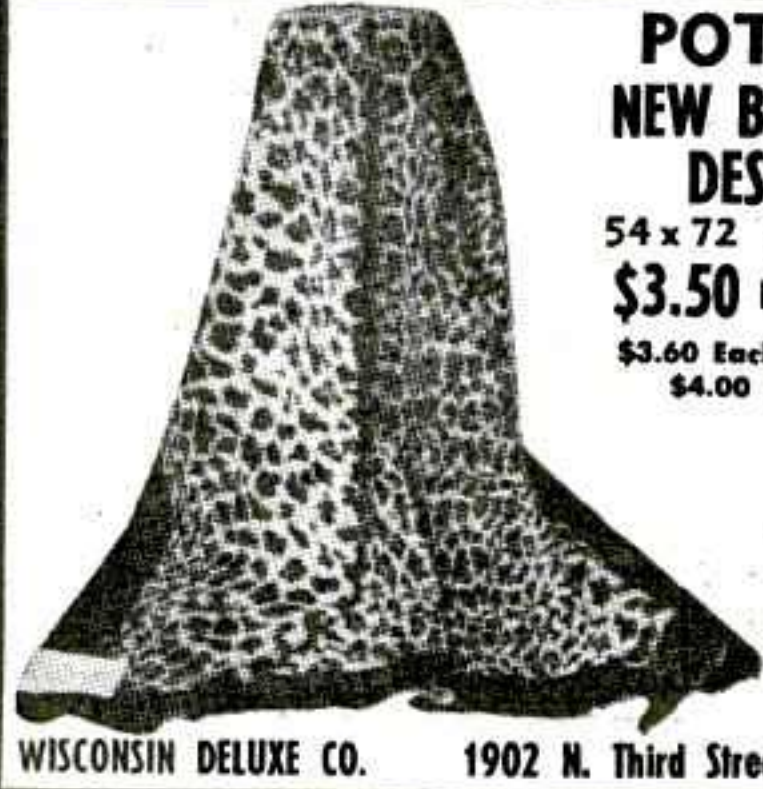
- Precision
 - Flash
 - Quality
- 220L—All metal shiny brass. Lighter & Ball Pen comb. \$42.00 gr.
- 602T—Two colored all metal shiny Brass Ball Pen 42.00 gr.
- 3—Transparent Pencil Pen Ball Pen 8.50 gr.
- 320—Standard Ball Pen 8.50 gr.
- 220L—All metal shiny brass. cilette Ball Pen \$21.00 gr. Send \$5.00 for an assortment of samples. Three Pc. Sets, Boxed \$42.00 gr.
- MODERN PEN MFG. CO., INC.** 295 Broadway, N. Y. 13. CAnal 6-8016

Illustrated BOOKLETS HERE THEY ARE, illustrated comic booklets just off the press. Good clear illustrations. Send \$1 for 12 booklets and receive FREE two of the larger size 32 page books. Rush a buck for all 14 books to, AL'S PRINT SHOP 216-F West Jackson Chicago, Ill.

For Imported Mechanical Toys Write to ANDREWS & GEORGE COMPANY, Inc. 1414 Alaskan Way Seattle 1, Wash.

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case \$3.50 EACH IN CASE LOTS OF 30 \$3.60 Each in Less Than Case Lots \$4.00 for Sample Postpaid



Case Lots of 30
No. 140 TOBAS \$3.25
No. 144 Midway 3.25
No. 145 Megnet 4.10
No. 146 Mingo 4.10
Less Than Case Lots, Add 10¢ Per Blanket. For Sample Add 50¢ Per Blanket.
Write for our New 1951 No. 61 Catalog now. State business in first letter.

WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin

EXQUISITE "QUEEN MARILYN" 4-PC. JEWELRY SETS!

Beautifully gift-packaged in simulated velvet finish, satin-lined box with high price tag. Available in Aqua, Rose, Emerald and multi-colored stones. Perfectly matched bracelet, earrings and necklace. Hand-set stones of finest quality, with smaller matching colored and rhinestones; gold-plated.

At this sensational \$2.50 ea. set price of only 2.50 in lots of 6 sets or more

Sample Set—\$3.00 postpaid. 25% dep., bal. C.O.D., F.O.B. Chicago. BURTON SALES CO. 843 W. Madison St., Chicago, Illinois



Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hossocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today 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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Engagement \$3.00 Doz.
Wedding 1.75 Doz.
Men's Red and White Stone Combination \$3.25 Doz. Plus PP

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NEW! General Catalog SEND FOR FREE COPY TODAY! Our general catalog illustrates the most complete line of Novelty and Premium Merchandise including Blankets, Electric Appliances, Aluminum Ware, Clocks, Lamps, Toys, hundreds of other items. **GELLMAN BROS.** 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

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FAMOUS FROM COAST to COAST FABULOUS TEMPLE EXCLUSIVES

The BENRUS WATCH CO.

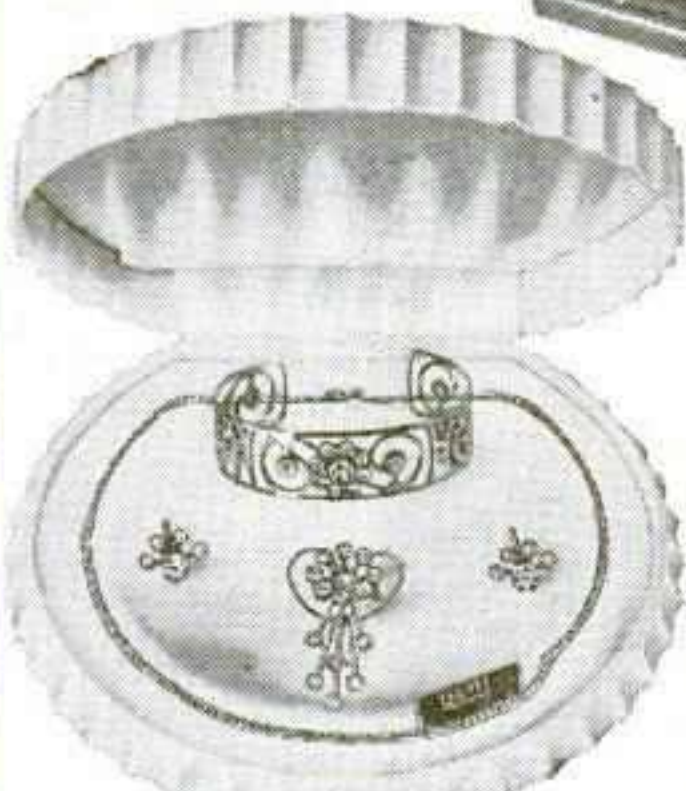
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Exclusive Use

BENRUS WATCHES and SETS

SPECIALLY PACKAGED
FOR THE PREMIUM TRADE

*BENRUS
"LADY
WINSTON"
SET



Over 30,000 Sold
NOW IN STOCK AGAIN

Temple SWEETHEART 4 Piece—Dual Purpose JEWELRY SET

Master craftsmen Necklace and Brooch, filigree Bracelet and Earrings to match. Sparkling hand pronged rhinestones and simulated diamonds. No paste, no glue. Beautiful ivory plastic case. Retail \$29.75 and worth it.

Only \$3.25 EA. SET

Min. Order \$20.00. Fed. Tax Add. If Not For Resale, 25% Dep., Bal. c.o.d., f.o.b. Phila. Write for Temple CATALOG and Special "PREMIUM DEALERS' CONFIDENTIAL PRICE LIST."

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PAPER SHAKERS—MARDI GRAS COLORS, 18".....\$9.00 GR.

- 1/2 MASKS—BUCKRAM\$3.75 GR
- 1/2 MASKS—SATIN 8.50 GR.
- MARDI GRAS BUTTONS, PER 100 2.00
- LOVING CUPS—Gold & Silver 1.75 DZ.
- TAMBOURINES75 DZ.
- RUBBER SABERS 2.00 DZ.
- CONFEDERATE HATS—PAPER. 2.00 DZ.
- CONFEDERATE HATS—BEST.. 6.00 DZ.
- HI HAT BOOTY DOLLS, 7" ... 1.20 DZ.
- HI HAT BOOTY DOLLS, 9" ... 2.00 DZ.
- HI HAT BOOTY DOLLS, 12" ... 3.00 DZ.
- PIRATE FLAGS, 12x18"\$2.50 DZ.
- CONFEDERATE FLAGS, 6x6" .. .50 DZ.
- CONFEDERATE FLAGS, 6x10" . 1.00 DZ.
- CONFEDERATE FLAGS, 8x12" . 1.75 DZ.
- CONFEDERATE FLAGS, 12x18" 2.25 DZ.
- RUBBER MONKEYS 3.25 DZ.
- SPANISH HATS 3.00 DZ.
- MEXICAN HATS 2.50 DZ.
- SQUAWKER INFLATES— —6 ASST 3.50 DZ.
- AIRPLANE BOMBERS 18.00 GR.
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WE CARRY A FULL LINE OF ST. PATRICK'S BADGES & FLAGS

25% Deposit with all orders.

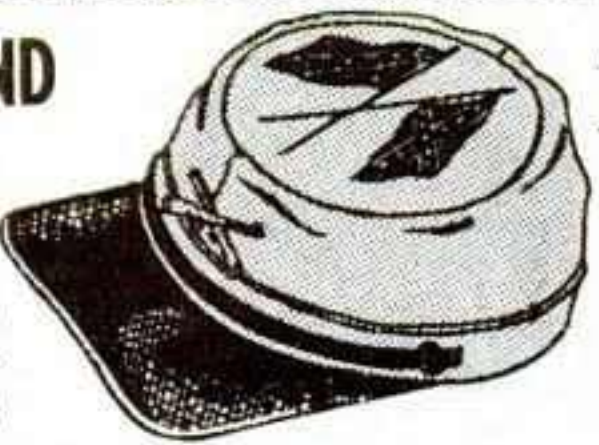
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CONFEDERATE AND YANKEE HATS

WITH METAL CROSSED GUNS

Heavy Twill with strap & Buttons, stiff patent peak \$78.00
\$7.00 Doz.

Made of Felt with crossed \$43.20
guns, \$4.00 Doz.



- 4x6 Confederate Flag w/spear, gr. \$ 8.50
- 6x6 Confederate Flag, gr. 6.00
- 6x10 Confederate Flag, gr. 10.00
- 12x18 Confederate Flag, gr. 19.50
- Confederate Decals, per hundred... 4.00
- Squirt Boys, doz. 2.75
- Mech. Fur Covered Hopping Rabbits, gr. 36.00
- Mech. Itchy Dogs, gr. 21.00
- 6" Feather Doll, gr. 10.20
- 7" Feather Doll, gr. \$13.00
- 12" Feather Doll w/hat & cane, gr. 31.50
- 4 Dart Balloons (minimum order 10 gross), gr.50
- 15 Cat Balloons, gr. 4.75
- 14 Cat Balloons (Red Box), gr. 7.50
- 11 Pastel Animal Print Balloons, gr. 4.50
- Jap Pop Guns, gr. 16.50
- Rubber Swords w/belts, gr. 24.00
- Straw Cowboy Hats, gr. 42.00

25% deposit required on all orders, balance shipped C.O.D.

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Market 7-2283

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ORDER EASTER STUFFED TOYS NOW!

- #32—38" Hi-grade rayon plush begging rabbit, asstd. colors (illustrated) \$37.50 doz.
- #50—Brand new 19" smartly dressed character bunny, with felt hat and vest. Quality plush... \$21.00 doz.
- #82—12" REAL FUR White Begging Rabbit \$18.00 doz.
- #26R—18" Plush begging rabbit, asstd. colors \$15.75 doz.
- #45—Assorted 8" plush rabbits and chicks \$6.50 doz.

SEND \$17.50 AND RECEIVE 16 NUMBERS POSTPAID!
(One dozen #45 & SAMPLES of each of the other 4 numbers.)

#32 and #35 (36" CUDDLY PLUSH RABBIT)
In Six Dozen Lots \$36.00 Doz.

25% deposit required, balance C.O.D. if not rated.
Send for FREE catalog and price list.
SALEMEN: Choice territories open.

ACE TOY MFG. CO. 122 W. 27 ST.
NEW YORK 1, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

Pipes for Pitchmen

By BILL BAKER

HENRY H. VARNER... writes from Akron that he's investigating a new electronics product that he plans to purvey soon. "What are the latest developments on the Red Kelo fund for the boys and girls who run into hardships," Henry asks. "Let's have some pipes from the fellows who are working Texas and Bob Posey, Tom Kennedy. I'm getting the station wagon thoroughly overhauled for next season and plan to purchase an English-make sports car for flash. My son, Jim, returned to his Air Force unit at Wichita Falls, Tex., following a 15-day furlough here."

THEY TELL US... that Count Bill Cothran, well known in pitch circles, is a minister in the Free Will Baptist Church of Spartanburg, S. C. He lost his father last summer.

WORKING... North Carolina territory to reported lucrative business are Jim Clarke and Limehouse Harry Day.

REV. W. Y. ROWE... widely known among pitchmen, recently was made a bishop in the North Carolina diocese of the Unveiling and Unfolding Bible Church of God.

GEORGE H. BROOKS... veteran pitcher, has been in Houston all winter working for Johnny Osterman. "Osterman, an old-time concessionaire, operates the concessions at Rice Stadium and Fieldhouse," George writes. "I've been selling pop corn and peanuts there and at the City Auditorium, where Osterman also has the exclusive on concessions. The boys here are mourning the death January 7 of Harry Reynolds, who succumbed to a heart attack. He was an old-time concessionaire and formerly operated concessions at the Sam Houston Coliseum here and City Auditorium, San Antonio."

"THINGS ARE QUIET... here now that the holidays and the Sugar Bowl football game are over," pipes Dave Rose from New Orleans. "The bowl game was a sell-out and all who sold novelties made a little money. There's nothing to look forward to now until the Mardi Gras parades start and then there isn't any real buying until Mardi Gras Day which is February 26, the final day of the event. If a person doesn't get it that day he's just beat, that's all. It seemed to me that there were more novelty peddlers on hand for the football game this year than in former years, which goes to prove that more and more young men are getting ready to follow a very poor existence unless they become big operators. Many who

read this may not agree with the above statement, but everyone is entitled to his opinion. Two screen workers and two polish workers are here working parking lots. Madaline E. Ragan, whom I haven't seen in some time was a recent visitor in the city. I read with interest the pipe from Milton (Curley) Bartok, whom I haven't seen for 14 years. Let's have pipes from some of the old-timers like Eddie St. Matthews, King La Mar, Tom Kennedy, Morris Kahntroff, Mary Ragan, Chet Wedge, Charlie Nye, Al Rice, Bob Posey and Henry H. Varner, the Akron kid. If anyone wants to know if he can work here on Mardi Gras Day, the answer is yes. The reader costs \$6.25. Last year several of the parades were cancelled but this year looks like it will be bigger and better. So, come on in all of you who can use some extra money. I'm still holding the same corner that I've had for the past four years."

T. F. McCLUSKY... generally considered the king of mouse workers, is working New Orleans to better than average business. McClusky has been successfully manipulating the mice for the past 20 years and he's still going strong.

JIM STUTZ... worked the New Year's Day Mummies Parade in Philadelphia and reports that business was off compared to the 1951 event.

JIM BROWN... is a firm believer in that old axiom, "there's a first time for everything," especially since he worked balloons in a snowstorm in Baltimore recently. He says that he finished the season in a downtown department store there with balloons and novelties.

PHILIP CULLIVAN... is working Aunt Mary's Home-made Fudge in Newberry's, Cincinnati five and dime. He'd like to read pipes here from all the boys on the road.

BILLY BEAM... is visiting his folks in Oklahoma after successfully working spots in North Carolina during the holidays.

BOB POSEY... is still working sales in Illinois despite all the tough winter weather he's been encountering. He says that he hasn't seen a sheetie in that neck of the woods for sometime and that he has most of the sales days all to himself. He'd like to read pipes here from James L. Osborne, Melvin Sproat and Dave Rose.

JOHNNY RIECH... noted by Ripley as "The Upside Down Man," is operating two modern mercantile establishments in Greenville, S. C. Johnny, who left the road at the age of 73 last summer, says that many of the boys have been visiting him, but on a recent Sunday he enjoyed his biggest surprise. While hosting a dozen members of his wife's family at dinner, Johnny heard the wail of a siren and saw a police car pull up in front of his home. As he was about to inquire as to what was happening, Mr. and Mrs. Clarke, of med note, stepped out of the cruiser for a visit with the Riechs. It seems that the Clarkes became confused as to the exact location of the Riechs' home and inquired at the local police station. The gendarmes promptly delivered them to the Riechs.

BOB SMITH... better known to pitchfolk as "The Old Globetrotter" is in a Dublin, Ga., hospital recovering from a recent illness.

MR. AND MRS. AL STOFEL... are reported to be working North Carolina towns and hamlets to good returns. They took delivery on a new car recently.



REAL SENSATIONAL FLASH

Terrific sales value. Wonderful leader. Prize, premium, \$7.75 each in lots of six. ARHOUSE, 313 E. Town St., Columbus, Ohio, AD-8484. Adv.

PITCHMEN—SPECIALTY SALESMEN

THIS IS NO FLUKE!

A 52-week-of-the-year winner for the year of '52.

Nu-Plate Silver Cream

Replates instantly with PURE CANADIAN SILVER AS IT POLISHES!

Imported, French & English directions. Attractive, individual Box. Package, 12 doz. to carton, \$43.20 per gross F.O.B. N.Y.

50% with Sample order, \$1.00 bal. C.O.D. ppd.

ORDER NU-PLATE TODAY.



Large Giant Size Tube

STANMAR SALES CO., INC. Sole U. S. Distributors Dept. BB, 225 Lafayette St., N.Y. 12, N.Y. Nationally advertised at \$1.95

SENSATIONAL WITH 40,000,000 MOTORISTS & KIDS TERRIFIC SUCTION CUP DOLLS 25c RETAIL AND UP



Ideal for identification. Smart on windshield, mirror or window. Unusual Bargain.

Headquarters for Rabbits, Feet, Fur Tails, etc. Some territories open mfrs. repr

\$18.00 gross

If your jobber isn't stocked, order direct giving job name!

CHARLES BRAND NOVELTY CO. 144 W. 27th Street, New York 1, N. Y.

EVANS LITTLE SHAVER World's Sm Nest double Safety Razor Easily carried in purse or vest pocket.



Beautiful Gold Finish. Miniature Lipstick Size Case with 3 blades—Additional available. All parts and blades fit into the miniature case.

SAMPLE \$1.00 each P.P.D. \$7.20 per Doz.

Neatly carded, Larger Quantity Prices on application.

25% Deposit on all orders of one doz. or more, F.O.B. New York.

MORRICO 107 W. 41st St. New York 18, N. Y.

OAK-HYTEX NM-10 Multi-Color

HOT HANDOUT! Workers Available See your Jobber

The OAK RUBBER CO. Ravenna, Ohio

\$1 DZ. ANY ITEM \$1 DZ.

- Retails for
- 50¢ Fine Unbreakable Pearls
 - 25¢ Lge. Needle Book & Threader
 - 25¢ Carded Key Chain, 18"
 - 49¢ Giant Brand Deodorant
 - 50¢ Famous Men's Hair Tonic
 - 35¢ Eagle Padlock, 2 Keys
 - 50¢ Sun Glasses—Ladies', Men's
 - 50¢ Ski Goggles, Leather Bound
 - 50¢ G.P. Scatter Pins
 - 50¢ Imp. Dutch Paintings, 4 1/2 sq.
 - 35¢ Silk Perfumed Sachet Pillow
 - 50¢ Toilet Water, Fancy Bottles
 - 50¢ Auto. Needle Dispenser & Needles
 - 25¢ Key Chain & Pen Knife
 - 75¢ Constance Bennett Face Powder
 - 35¢ Leather Watch Band
 - 50¢ H.H. Ayer Make-Up Puffs
 - 75¢ Famous Make Metalcase Lipstick
- BURKE, 10 W. 27TH ST., N. Y. C.

GERMAN IMPORTATIONS

No. 6575—Miniature Porcelain Jugs and Pitchers, beautifully colored, 1 1/2" to 2" high. Packed 1 doz. pcs. Each one different. Weight: 1/2 lb. \$3.60 Doz.

No. 6576—Same as above except larger sizes, 2 1/2" to 3 1/2" high. Weight: 2 lbs. per dz. \$6.60 Doz.

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Send for our latest circular of German importations and ask us to place your shop on our mailing list for new items always coming in.

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2353M E. 75th St. Chicago 49, Ill.

SIMULATED PEARLS

- 1 Strand \$1.20 per doz.
- 2 Strand 2.40 per doz.
- 3 Strand 3.60 per doz.

(Minimum order 6 dozen)

25% Deposit, Balance C.O.D.

PARIS PEARL CO. 799 Broadway New York 3, N. Y. GRamercy 7-7595-6

RED HOT STERLING OFFER
"Looks like THE REAL THING" 38 Facets
This sensational steamed-lined 14 kt. gold-plated 1/2" diam. diamond solitaire set for only \$33.50 per doz. or \$39.00 a gross.
#08
Men's Streamlined Ring - Flashy 1 Ct. center-stone in beautiful 14 Kt. Gold Plated mounting. A fast seller!
Only \$33.50 per doz.; \$36.00 per gr.
Minimum order—One dozen. Remittance in full or 25% deposit, balance C.O.D. Sample of both rings sent for \$1.00 postpaid. Catalog sent free
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every week!!!
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THE FASTEST SELLING BILLFOLD IDEA IN YEARS
Magic Folder
For Pitchmen, Streetmen, Carnival Men, Salesmen and Agents Everywhere!
UP TO 200% PROFIT
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1—Locks bills safely under cross straps with a quick "turn-over."
2—Separates \$1 bills from larger bills.
3—Appears to change serial numbers.
4—Beauty in appearance in black and colors—the modern replacement for the old-fashioned billfold for men and women.
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COOPER, SAM
COOPER, T. M.
COOPER, AL
COOPER, JOHN ELMER
COOPER, AL
COOPER, E. V.
COOPER, ROLLA
COOPER, T. L.
COOPER, W. M. C.
COOPER, HOWARD A.
COOPER, J. W.
COOPER, HERMAN S.
COOPER, GLEN
COOPER, FAY
COOPER, IVAN (Pop)
COOPER, JAMES
COOPER, DAVID C.
COOPER, BOB
COOPER, PATRICK J.
COOPER, DON LUCKY
COOPER, EDGAR
COOPER, FRED M.
COOPER, MARY ANN
COOPER, N. E. (Inland Shows)
COOPER, LONNIE LEE
COOPER, MONNIE
COOPER, CHAS. EDW.
COOPER, DAVE
COOPER, LAWRENCE
COOPER, DELANO
COOPER, PHIL
COOPER, DEMETRO
COOPER, JOHN
COOPER, DENVER
COOPER, ALBERT
COOPER, ERICK
COOPER, JAMES
COOPER, DERRING
COOPER, RALPH
COOPER, CLAUD
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COOPER, DILLON
COOPER, DICK
COOPER, O. C.
COOPER, DONAR
COOPER, DONALDSON
COOPER, SLIM
COOPER, DONOVAN
COOPER, H. D.
COOPER, ARMOND C.
COOPER, LEON
COOPER, DOUGLAS
COOPER, JOHN EDW.
COOPER, DRAIN
COOPER, BOB J.
COOPER, C. H.
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PRECISION MADE
ELECTRIC SHAVERS
\$1.95 EA.
In Doz. Lots
individually packed in beautiful self-selling counter box with \$17.50 price tag. Each equipped with simulated pig skin pouch.
Terms: 25% Deposit, Balance C.O.D. Sample \$1.00 Extra.
NATIONAL DIST. CO.
222 Calumet Bldg. Miami, Fla.

TABLES & STEEL OR WOOD CHAIRS
Folding or Non-Folding
Prompt delivery. Minimum order 4 doz. Ask for prices, full number needed.
ADIRONDACK CHAIR CO.
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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
Kellihokal, D. 3r
McClain, Steve R. 40v
Morgan, Patricia 3r
Newcomb, E. P. 12
Roebuck Catalog 25c
Nicholas, Steve
O'Dwyer, Hammerhead 8r
Pardee E. C. 40v
Pasterczyk, W. S. 15c
Peters, Harry C. 38c
Phelps, Fred, 12r
Spencer, Chas. E. 10r

Abbott, Flie May
Abbott, Geo.
Adams, Jack (Sailor)
Ahand, Maurice
Allen, Elizabeth & Chas.
Allen, J. F.
Allen, Rex & M.
Amarantess, R.
Arbogast, John
Arnold, Jess
Arrington, Robt. D.
Astaty, John W.
Austin, Johnny
Austin, Wm. R.
Babbs, Mrs. Alvina
Badger, C. V.
Bailey, G. Gray Circus
Bailey, E. B.
Baker, Herman (Bly)
Baker, Joe
Banks, Alfred
Barfield, Willie Cool
Barnhardt, Joe
Baron, Hank & Lucy
Barrette, Beulah
Barrett, Mary or Michael
Barton, Billy
Bates, Paul
Bauer, Frank
Bays, Dick
Beard, E. L.
Beardsley, Barbara
Bemore, Willard H.
Bennett, Robt.
Berrall, Ronnie
Bernard, Arthur
Berns, Harry B.
Bilas, Mike
Birmie, W. J.
Blaine, Zora
Blake, Henry
Bland, David
Blue, Archie
Bockus, Curly
Bogdan, Mary Jane
Bradley, John
Bray, Wm.
Brogeman, Keith
Broad, Players
Broadway, Asa
Brooks, Boxie
Brooks, Charlotte
Brooks, Geo. H.
Brooks, Wilbert
Brooks, Ted
Broome, E. H.
Brouillette, Albert V.
Brown, B. C.
Brown, Mrs. Floyd
Brown, Mrs. Gertrude
Brown, Mr. Jessie
Brown, Robt. (Meers)
Brown, Sturdivant
Brown, Mrs. Walter C.
Bruce, Buster
Bryan, James W.
Buchanan, James
Burr, Joe
Butler, Joe & Peggy
Burke, Lewis
Burke, Pat
Burke, Wm.
Burkley, Roy
Burlingame, Al W.
Burns, Larry R.
Burton, Howard B.
Butler, Sr. James F.
Byers, John
Byers, Kitty
Bynum, James C.
Byron, Quinn III.
Carle, Ernest
Calar & Willis Shows
Calkins, Fred
Cannon, Tom
Campbell, Charlie B.
Canter, Kenneth G.
Carlin, Fred L.
Carl, James
Carlyle, Malcolm A.
Carr, Leland H.
Carrill, Ed
Carroll, Clifford
Carter, Floyd J.
Caruso, John
Casey, Jimmie
Casey, Oscar Leon
Casey, James E.
Chalmers, E. R.
Chambers, Earl
Chapman, Lena
Charlesworth, Elmer
Chase, Hubbard
Clare, James
Clark, Bobby Lewis
Clark, Fenley
Clark, T. L.
Cochran, Mrs. H. S.
Cochran, (Bobbie)
Coleman, David
Coler, Gaylord
Collins Sr., E. W.
Colorite, John
Conway, John J.
Conway, Jesse M.
Cook, Paul
Cooley, Robt.
Conniff, Basket Ball
Concessionarie
Cooper, James
Cooper, Thos. J.
Cooper, Marion Lee
Coven, Sam
Covart, T. M.
Craie, Al
Craig, John Elmer
Crawford, Al
Crawford, E. V.
Crawley, Holla
Craw, T. L.
Crosby, Wm. C.
Crossman, Howard A.
Croy, Jos.
Culbertson, Herman S.

Show
Forbus, Jimmy
Forgie, Miss Jean
Fowler, Wm. H.
Francine, Vicki
Frank, Chas.
Frazier, Frankie & Johnny
Frank, Chas. L.
Freedman, Mary
Fulgona, L.
Funk, Al
Fustano, Anthony
Gallup, Betty
Gardner, James T.
Gant, James Lee
Gardner, Mrs.
Garrison, Wayne
Gates, Aaron
Gates, Raymond
Gautier, Tiney & Frenchie
Gearhart, Faye E.
Giffin, J. W.
Gilbert, Tina
Gillie, Herta
Gills, Sam
Gintler, James John
Glenn, B. A. - Gold, Hymie
Gold, Hymie
Goodrich, Babe
Goodrich, Samuel S.
Gorman, Johnny
Gottsacker, Harry L.
Govershin, Theodore
Gould, Willard
Grabow, Ed
Gray, Clifford H.
Gravson, Mrs. Summie
Griffith, Earl G.
Griner, James W.
Gunn, Wm. H.
Gura, Andrew
Hadden, Jim
Hall, Helnie
Hall, Robert
Math, Claude
Maynard, W. W.
Meadows, Dudley D.
Meckley, Glenn F.
Merey, Frank F. & R.
Merit Shows
Miles, J. C.
Millard, Charles
Miller, Mr. Billie
Miller, Ray
Mills, Robert
Miller, M. & Mrs.
Mitchell, Louis
Mitchell, Sam
Milton, Billy & Mrs.
Mitchell, George
Moffitt, Dolly
Moffitt, Charles
Moody, Richard Virgil
Moran, Eddie
Moran, Tommy
Morris, Morry
Morris, Robert
Morris, Robert
Moyers, Edward
Mull, Daniel
Mullis, William Jim
Murdock, Robert K.
Murray, J. Reside
Murray, Ginger
Mush, Charles
Myerholtz, James
Nabor, Bert
Nash, Earl H.
Nelson, Conrad
Neuvill, Lewis
Newman, Mrs. Peggy
Newman, Francis G.
Newvine, Vernon C.
Nicklas, Frank
Nicholas, Steve
Nickolas, Tom M.
Nirenstein, D.
Nixon, James
Noble, William
Norbury, Francis
Norman, Charles
Norton, Greta
Nuthmann, Charles
Oberkiser, Renn O.
O'Dell, Michael J.
O'Hara, Michael G.
Olsen, O. S.
Osborn, James W.
Osborn, Christine Rene
Pape, Mrs. Rene
Paffry, Stanley
Park, Franklin L.
Parrish, Dale
Parsons, Fred (Pat)
Pattin, Adason
Paxton, Emory
Peachey, Francis
Pennington, Theo
Peppers, F. W. & Mrs.
Perkins, Owen Estell
Permenter, Wm.
Perrin, Anne
Peteeth, Wayne
Peteeth, (Steamer)
Peterson, H. V. (Pet)
Peterson, Mrs. J. A.
Peterson, John
Peyer, Jr., James J.
Phelan, Peter
Phillips, G.
Pierce, Clyde
Pierce, George H.
Pierce, Ross
Pietro, Anthony
Pilgrim, Jodie Lee
Pike, W. D.
Pitzer, Lester

Plank, Wm. "Swede"
Plosser, John
Pond, E. S.
Porter, Bill
Posey, Joe
Potter, Northam S.
Preston, Phil
Pridmore, T. A.
Psaoudakes, Nellie
Punda, Grace
Purdy, Raymond
Putyree, Wm.
Quackenbush, Walter
Quinn, Floyd L. & Mrs.
Radzivila, Vincent
Rafferty, Jack
Ragsdale, Thomas N.
Ravelli, Mrs. Blanche R.
Ray, Charley
Red, Jim
Reid, Chas.
Reid, Jess Reubin
Reid, Mr. Pat
Reid, Mrs. Victor
Reno, W. G.
Renton, Al
Renton, Chuck
Reynolds, Johnnie
Richard, Duke
Rienhardt, Frank
Richard, Ray
Richman, Jay Lip
Riley, Ray Chin
Rind, Donald W.
Ritchie, Kenneth L.
Rivo, Joseph
Roark, Sue L.
Robbins, Clarence
Robby, Fred
Rocco, R. W. & Mrs.
Roller, Darrell
Roman, Lillian
Rossa, Austin
Rott, E. A.
Rupp, Charles
Ryan, Charlie
Ryan, James J.
Ryko, Albert
Sanders, Joseph Q.
Sanderson, B. E.
Saunders, Johnnie
Sayer, Mary
Scarborough, R. F.
Schaefer, Fred
Schley, Howard P.
Schnert, Glen
Schnuer, Clifford
Schultz, Lorraine
Scott, Mrs. Tommy
Selsmeyer, Dolores T.
Sensy, Nicholas
Sette, D.
Shaffer, Victor
Shamshak, Nick
Sharpston, John
Shepherd, Charles H.
Shepler, Floyd
Sharder, Kenneth V.
Shaw, William R.
Sheals, Albert
Sheaks, Mrs. Jenny
Shealy, George
Shelby, John F.
Shelby, Herbert L.
Shimpyon, Lee
Shims, Walter E. & Mrs.
Sisco, R. H.
Slamen, John
Slaughter, Kenneth
Smith, Charles A.
Smith, Clarence
Smith, Frank L. (NMN)
Smith, Henry
Smith, Cornelius
Smith, J. Francis
Smith, Robert Guy
Smith, Mrs. Sara
Smoke, "Smoky"
Snyder, Arthur & Mrs.
Sorensen, Robert
Spahr, Fred
Southwell, Louis
Soutles, L. Art
Spencer, Bill
Spiker, Lewis F.
Spivey, Fred
Sprinkle, Charles
Stary, Woodrow
Starnford, Chas. St. George Raymond
Stafford, Mary E.
Stalenzberger, Edna
Stanley Shows
Starkley, O. W.
Starnes, Marion H.
Stevens, Gerald
Stevens, Wilbur
Stoltz, Mrs. Pauline
Story, Hubert Lyle
Strauser, Jimmie
Strickland, Albert
Strickland, Smokey
Styles, Russell
Summers, Silas
Sutton, Wm. (Whitey)
Swain, Lefty
Swanson, Robert L.
Sweet, Sara
Talbott, Harold D.
Tate Sr., L. O.
Taylor, William G.
Tennis, Leo
Theacule, Edward
Thomas, Cottrel
Thomas, Frederick A.
Thomas, Joe Earl
Thomson, Mack
Thompson, Bill
Thompson, Luther
Thornburg, Ellis
Tilner, Harry
Tolliver, Mrs.
Townsend, Carol W. & N.
Tredway, Shorty
Trent, Dale Eugene
Tripp, Edward V.
Tuttle, Robert Virgo
Tyndale, Bill
Utah Expo Shows
Van Dan
Van Seoyk, Marshall
Vanverstr, Frank E.
Vanvayk, Eunice Mary
Vena, Don
Venus, Bunny, Prof. & Mrs.
Vickers Jr, James
Vignos, C.
Viado, John
Wade, James P.
Wagner, Harry
Wagner, Jack
Walters, David L.
Walter, Darrell E.
Ward Bros. Circus
Ward, David
Ward, John R.
Watson, Victor V.
Warner, Tom
Warwick, Stanley
Watson, James Hilra
Watson, J. E.
Watson, Ronald W.
Weakley, Chas. H. & M. C.
Weddie, Joe
Weinberg, Henry
Weiner, Sam H.
Weitzel, Rubeen
Weiler, S. E.
West, H. A. "Jack"
White, Lucius (Eight)
Whitehorse, Chief (Rock)
White, Victor J.
Whitnie, Johnnie
Wicks, Robt. T.
Williams, Edward P.
Williams, Guy L.
Williams, Kermit
Williams, M. O.
Williams, "Cane Rock"
Williams, Rex
William, Glendon & Mrs.

Wilson, A.
Wilson, Ted
Wingert, Henry Eli
Winters, J. W.
Wisniewski, J.
Wisniewski, Alexander
Wiswell, Gilmore
Witt, Jr., Wick
Wityehyn, Alex
Wojtaszek, Ben
Woodall, Bill
Woodward, B. D.
Woody, Jim (Crip)

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 19, N. Y.

Alzana, Hilda
Berkley, Sandra
Buchanan, Fred
Burns, Mr. & Mrs. Lonnie
Castle, Andrew
Dare, Robert Gordon
Deil, Eleanor (Thomas)
Demetry, Peter
Denning, Thomas
Fields, Joe
Fisher, Abbey
Fox, La Norma
Gross, Mike
Gruber, Max
Holliday, Chick
Hughes, Allen
Idallys, The
Kare, James Leo
Lambert, George E.
Lee, Mrs. Victor
Lish, William
Lloyd, Eugene
Lugo, Chico
Mack, Mr. & Mrs. (c/o 4 Skating Macks)
Miller, Tom
Norbertys, The
Patrick, Paul "Friday"
Perry, Lou
Pierce, Ross
Pintos, Jerry
Ramey, J. F. & G.
Raymond, Emma
Romez, Mr. & Mrs. Irwin
Rosendall, Hildreth
Sands, Dorothy
Schmidt, George
Shaffer, Max J.
Shangweller, Irwin
Taylor, Audrey
Walter, Clarence
Weiss, Mr. "Doc"
Weber, Sonny K.
Zeno, Mrs. J. J.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Bailey, Jack
Baker, Bill
Barfield, Willie
Burkhardt, Carl
Flint, Geo.
Fontaine, Paul
Greban, Harry
Harris, A. A.
Hartley, Nelson H.
Klutz, Earl
Leonard, Harry
Logan, Fred
Mitchell, Eddie Jim
Muto, F.
Pierce, Ross
Powers, Babe
Purvis, Bob
Riley, Norm
Shay, E. H.
Stewart, J. B.
Watson, Harry T.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Abshire, Herbert L.
Ackley, James W. & Ann
Adams, Fred (Buildog)
Alberts, E. J.
Alcott, Fred
Allison, Richard
Anderson, Betty
Austin, Frank
Baillie, Jack
Barfield, Willie Cool
Barnard, Royal T.
Bell, Bill
Berry, A. J.
Blair, Zora
Bowen, Clyde Lucky
Bryant, Daniel
Bryant, Joseph
Brydon, Ray Marsh
Bryer, Harry
Bryer, Jack
Bryer, Mrs. Mae
Burge, Lloyd
Carpenter, Clifford R.
Carson, Fern
Ceplina, Frank
Chase, Hubard Geo.
Chisholm, Dave (Tex Barber)
Coe, Roy R.
Cole, B. B.
Conner, Theodore
Coster, Hilbert N.
Cottello, John
Cotter, E. L.
Cramer, Ray
Curtis, Mr. & Mrs. Marvin F.
Darlington, C. M.
Davis, Mrs. N. E.
Davis, Mrs. Virginia
Dawson, Mrs. Carol Agatha
Dawson, Thomas J.
DeGonia, Eugene J.
Delamney, Dorothy
Divena
Dixon, Jesse C.
Dixon, L. M.
Dyer, Bill
Ellis, Frank
English, Ralph W.
Enquest, C. L.
Fisher, Geo.
Foss, John
Foster, J. Jack
Freeland, Raymond
Fraser Sr.
Freeman, Miss Bunny
Fulton, J. L.
Goldie, Jack
Gordon, John Wesley
Grantham, B. O.
Hansen, Al C.
Harvey, Henry
Harvey, James
Harold
Harvath, Julius
Heith, Mrs. R. L.
Hinds, Kenneth C.

Smith, Mrs. Zoa M.
Snyder, Wm. E.
Sokolowski, Peter
Stanko, Mack
Stevens, Richard
Stoney, Ralph
Eugene
Thomas, Jack and Kitty
Thurman, Brad W.
Tuttle, Samuel H.
Urquhart, Don
Wadsworth, Harold
Wagoner, Harold
Waid, Frank
Wetherbee, Mr. & Mrs. Harold
Whitehead, Mrs. Earl
Whitehead, W. M.
Wilkinson, Carl
Williams, Miss De De
Wolf, Chief Little
Wood, J. L.
Wright, Mrs. Dempsey Lee
Yose, Prof. Prince
Young, Miss Jeannie


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WORLD'S SMALLEST PISTOL
shoots Blank Cartridges—Terrific Bang! Dealers Report Terrific Profits!!! Standard Model (shown above) retails at \$1.95 each complete. Dealers' cost \$1.20 per doz. Deluxe Model, Western Style Pearl Handle Grips (not illustrated) retails at \$2.95 each complete. Dealers' cost, \$1.80 per doz. PACKED 1 DOZEN TO CARD. NO LESS SOLD. If not available through your wholesaler, write
6 & S MFG. CO., Dept. B, Nashville 3, Tenn.

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I read The Billboard along with the other Disk Jockeys here at this station and we all agree it's the "bible of the business."
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Decatur, Ga.
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2160 Patterson St., Cincinnati 22, Ohio
Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues
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Here is the Gem That Has Been Proven MORE BRILLIANT THAN DIAMONDS "RUTILE" GEMS \$9.50 per carat. ELGIN • BULOVA BENRUS • GRUEN. MIDWEST WATCH CO.

Merchandise Topics

Chicago

Nate Sales, carnival supply house, is remodeling its headquarters to enable it to take on a more complete stock of carnival and novelty items. Cook Bros., is readying a complete new line of summer specialty items...

Los Angeles

The Tire Teller Company is offering "Clix" tire alarms, a set of four high-performance tire damage and accident preventors that can be easily installed on cars and light trucks.

Alex Freedman, of Freedman's Novelties, left recently for a combined business and pleasure trip in the East. He will visit Denver, Houston, New York and Detroit, returning to Los Angeles in time to open at the Riverside County Fair and National Date Festival...

San Francisco

M. (Whitey) Monette left Sunday (6) on a business trip to Chicago. Mrs. Doris Monette was installed as president of the Show Folks of America here. Louis Weisberg is with Zerach Bros. and handling a complete line of watches and jewelry.

From All Around

A new idea in the game field is an all plastic travel chess and checker set put out by John Samuels, Inc. The case, playing field and men are made of polystyrene plastic. The case comes in walnut color with a distinctive mottled grain.

and is offered at \$33 per dozen; The two-strand merchandise has a \$20 retail price and goes for \$27 a dozen, while the one-strand, with retail price of \$15, sells for \$21 a dozen.

For merchandise users looking for items for the Easter season there are lines of stuffed bunnies and other novelties offered by Gay Stuffed Toy & Novelty Company. Crisloid Plastics, Inc., is offering the trade dice poker sets composed of 12 sets of five dice embossed in three colors...

York Shows Profit

Managers of all other departments, their personnel and judges for the 1952 fair also were selected. Dates for the 1952 fair had been set at a previous meeting of the society.

Breakdown of income follows: Admissions: General, \$93,879.75; auto, \$14,021; grandstand, \$130,248.15; exhibitors tickets, \$11,165.90, and trailer rental, \$330, for a total of \$249,644.80.

Concessions: Grandstand, \$17,277.50; general, \$67,649.06; machinery exhibits, \$8,106.75; others, \$7,865, for a total of \$100,898.31.

In the way of expenses, maintenance cost \$2,240.78; general, \$128,685.83; premiums, \$18,535.40; prizes, \$16,047.85; operation, \$13,469.82, and office and administrative, \$84,538.79. Total expenses were \$263,518.47.

During the meeting admission price for this year was set at 60 cents, same as in 1951. The managers decided to offer a total of \$15,200 in purses for both running and harness races. The same amount was offered in 1951.

Committees named to serve for 1952 by Lewis were: Advertising, Immel, Young and Walter F. Grove; buildings and grounds, Stauffer, Weiser and Young; attractions, Wisner, Stuart B. Lafean and Dr. F. H. Hartenstein; employment, Horace B. Faber, Lafean and Rudisill; concessions, Faber, Immel and John A. Dempwolf; finance, Immel, Grove and Dempwolf; premiums and awards, Frank H. Wogan, Dempwolf and Rudisill; racing, Stauffer, Hartenstein and Young; tickets and admissions, Stauffer, Weiser and Lafean; traffic and parking, Faber, Grove and Wogan, and ways and means, Hartenstein, Wogan and Rudisill.

Kelley Out

ing the annual on an entirely friendly basis. He joined management of the fair in January, 1933, as secretary. He held that post for two years, then was made secretary-president. He said that when he joined the staff the event was "\$33,000 in the hole" and that the annual would have \$3,000 with which to start this year's run.

Awarding of the midway contract also was held in abeyance. It was understood that the choice would be made after the meeting of the New York State Association of Agricultural Fair Societies, February 4-5 in Albany.

Mass. Slaps Tax

Continued from page 57

formal resolution made by the association.

Association also voted to seek relief from the Sunday ban on truck traffic for concessionaires who travel from fair to fair during the season. A resolution also was adopted thanking Lombard for his years of service as secretary-treasurer.

Speaking on taxation of fair property, Ray Winans, publicity director of Eastern States Exposition and chairman of the resolutions committee, said a tax on all fair real estate in Massachusetts on the basis of last year's assessed values and tax rates would yield less than \$75,000 annually.

During the second day's sessions, State Commissioner of Agriculture Henry T. Broderick told the gathering that "fairs are a fourth medium of sales promotion" to be classed with radio, TV and printed ads.

Annual banquet was held during the last night of the meeting, and Charles E. Nash, retired manager of the Eastern States Exposition, was given a plaque for service in the interest of agriculture. The plaque was signed by Broderick and Governor Paul A. Dever.

Carroll, also president of the National Association of Amusement Parks, Pools and Beaches and operator of Riverside Park at Agawam, Mass., reported on his European tour of last fall. He said that the people of the British Isles were doing a big job in public entertainment, despite government restrictions and material shortages.

N. C. Fairs Tighter

Continued from page 57

tion-bidding in the awarding of midway contracts highlighted the morning session. Speaking on the subject were Bernard (Bucky) Allen, president of the National Showmen's Association; State fair President Leonard and George A. Hamid, head of the New York booking office bearing his name.

By unanimous vote it was agreed to join the International Association of Fairs and Expositions after Dr. J. S. Dorton, manager of the State fair and immediate past president of the national body, outlined the advantages. Several executives of individual fairs also expressed interest in joining.

W. C. York outlined and discussed at length new tax legislation affecting annuals. W. H. Lanier traced the formation and growth of the Warrenton Fair. Dr. J. H. Hilton, of North Carolina State College, stressed the importance of fairs in the State's agricultural program.

Atlanta Down

Continued from page 57

criticized the lack of interest displayed by fair men and urged that measures be adopted to rebuild participation. Many show representatives who attend the Georgia and South Carolina meetings made the suggestion informally that the two meetings be combined.

Scheduled speakers included Otis Hughes, Macon, who welcomed the group; T. D. Brown, who spoke on "What Fairs Mean to Vocational Agriculture and the F. F. A.," and J. C. Holden speaking on "How the Fair Secretary Can Help Improve the Agricultural Situation in His Community."

A banquet was held in the hotel.

ATTENTION All Concessionaires, Streetmen and Novelty Men. HARRIS NOVELTY COMPANY 1102 Arch Street Philadelphia 7, Pa. \$3.50 DOZ. \$40.00 GROSS

MILITARY DEALERS MILITARY RINGS WITH INSIGNIA STAR FRAT PINS GOLD PLATED, BOXED \$10.80 DOZ. GENUINE NICKEL SILVER IDENTIS

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SALESBOARDS 1000 5c Double Fin Prof. \$24.00 \$.89 1000 25c Charley Board Prof. 50.00 .89 1440 5c Barrell Board Prof. 18.00 1.29

WE ARE MANUFACTURERS OF All Kinds—PULL TICKET GAMES • TIP BOOKS • Buy Direct From Manufacturer at Very, Very Reasonable Prices.

NOTICE For USED COIN MACHINE CLASSIFIED ADS refer to Page 64

VALENTINE'S DAY VALENTINE'S DAY LADIES' SOLID GOLD BRIDAL SET Genuine Diamond Engagement Ring and Wedding Ring set with three genuine diamonds to match.

World Wide Watch Co. Genuine Swiss 2 Button Chronographs Guaranteed New \$3.75 each lots of 6 or more

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JOBBERS - DISTRIBUTORS RAYON PLUSH BEGGING RABBITS 36" \$34.50 per doz. 27" 24.50 per doz. 24" 19.50 per doz. 18" 15.00 per doz. 14" 10.20 per doz. 12" 9.60 per doz.

Big Profits Own your own business stamping key chains, name plates, social security plates, Sample with name and address, 25c. Bart Mfg. Co. 302 Degrass St. Brooklyn 2, N. Y.

CMI Readies SRO Sign for '52 Show

CHICAGO, Jan. 19. — Booth space for the International Coin Machine Exhibition, sponsored by the Coin Machine Institute, was virtually sold out this week as four more companies contracted to display their wares at the all-industry show slated for the Hotel Sherman here, February 4-6. Meanwhile, the entertainment committee under convention Chairman Dave Gottlieb announced the line-up for an all-star cast for the floorshow to be held in conjunction with the exhibition's banquet on the final night.

Already represented by a cross

Elect Tolisano Prexy of Conn. Coin Association

HARTFORD, Conn., Jan. 19.—James Tolisano, operator of Superior Music Company here, was elected president of Connecticut State Coin Association at its annual meeting in De Pasquale's Restaurant January 10. Some 60 coinmen, representing all parts of Connecticut, attended.

Tolisano succeeds Abe Fish, president for the past several years and one of the founders of CSCA.

Fish, owner of General Amusement Games of Hartford, becomes honorary life president and also chairman of the board of directors.

Promises Advice

Fish promised the assembled delegates that altho he would not be in the president's chair in the next year, he would be available for advice on matters concerning better coin machine operations and public relations on the community level. He said:

"I know how all you men believe in CSCA's long-range public relations ideals. You wouldn't be attending an industry meeting like this unless you were, as I, vitally interested in the welfare and better future of this great industry."

The delegates gave Fish a re-

(Continued on page 78)

Set Roc-a-Ride Calif. Distrib

PHILADELPHIA, Jan. 19.—Roc-A-Ride Sales, national distributors of the Thunderbolt mechanical horse manufactured by Merry-Go-Round Sales, Inc., both of Philadelphia, has appointed Automatic Enterprises to cover California and Arizona.

Automatic Enterprises is headed by R. E. Smith and had headquarters in Los Angeles. Roc-A-Ride will display Thunderbolt at the International Coin Machine Exhibition in Chicago February 4-6.

Philly Assn. Installs New Execs, Board

PHILADELPHIA, Jan. 19.—Amusement Machine Association of Philadelphia is working under its recently elected executive body and board of directors. One of the most active groups on the East Coast, its membership is composed of music and amusement game operators.

The officers elected at the post-Christmas meet were Sam Stern, president; Joseph J. Levin, vice-president; Samuel Moss, secretary; Frank Urban, treasurer; Joseph Silverman, business manager, and Jules Sloan, financial secretary. New board is composed of Frank Fromowitz, Harry Richter, Morton Medvene, Samuel Klein, Harry Stern and Jerry Locks.

section of the trade in the exhibitor list previously announced (The Billboard, January 12), the newcomers this week were Wonder Horse Company, Pascagoula, Miss. (coin-operated mechanical horse); James H. Martin & Company, Chicago (cigarette, candy and gum machines plus MGM and London records); Mike Munves Corporation, New York (arcade equipment), and Roc-a-Ride Sales, Philadelphia (coin-operated mechanical horses made by Merry-Go-Round Sales, Philadelphia). In addition another key company, Wico Corporation, Chicago, which previously dropped out of the show, once again contracted as an exhibitor. Wico is one of the industry's largest suppliers of parts and accessories for all types of coin machines.

Floor Show

Gottlieb announced he had authorized L. N. Fleckles & Associates, talent agency, to line up the banquet show's cast. Thus far the following acts have been booked: Marry Kaye Trio, instrumentalists; Pinky Tracy, comedian; Aaron and Broderick, operatic comedy team; Yoneli, European-type clown-comedian, and Le Brac and Bernice, unicycle and jug-

(Continued on page 78)

HEALTHY STOP

These Medics Really Know An Operation

MIAMI, Jan. 19.—Even surgeons find relaxation in juke box music in the wee hours of the morning, says Jerome Stern owner of Roberts' all-night drug-store here.

Stern's establishment, close to the downtown area, is the only 24-hour pharmacy and luncheonette in Greater Miami, and possibly in the entire State of Florida. It is a heavy-traffic spot around the clock.

Jerry is a great booster for all types of coin-operated equipment and has several pinball machines as well as a Seeburg 100 Selectomatic phonograph in his store.

"Many people find relaxation in playing the pinball machines and the juke box," says Stern. "Only the other night four doctors came in around 2 a.m., and got the biggest kick out of playing the pin game and juke box. One of the doctors had just performed an emergency operation and this was his way of letting down."

The machines in Roberts' Drug-store are operated by Sammy Barnett, of Barnett's Service.

Lion Gears for TV; Plans May Preview

Eckstein Heads New Division Backed By Subsidiary, Promotional Support

CHICAGO, Jan. 19.—The Lion Manufacturing Corporation, manufacturers of electrical and electronic devices here, is completing engineering plans now on a large-screen television line which is expected to be ready in time for a preview in May about the time set for the electronic parts show,

to a million dollars. It will be officially placed on the market during the July furniture show here. Moloney, who also is president of Bally Manufacturing Company, has appointed Paul Eckstein, manager of Lion's TV division, and hired Dr. Burton Browne, head of the agency bearing his name, to handle the advertising program.

Background

Lion was organized by Moloney in 1922 and has a strong background in the appliance and beverage vending field dating long before World War II. During the war the firm won several citations

(Continued on page 78)



RAY MOLONEY

President Ray Moloney announced this week.

The sets will bear the Lion trademark and be backed by a promotion appropriation of close

New Gims Set For Kid Spots By Philly Org

Rocket Ship, Deer, Bunny Plugged as Coin Horse Relief

PHILADELPHIA, Jan. 19.—A new kiddie amusement device was placed in production here this week by Merry-Go-Round Sales to act as companion piece, or variety-replacement, to the firm's coin-operated horse. It will be promoted to the trade for placement in typical coin-horse locations by Roc-a-Ride Sales, exclusive factory distributor, according to Sam Kohn, head of both companies.

Called Lun-a-Ride Rocket Patrol, the stationary "ride" is only one of several new items Kohn has in the moppet market. Others which he will introduce soon include replacement bodies for the coin horse to spark location interest and heighten holiday play. Two of these are a bunny rabbit, for the Easter season, and a deer, for Christmas time.

Interchangeable

The main feature of the animal bodies are that they are completely interchangeable with each other, (Continued on page 78)

NEW LOCATIONS

Exhibit Supply Releases Horse Photo-Brochure

CHICAGO, Jan. 19.—Exhibit Supply Company here has prepared a 20-page photo-brochure for its distributors and operators of Big Bronco coin-operated mechanical horses. A service manual governing the product also has been completed and will be put in the mails next week.

One of the key products to be developed by the industry in the past few years, the popularity of the mechanical horse has grown so rapidly in recent months that at least a dozen firms have entered the field. The new ride devices have opened up many new types of locations.

Exhibit's brochure is titled "Fun That Pays Three Ways" and refers to Big Bronco's ability to (1) increase department, dime, drug and supermarket store traffic; (2) as a related item sales producer (such as in children's wear and Western gear sections of stores) and (3) operator's revenue producer. Among the 25 locations photo-illustrated are Arcades, department stores in principal cities, theater lobbies, supermarkets and chain drug stores. In addition there are four photos of the mechanism of the Big Bronco.

GAME LIFEBOAT NEAR?

Federal Clinics to Aid Mfrs. Working Under Minimum Quotas

WASHINGTON, Jan. 19.—The coin-operated machine industry, still smarting from the announcement that materials allocations would be cut back to from 10 to 35 per cent of base period consumption, received assurance this week from Secretary of Commerce Sawyer that "a number of positive measures" are being taken to meet the special relief needs of small business. Makers of amusement machines, and a few small manufacturers of music machines are eligible for aid at 14 small industry assistance clinics to be held toward the end of the month, it was explained.

The clinics, sponsored by the Departments of Defense and Commerce and the National Production Authority will be restricted to firms receiving allotments of less than 34 per cent of base period, NPA said. Most makers of vending machines received 35 per cent, NPA officials said, but amusement machine firms were cut as low as 10 per cent for the second quarter of 1952. Only several juke manufacturers come under small business classification, officials pointed out. Clinics will be held in New

Klopp Issues Coin Counter Brochure

PLYMOUTH, Mich., Jan. 19.—Klopp Engineering, Inc., manufacturers of coin-handling equipment here, has issued a new brochure on its coin counter.

A four-page piece, the brochure has 10 illustrations describing the uses of the coin counter and two sketches of models now in production complete with specifications and prices.

NOBODY CAN SAY THE SHOW WENT TO THE DOGS—ARF!

CHICAGO, Jan. 19.—It was bound to happen sooner or later so the Coin Machine Institute, sponsor of the International Coin Machine Exhibition (see story elsewhere on this page), was not too surprised this week when a nationally known manufacturer of hand-tooled saddles for horses, Bona Allen, signed to display its products.

Eight companies have already contracted to exhibit coin-operated mechanical horses, which, because of the hard wear they got in typical locations, need first-class saddlewear. Hence, the saddle firm entry, and hints it might be a good idea to line up all the horses at periodic intervals and stage races with company sales managers handling the whip.

Thus far (with more to come) the following firms are planning to enter mechanical horses in the morning line: Conat Sales Company, Inc.; Capitol Projector Corporation, Exhibit Supply Company, Memphis Metal Manufacturing Company, King Amusement Company, Royal Engineering Company, Wonder Horse, Merry-Go-Round Sales (Roc-a-Ride Sales).

York; New Haven, Conn.; Charlotte, N. C.; Miami, Birmingham, Dallas, Cleveland, Pittsburgh, Detroit, Chicago, St. Louis, Los Angeles, Seattle and Portland, Ore.

Meanwhile, NPA announced that second quarter scarce materials allocations to the container and packaging industry amounted to 1,526,396 tons of steel; 288,000 pounds of copper and alloys; and 19,561,000 pounds of aluminum.

This week also saw firms assembling and processing food placed on the list of essential ac-

Budget Message Predicts Rise in Fiscal Dollars

Continued from page 1

the previous year. For the coming fiscal year, the administration expects to collect \$366 million from this tax.

Mildly flourishing nitery business is forecast in the administration's estimate of a \$48 million yield for Uncle Sam from the admissions tax on cabarets and roof gardens next fiscal year, as compared with an estimated yield of \$45 millions for the current fiscal year and an actual yield of \$42,646,314 for the previous fiscal year.

The federal tax on coin-operated devices is expected to yield \$22,500,300 next fiscal year, down \$200,000 from the estimate for the current fiscal year which is figured at \$22,700,000, compared to \$20,730,582 for the 1951 fiscal year.

Copyright registration fees next fiscal year are expected to rise to \$220,800, with the current fiscal year's fees estimated at \$210,300, compared with 1951 fiscal year registration fees of \$200,354. Despite this rise, however, the budget message contemplates registration and filing fees totaling \$1,429,300, about \$70,000 below the current fiscal year's estimate.

Elsewhere in the amusement field, the administration expects bigger yields from tobacco and liquor taxes.

Total tobacco taxes (mostly on cigarettes) are figured to produce \$1,707,000,000 in revenue next fiscal year, compared with an estimated \$1,590,000,000 this fiscal year, and \$1,380,396,000 the previous fiscal year. The federal liquor excises are expected to yield \$2,747,000,000 next fiscal year, compared with \$2,612,000,000 the current fiscal year, and \$2,546,807,189 the previous fiscal year.

The President's estimates are not based on possible tax increases but on yields from taxes at current rates, inasmuch as the President is statutorily prohibited from making calculations based on possible legislation. For that reason, the question of whether amusement excises will rise is not explored in his budget message. The President, in his annual economic report to Congress earlier in the week, said he hopes for a \$5 billion tax boost, but Congress gave the idea a chilly reception. There appears to be no likelihood of excise tax boosts this session.

Canteen Gross Up \$13 Million In 1951; Net Boosted 28%

\$861,172 Spent for New Venders, Strengthens Dime Candy Stand

CHICAGO, Jan. 19.—Automatic Canteen Company of America, in its annual report released this week for the fiscal year ended September 29, 1951, reported an increase over 1950 of \$13,327,304 in gross revenue, \$169,119 more in consolidated net income and a bigger tax bite to the tune of

\$1,008,000 or \$568,000 above the 1950 payment.

Nathaniel Leverone, chairman of the board, stated gross earnings totaled \$36,737,087 for the 1951 fiscal period, against \$23,409,783 the previous year. Net earnings were up 28 per cent or \$769,580, compared with \$600,461 for the 1950 period. Federal taxes were more than double the \$440,000 paid in 1950.

Current assets, including \$1,248,282 in confections and sirups, were reported up; \$4,890,248 against \$3,198,022 a year earlier. Current liabilities were also up, \$3,004,012, from \$2,189,689 in 1950, as was working capital of \$1,886,236, compared with \$1,008,333 the previous year. Net earnings per common share increased to \$1.65 from \$1.33 during 1950. Canteen invested \$861,172 in

new venders during the 1951 fiscal year, including candy, gum, nut, coffee, cigarette and carbonated beverage units.

During the year, cost of merchandise, sales and service totaled 84.2 per cent of receipts, or \$30,945,946. Selling, administrative expenses took 6.9 per cent, or \$2,520,939. Depreciation in buildings and equipment amounted to 3.7 per cent, or \$1,344,415. Interest required .4 per cent, or \$148,207. Dividends paid to stockholders amounted to 1.3 per cent, or \$475,313, while federal taxes took 2.7 per cent of total revenue. The remaining .3 per cent (\$294,267) was retained in the business.

All earnings and costs are the total of both Automatic Canteen Company of America, engaged solely in wholesale operations, and

(Continued on page 73)

'52 Plans of Rudd-Melikian Stress Bantam

PHILADELPHIA, Jan. 19.—About 100 franchise holders attending the fourth annual Rudd-Melikian dealers' convention here this week were told the manufacturer would devote its major effort this year to promoting the firm's coffee cub, Bantam, coin-operated coffee vender.

The 100-cup automatic machine has been market tested for the past year and a half, they were told, and only during the past two months has been released to the field. R-M dealers may either operate the machine, rent or sell it to locations, but in all cases are expected to receive a continuous revenue thru the sale to locations of cups and ingredients.

Another major announcement at the three-day confab, which closed today at the Bellevue-Stratford Hotel, was that Rudd-Melikian is severing its connection with Standard Brands and, beginning February 1, will process and pack coffee concentrate itself. Continued under the Kwik-Kafe label, the coffee will be manufactured at a separate plant the company has acquired.

Also introduced to the dealers was the CR-4, latest in the series of 450-cup-capacity coffee venders for coin operation. The unit is said to incorporate some advanced features used in the Bantam version. The dual, coffee-Coke machine is being continued in production, executives stated. Firm also debuted a newly designed counter and merchandising technique.

30G Goal for Forbes Dinner

NEW YORK, Jan. 19.—Preparations for a testimonial dinner honoring Matty Forbes, managing director of the Cigarette Merchandisers' Association, gathered momentum Wednesday (16) as members of an industry sponsoring committee met to further the sale of tickets.

Some \$30,000 is expected to be raised for the American Fund for Israel Institution at the \$100-a-plate dinner, with the money earmarked for aid to cultural and welfare institutions supported by the fund. The affair will be held at the Waldorf February 14.

The dinner committee, chaired by Arthur Gluck, of Rowe Corporation, and Hyman Oriol, of A. Oriol & Company, includes many persons prominent in the vending and tobacco industry.

Mason Intros New Fudge, Peanut Bar

NEW YORK, Jan. 19.—New candy bar suitable for vending called "7-11," has been released to the trade by Mason, Au & Magenheimer. Ingredients include caramel fudge and peanuts, with the latter said to be specially treated to remain firm for an indefinite length of time.

Price of the 120-count pack is \$3.60, with a promotional offer of one case free with each 10, thus reducing the average case cost to \$3.30, according to Fred E. Magenheimer.

VENDO ANNIVERSARY

Traces Growth to Top Producer in 15 Years

KANSAS CITY, Mo., Jan. 19.—The Vendo Company, during a 15th anniversary banquet this month, traced its development from a small producer of iced-cooled Coca-Cola bottle venders in 1937 to that of the largest single producer of diversified automatic merchandising equipment today.

Hosting civic leaders and long-service employees at the celebration, including the mayor and president of the Chamber of Commerce as guest speakers, John T. Pierson, president, declared that if material can be obtained, the company's vender production this year will double the 1951 rate.

Describing the birth of the company, Pierson cited his determination to enter the vending industry after viewing "an old galvanized tube 15 years ago." It was a crude device that dispensed bottled Coke from an ice bath for a nickel. By 1939, the firm had become first volume producer of bottle venders for Coca-Cola and since World War II, a quarter million of its coin cooler units have found locations in all parts of the world. With the development of the V-33, the firm's first single unit combining electric refrigeration and coin control operation, Vendo became a pioneer in the large scale use of compressors to make dry-cold bottled drinks available thru venders.

Branches Out

Development of its coin changer in 1946 was seen as the "missing link" by Vendo to spur greater

Popcorn Assn. Details Nat'l P-R Promotion

CHICAGO, Jan. 19.—Details of the \$100,000 per year product promotion program introduced during the 1951 National Association of Popcorn Manufacturers' convention in December (The Billboard, December 22) have been worked out by a special committee representing NAPM, the Popcorn Processors' Association and independent processors. William H. Beaudot, NAPM president, stated the program would be presented for consideration Tuesday (23) to the PPA at its annual membership meeting at the Hotel Sherman here on that date.

The proposed national program, and plan of operation, is contained in four points:

1. Creation of an administrative agency known as the National Popcorn Council; membership to be made up of five officials each from NAPM and PPA, with proportionate representation for independent processors.
2. Appointment of a bank or

(Continued on page 73)

vender sales. In 1950, introduction of its Dairy-Vend ice cream bar vender paved the way for an estimated sale of 28,300,000 bars thru Vendo equipment in 1951.

The \$200 million worth of merchandise sold thru automatic refrigerated vending machines last year marked the coming of age of this phase of automatic merchandising, Vendo officials pointed out. Of the dollar volume, 50 per cent was sold thru equipment made by Vendo, they declared.

During 1951, 5,000 candy venders were produced by Vendo in addition to its five model coin cooler line, ice cream vender, coin changers and an automatic garage door opener.

The firm's line-up of new machines for the 1952 market include a 5-cent package gum vender (using the cabinet of its service changer), a hosiery vender with showcase built for Filene's, Boston department store, and a travel

(Continued on page 73)

2,000 Hartford Coke Venders Go to 6 Cents

HARTFORD, Conn., Jan. 19.—The retail price of a bottle of Coca-Cola here went up a penny Monday (14). The jump from 5 to 6 cents was disclosed last week-end by Osborne E. Griggs, president, Coca-Cola Bottling Company, Hartford. He said some 2,000 venders in retail outlets would be equipped to take two coins, a penny and a nickel, and it would be necessary to insert a penny with a nickel, dime or quarter in vender with coin changers.

The only Coca-Cola units not affected by the increase are those in industrial plants, schools, institutions and public buildings, Griggs

National Sets Blade Vender

CHICAGO, Jan. 19.—National Sanitary Sales announced a new product program this week. Wall type vender has quarter slide coin mechanism on right hand side, dispenses 10-blade packs.

On one to 25 orders, price is \$19.95 each; over 25, \$17.50 each. Cabinet is 24 inches high, 5 1/4 inches wide and 2 1/4 inches deep. Capacity is 52 packs.

DAV Blade Company, Chicago, supplies the double-edge blades. Premium coupons in each pack are designed to promote repeat sales.

Vender and product will be exhibited at the coin machine industry show at the Hotel Sherman here, February 4-6.

RED PLOT ON BUBBLE GUM—OR MUCH ADO

• Continued from page 1

expose the children of this city to. I want a complete investigation and report on those machines."

From Bill Falk, head of Plastic Processes, Inc., came this explanation: The disputed charm was one in a series of 15 flags of countries in the United Nations. To prepare the series, five colors (red, green, white, blue and yellow) were chosen, to limit the printing procedure to a manageable number. Then the list of UN members was examined to select those whose flag colors were among the five. That's how Russia got in.

On the reverse side of each charm a few printed phrases gave basic data about each country. Thus, the alleged subversive message on the back of the Russian flag was: "U.S.S.R., population 211,000,000. Capitol, Moscow. Largest country in the world."

While the wide publicity given the Wheeling case already has caused a number of operators to cancel orders, Falk may yet profit from what so far has been a minor ordeal. He has been invited to state his position on "It's News to Me," a TV program on the Columbia Broadcasting System, Monday (21), at 9:30 p.m., EST.

A number of newspapers have given Falk editorial support.

Rieger, Putman Awarded Ideal Exec Positions

BLOOMINGTON, Ill., Jan. 19.—Ideal Dispenser Company appointed John C. Rieger general manager and H. A. Putman general sales manager. Rieger served in a similar capacity with the firm for the past five years, prior to its purchase by Fred Dean, late last year (The Billboard, November 24). Putman formerly was district representative for Oklahoma.

(Continued on page 73)

CHECK LIST

Study Breaks Down Figures On Cig Route

NEW YORK, Jan. 19.—An independent cigarette operator with 500 machines on location should earn \$39 a year on each vender after all expenses but federal taxes are deducted from gross returns.

So reported the vending machine division of the National Association of Tobacco Distributors, which this week followed up an earlier cost-profit study of jobber-operators with an analysis of self-contained routes. The earlier study (The Billboard, December 8) found that jobber-operators with 200 units on location should realize \$51 per machine annually, but purposely eliminated proprietor salaries plus certain overhead costs from the calculations.

In covering the earlier survey The Billboard reported in error that cost factors included a 2-cent State tax. As in the most recent study, calculations were based on non-State-tax conditions.

To reach its conclusion, the present study was based on the following arbitrary assumptions: cigarette cost is \$1.55 per carton, vending price is 20 cents a pack, each location produces \$1,248 (120 packs sold weekly) and commissions average 1-1/2 cents per pack.

Gross profit per vender is then \$280 (22.5 per cent) after the cost of the merchandise (\$967.20) is deducted from gross annual sales (\$1,248). To reach a net profit figure, the NATD study then took into account the following per-machine operating costs, computed on an annual basis:

Salaries, \$55.64; commissions, matches, slugs, \$104; rent, light and heat, \$5.20; vender depreciation

(Continued on page 73)

Badger Sales Buys American Simplex Stock

LOS ANGELES, Jan. 19.—With the plant of the American Simplex Venders switching to war work, Badger Sales Company has taken over the inventory of 60 non-carbonated fruit drink cup beverage machines. These are being offered to the trade.

Al Silberman, who is associated with Badger in the vending machine department, said the units became available because of the manufacturer's switch to war work. Prior to the changeover, processed parts were on hand for the 60 units.

The American Simplex machine has a capacity of 144 drinks of 5 1/2 ounce capacity. The unit is 22 1/2 inches wide, 9 1/2 inches deep, and 67 inches high. Refrigeration is provided by a 1/9 Hermetically sealed Tecumseh unit. All venders are equipped with 5-cent National Slug Rejectors.

Bulk Venders Schedule Chi Meet, Supply Show

CHICAGO, Jan. 19.—Alvin R. Kantor, president of the National Association of Bulk Vendors, announced this week that tentative plans to hold an open house and merchandise display in Chicago February 4-6, have been okayed (The Billboard, January 12).

Coinciding with the Coin Machine Institute convention and exhibit dates, the NABV meeting will be held in the Morrison Hotel (CMI meet is in the Hotel Sherman). The association has obtained a suite for an open house in the hotel for the three days, while manufacturer, distributor and supplier members hold special displays.

Kantor reported the association had reserved suites and rooms for

members desiring to attend the meeting. Additional reservations in the name of individual members will be made when so advised by latter, Kantor said.

Year-End Tobacco Tax Returns Up In Alabama

MONTGOMERY, Ala., Jan. 19.—Tobacco tax collections for December totaled \$558,586, a drop of \$45,959 compared with collections of \$604,545 in the same month a year ago, State Revenue Commissioner J. M. Edwards reported.

For the final quarter of 1951, Edwards stated, the levy produced \$1,944,795 compared to \$1,857,988 a year ago, an increase of \$86,807.

Non-Sked Flights Not Covered in Vender Policies

NEW YORK, Jan. 19.—Referring to recent crashes of non-scheduled airliners, Wesley Hammer, acting head of the machine sales section of Associated Aviation Underwriters, Inc., pointed out this week that passengers on such flights are not covered by firm's vender-sold policies.

Hammer stressed that placards on the firm's machines in various airports state "in heavy type" that the \$5,000 insurance policies, vended at a quarter each, apply only to scheduled flights.

So far, said Hammer, the company had received no claims from families of persons on non-scheduled flights who may have taken out policies by mistake.

ST. LOUIS, Jan. 19. — Chase Candy Company has appointed Harold Wise sales representative for the Northwestern territory, covering northern parts of South Dakota, Montana, Wyoming and Minnesota. Wise was with Sweetheart Candy Company, Bismarck, N. D., for the past five years.

CANDY MACHINES

DuGrenier Candyman	\$49.50
6-18 National, 108 Bar	45.00
9-18 National, 162 Bar	75.00
Mills, 75 Bar	37.50
Rowe 1c Gum	8.50
U Select II, 72 Bar	15.00

CIGARETTE MACHINES

Rowe President, 8 Col.	\$93.50
Rowe Royal	80.00
Rowe Imperial	75.00
Rowe Crusader	125.00
DuGrenier W, 1 King Size Square Mirror, New Feet	87.50
DuGrenier Champion, Cut Down Stand, Square Mirror	95.00

All Cigarette Machines completely re-conditioned and refinished and equipped with silver quarter mechanism.

PAUL STEICHEN
6963 Oak Lane Indianapolis 26, Ind.

Northwestern TAB GUM VENDERS

Single	\$25.95
25 to 100	\$25.45
100 or More	\$24.95

30-Day Money Back Guarantee

We Stock All Mds. for Mach.

Write for Charms and Merchandise List.
1/3 Dep., Bal. C.O.D.

NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

SUNBRAND Pistachio Nuts

LARGE (abt 44 per oz.), 42¢ L.B.
SPECIAL BLEND (abt 41 per oz.), 54¢ L.B.
JUMBO SIZE (abt 38 per oz.), 64¢ L.B.

Packed in triplex 5 lb. moisture proof bags. Shipped 12 to a carton. Min. 300 lbs. Importers & Packagers for a Quarter Century.

AMERICAN PISTACHIO CORP.
111 Reefe St., New York 13, N. Y.

CIGARETTE MACHINES

Uneeda Model 500, 15 Col., 425 Pack Cap., King Size Included	\$90.00
Uneeda Model A, 7 Col., 375 Pack Cap.	92.50
Uneeda Model E, 8 Col., 224 Pack Cap.	80.00
DuGrenier Champion, 9-11 Col., 350 Pack Cap., King Size Included	97.50
DuGrenier Model W, 9 Col., 308 Pack Cap.	82.50
Rowe Imperial, 8 Col., 240 Pack Cap.	85.00
Rowe Royal, 6 Col., 240 Pack Cap.	90.00

\$5.00 LESS FOR 30¢ VENDING
\$7.50 ADDITIONAL FOR KING SIZE VENDING.

CANDY MACHINES

Rowe Candy, 8 Col., 120 Bar Cap.	\$85.00
Uneeda Candy, 5 Col., 102 Bar Cap.	75.00
Vendall Candy (New)	Write

Our Paints Are Now **VENERIZED** Prevents Peeling and Rusting

SPECIAL! \$85.00
UNEEDA MODEL E
7 Col., 275 Pack Cap. (Silver Quarter and King Size Included)

SPECIAL! \$97.50
UNEEDA MODEL 500
9 Col., 350 Pack Cap. (Silver Quarter and King Size Included)

TOP EQUIPMENT UNCONDITIONALLY GUARANTEED
1/3 DEP. WITH ORDERS, BAL. C.O.D. Parts and Mirrors available for all makes and models.

CONVERSIONS
ANY MAKE OR MODEL CIGARETTE VENDOR TO 25¢ OR 30¢ VENDING—TRADE PRICES—
KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • 5Vargreen 7-4568

Supplies in Brief

WASHINGTON, Jan. 19.—Official results of the December 7 tobacco marketing quota referendums were announced along with reports by Department of Agriculture that average prices received by farmers for tobacco December 15 were close to those received November 15, but well above those of December 15, 1950. Marketing quotas on fire-cured and dark air-cured were approved, but quotas were voted down on Maryland tobacco, cigar filler type 41 and certain binder types, Agriculture announced.

Tobacco for which producers voted "no" on quotas will have no price supports on the 1952 crops, the department explained. Fire-cured and dark air-cured will be supported at 75 per cent and 66 2/3 per cent respectively of the 1952 burley tobacco price-support level. The burley level will be 90 per cent of parity price as of October 1, 1952, the department said.

Prices farmers received for tobacco December 15 averaged 51 cents per pound, compared to 50 cents November 15; 57.7 cents October 15 and 47.2 per cent December 15 the year before.

Less Sugar

WASHINGTON, Jan. 19.—Sugar distribution by primary distributors in the U. S. reached 7,559,287 short tons, raw value, during the year up to December 22, compared to 8,082,296 short tons in the same period last year, Department of Agriculture announced. Distribution in the week ended December 22 was 120,226 short tons, compared to 166,930 for the corresponding week last year.

Sugar quotas for 1952 local consumption in Hawaii and Puerto Rico was also announced this week with Hawaii set at 45,000 short tons, the same as last year, and Puerto Rico at 100,000 short tons, compared to 110,000 last year.

Peanut Supply

WASHINGTON, Jan. 19.—While the supply of peanuts in commercial positions at the end of November was the smallest since 1939, prices received by farmers remained stable this fall. Department of Agriculture reported. Total supply November 30 on farmers' stock equivalent was 772 million pounds, compared to the record 1,296 million pounds at that time last year.

Millings this season of farmers' stock peanuts totaled 277 million pounds thru November 30, compared to the 404 million pounds milled to November 30 last year. Agriculture reports. Cleaning and shelling operations to the end of November totaled 247 million pounds, compared to 387 million milled last year. Disappearance of shelled peanuts thru November this season was 215 million pounds, about 6 per cent below the 229 million during this period in 1950.

Prices received by farmers for peanuts December 15 was 10.4 cents per pound. This compares to 10.1 cents November 15; 10.4

cents October 15, and 10.9 cents December 15, 1950, the department said.

Tobacco Sales Off

WASHINGTON, Jan. 19.—Tobacco wholesalers recorded November sales at \$205 million, a drop of 12 per cent below sales in October, but only a dip of 2 per cent below sales in November, 1950, according to Department of Commerce reports. Cumulative sales for the first 11 months of 1951 were 5 per cent above such sales the year before, Commerce said.

Import Supplies

WASHINGTON, Jan. 19.—Unrefined sugars, tobacco and walnuts, vending machine products with import restrictions, fell short of their quotas in 1951, according to Bureau of Customs figures released this week.

Only the 5,000,000 pound quota for walnuts was filled, while tobacco imports from the Philippines were 5,885,338 pounds less than the 6,500,000 quota. Unrefined sugar from the Philippines, limited to 1,904,000,000 pounds by the trade act of 1946, totaled 1,377,801,558 pounds imported.

Gov't Pecan Purchase

WASHINGTON, Jan. 19.—The federal government is prepared to purchase shelled pecans up to about one and a half million pounds in order to assist growers market the large 1951 crop, Department of Agriculture announced this week. The government has already bought 1,740,000 pounds at an average price of 73.9 cents per pound, but rejected some two million pounds on account of price, the Department said. Last year's crop reached 143,137,000 pounds compared with 125,622,000 in 1950. Average price for in-shell pecans for 1951 is estimated at 20.1 cents a pound while average in 1950 was 28.3 cents per pound.

Court Rules Berlo Vending May Keep Stadium Contract

CLEVELAND, Jan. 19.—The Ohio State Supreme Court ruled Wednesday (16) that the Berlo Vending Company, division of ABC Vending Corporation, could retain its much disputed 10-year concession contract with the Cleveland Municipal Stadium.

On March 29, 1950, the city of Cleveland awarded the contract to Berlo Vending Company. The Cleveland Concession Company, former stadium concessionaires, challenged the decision, claiming that the city violated its discretionary powers in awarding the contract to Berlo, whose bid they alleged was second high. Common Pleas Court ordered the contract set aside but this decision was later reversed by the Court of Appeals.

The State Supreme Court refused to review the appeal by the Cleveland Concession Company from the Appellate Court verdict which ruled the Berlo Vending Company was duly qualified for the \$10,000,000 contract.

Berlo Vending Company has two divisions: The Stadium division managed by A. Friedlander and the theater division managed by L. L. Shenker

'52 NATD Meet Interest High

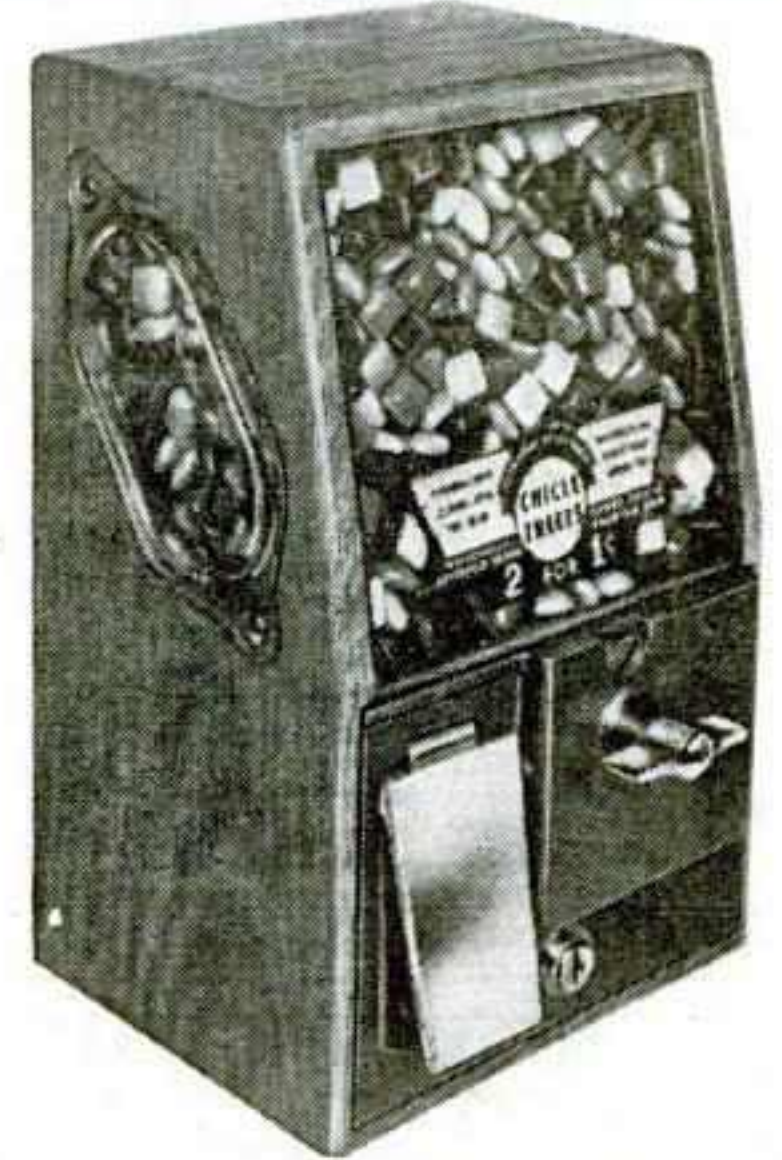
NEW YORK, Jan. 19.—National Association of Tobacco Distributors reported advance requests for reservations for its 1952 convention, April 20-24, at the Palmer House, Chicago, are ahead of 1951 levels. Joseph Kolodny, NATD managing director, said the first requests are now being processed.

This year's annual convention will also mark the 20th anniversary of NATD. Kolodny declared that virtually all manufacturers and suppliers in the tobacco industry, as well as leading manufacturers of confectionery and allied trades, will participate in the celebration and convention.

NASHVILLE, Jan. 19.—State Tax Commissioner John F. Kizer reported tobacco tax collections between July 1 and December 31 last year increased to a total of \$6,696,090, up 50 per cent, compared with the corresponding period of 1950.

MORE PROFITS—STEADIER INCOME WITH VICTOR'S NEW SUPER SALESMEN...

BABY GRAND & CHICLE TREETS



AT YOUR VICTOR DISTRIBUTOR TODAY!

—the right combination for greater profits and steadier income. CHICLE TREETS, the finest candy coated chewing gum, comes mixed in six flavors and six colors, 300 count per pound.

VICTOR'S BABY GRAND was especially designed for the vending of CHICLE TREETS and vends two for one cent (2 for 1c).

The vending of CHICLE TREETS in bulk makes it a more profitable and compact operation than tab gum vending —there are 300 CHICLE TREETS to the pound, and vending 2 for 1c gives you \$1.50 per pound. Also, there is no special loading; JUST POUR YOUR CHICLE TREETS IN BABY GRAND and YOU ARE OFF LIKE A FLASH.

VICTOR'S BABY GRAND is the most unique design in modern vending. Its small, compact and attractive appearance gets you in those choice locations you've dreamed about. The cabinet is of solid oak and finished natural.

BABY GRAND holds 5 1/2 pounds of CHICLE TREETS and takes in about \$8.25 each time it empties. GET STARTED NOW — TODAY! A few of these very beautiful machines vending this high quality merchandise will convince you of a greater opportunity than you can visualize.

VICTOR'S JUMBO 100



AT YOUR VICTOR DISTRIBUTOR TODAY!

Designed to vend and sell more jumbo-size ball-gum, 100 count per pound

THOUSANDS OF LOCATIONS ARE AVAILABLE AND WAITING FOR THIS EYE-CATCHING SENSATION

JUMBO 100 IS TRULY A MASTERPIECE. Its strong, sturdy appearance with colorful styling attracts attention beyond compare

The combination of JUMBO 100 and JUMBO-SIZE BALL-GUM has sustained play appeal which means a permanent, profitable future for you.

JUMBO 100 will sell more JUMBO-SIZE BALL-GUM than any other vendor ever devised.

The outstanding JUMBO 100 cabinet is made of solid oak, beautifully decorated in blue, red, yellow and chrome, and holds 750 to 800 jumbo-size ball-gum.

GET STARTED TODAY WITH THESE SUPERIOR SUPER SALESMEN

VICTOR VENDING CORPORATION
5707-13 W. Grand Ave.
Chicago 39, Illinois



HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING

SIMPLIFIED SERVICE MEANS . . . MORE MONEY . . . LESS WORK



The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location . . . the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION
829 M. ARMSTRONG ST., MORRIS, ILL.

Tennessee Spikes Blooming Black Mart, Tax Evasion

NASHVILLE, Jan. 19. — State and military authorities here are cracking down on what they called a blooming black market in tax free cigarettes sold to military personnel and resold for distribution in the civilian market. A State official explained that soldiers and airmen at Fort Campbell, Ky., and Sewart Air Force base are sold tax-free cigarettes for 16 cents a package at their post exchanges. Later, it was revealed, that these cigarettes were resold to the public at prices below the civilian market. The State in addition lost its tax on the cigarettes.

The Tennessee fair trade price—including the State's 5-cent tax—is 23 cents a package.

The State official also said all cigarettes sold to civilians in Fort Campbell bore the Kentucky tax which is only 3 cents. He said this will be changed so that post exchanges in Fort Campbell on the Tennessee side of the line will bear that State's tax.

Post exchanges also sell stamped cigarettes to civilians who must pay the State taxes. Military authorities also have agreed to limit the purchase of cigarettes by military personnel to two cartons a day.

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.

For this week's prices consult the used machine advertisements in this issue.

Machine	Issue of Jan. 19	Issue of Jan. 12	Issue of Jan. 5	Issue of Dec. 29
Ace Shoe Shine Machine	\$49.50			\$9.95
Adams 1c (6 Col.)		25.00	\$25.00	25.00
Advance Candy				5.95
Advance Ball Gum				5.95
Advance Nut			39.50	6.95
Ajax 1c, 5c, 10c Hot Nut				7.95
Almond Vendors, 5c				9.95
Andrews Nut, 1c (2 Col.)				12.50
Asco Hot Nut, 5c				14.50
Cebco (2 Col.)				6.95
Cigaromat, 10c (7 Col.)				7.95
Columbus 1c Nut	6.95	6.95	6.95	7.95
Columbus 5c Nut				175.00
C-8 Electric	175.00	175.00	175.00	185.00
DuGrenier Challenger		85.00	85.00	85.00
DuGrenier Champion (9 Col.)	97.50	92.50	92.50	92.50
DuGrenier Model W (9 Col.)	69.50(2)	90.00	80.00	80.00
Electric Cigarette Vending (8 Col.)	175.00			175.00
Esquire 1c	6.95	6.95	6.95	6.95
Foot Ease (Exhibit)		95.00		95.00
Foot Vibrator	119.50	119.50		119.50
Ideol Card Vendor	22.50			22.50
Keeney (9 Col.) Elec.	175.00	175.00	175.00	185.00
Kirk's Astrology Scale			18.50	85.00
Lawrence 5 Compartments	18.50	18.50	18.50	22.50
Master 5c	7.45	7.45	7.45	7.45
Minit Pop	125.00			125.00
Monarch (8 Col.)	85.00	85.00	85.00	85.00
National Electric Vending (9 Col.)	160.00			160.00
National 750	85.00(2)	85.00	95.00	85.00
National 930	85.00(3)	120.00	85.00	95.00
National 950	85.00(2)	95.00	95.00	95.00
Northwestern 33 Ball Gum	6.95	7.45	6.95	7.45
Northwestern Deluxe 1c and 5c		13.95	13.95	12.00
Northwestern Model 39, 1c		7.45	7.45	7.45
Pop Corn Ser.	69.50	75.00		75.00
Postage Stamp Machine (2 Col.)		85.00	85.00	85.00
Rowe Candy	85.00	85.00	85.00	85.00
Rowe Gum 1c (5 Col.)		85.00	80.00	80.00
Rowe Imperial (8 Col.)		85.00	85.00	85.00
Rowe President		85.00	85.00	85.00
Rowe Royal (6 Col.)		90.00	85.00	85.00
Rowe Royal (8 Col.)		125.00	125.00	125.00
Rowe Royal (10 Col.)		85.00	85.00	85.00
Shipman 3-Way Stamp Vendor		39.50		39.50
Silver King 1c Ball Gum		6.95	6.95	6.95
Silver King 5c Nut		6.95	6.95	6.95
Silver King 1c Nut		6.95	6.95	6.95
Silver King Bulk, 1c or 5c		7.45	7.45	7.45
Siros Brush-Up		50.00	50.00	75.00
Toppers 1c Ball Gum		6.95	6.95	6.95
U. S. Candy Vendor		99.50		99.50
Uneda Candy, 5 Col.		75.00	75.00	75.00
Uneda Model A (9 Col.)		92.50	87.50	87.50
Uneda Model E (9 Col.)		85.00	85.00	75.00
Uneda Model E 8 col		80.00	75.00	75.00
Uneda (9 Col.) Model 500		50.00	102.50	97.50
Uneda (15 Col.) Model 500		79.50	85.00	79.50
Uneda Pak, Model 500, (7 Col.)		130.00	130.00	130.00
U-Select-It		49.50	49.50	49.50
Victor Topper			9.00	9.00
Victor Universal, 5c				9.95
Victor V 1c				6.95

SMOKESHOP "612"

PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Tear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
250 B West 57th St., New York 19, N. Y.
PLaza 7-3123

GET * NEWER CHARMS

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lower!

Send 35c for complete samples.

PENNY KING CO.
415 Neptune Street
Pittsburgh 20, Pa.

PRE-CONVENTION SPECIALS

10 A. B. T. Challenger Guns, 1c each	\$32.50
3 DuGrenier Candy Bar Vendors, 5c	39.50
50 Andrews Nut, 1c, 2 Col.	7.95
50 Andrews Nut, 1c, 3 Col.	12.50
50 Wrigley Stick Gum, 1c, 2 Col., NEW	7.95
25 Silver King Hunters, 1c	22.50
10 Challenger Hot Nut, 5c-10c, 3 Col., BRAND NEW	39.50
50 Nut Vendors, 5c, Capacity 5 Lbs.	6.95
25 Northwestern Deluxe, 1c-5c Comb., LIKE NEW	14.50

50 ROWE GUM MACHINES, 1c, 5 Col., As Is, Lot \$150.00

Pistachio Nuts Ball Gum Candy at LOWEST PRICES.

1/2 With Order, Balance C.O.D.

WANT TO BUY
Silver Kings, Northwestern 49s, Model N Gum Machines, A.B.T. Guns and Counter Games.

CAMEO VENDING SERVICE
432-G West 42 St., New York 18, N. Y.
L'Onacre 3-1334

Try VICTOR Once and you will BUY VICTOR ALWAYS ORDER TODAY!

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

30 DAY MONEY BACK TRIAL

Northwestern Sensational TAB GUM

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

10-Column 1c Selective **PRICES**
Less than 25 \$25.95
Less than 100 \$25.45
100 or more \$24.95
F.O.B. Factory

GUARANTEED USED MACHINES

DELUXE 1c and 5c Combination	\$13.95	MASTER, 5c	\$7.45
MODEL 39 PORCELAIN, 1c	7.45	SILVER KING, 1c or 5c	7.45
MODEL 33 BALL GUM PORCELAIN, 1c	7.45	ESQUIRE, 1c	6.95

SALES AND SERVICE COMPANY
MOE MANDELL
NORTHWESTERN
438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

DON'T DELAY... ORDER NOW!

ACORN

From LITTLE ACORNS mighty INCOMES grow!

The only completely die-cast aluminum, precision built **ALL-PURPOSE VENDOR**

- Vends all bulk mds. — nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically — weighs less than 7 lbs.

manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest **M. J. ABELSON**
Gen. Sales Mgr.
2032 Fifth Ave.
Pittsburgh
Phone: AT 1-6478
Pacific Coast Distributor
OPERATORS VENDOR SUPPLY
1023 S. Grand Ave.
Los Angeles

\$ \$ \$ \$ \$ \$ \$ \$

GREATEST DOLLAR-VALUE OF THE YEAR for COIN MACHINE MEN EVERYWHERE!

(See Page 89)

Vend

"The Magazine of Automatic Merchandising"

VEND 836
2160 Patterson St.
Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Name

Address

City Zone ... State

VICTOR'S NEW BABY GRAND AND CHICLE TREETS, AND JUMBO 100

Baby Grand . . . especially designed to vend CHICLE TREETS, a high quality candy-coated chewing gum in bulk . . . 2 for 1c . . . 300 to pound. Earns profit of \$1.50 per pound. Capacity: 5 1/2 pounds.

Jumbo 100 . . . attractively designed to vend jumbo-size 100-count ball gum . . . capacity: 750 to 800 pieces.

Be first in your territory to cash in on these sensational earners. Can be paid for in 20 weekly installments. Write for Details.

ROY TORR, LANSDOWNE, PA.

"You can't imagine how happy I am to have read VENDOR for the past two months. I don't see how any person with vending machines could do without it."

SYDNEY EISENBERG
JACKSONVILLE, FLA.

VOLUME PRODUCER! ACORN

1c or 5c All Purpose Bulk Merchandise with All New Features **\$14.95 Ea.**

IMMEDIATE DELIVERY!

OAK SALES CO.
2033 Fifth Avenue
Pittsburgh, Pa.

CORRECTION

Rowe Tab Gum listed in our ad last week is a 1c vendor—not 10c.

UNEDA
VENDING SERVICE, INC.
166 Clymer St. Brooklyn 11, N. Y.

Operated from Coast to Coast and 20 Foreign Countries

"SILVER-KING" Vendors

Built for professional operators



5c
PISTACHIO NUT VENDOR

"CHARM KING" BALL GUM VENDOR

NEW ROTARY "SUPER-VENDOR"

VENDS NEW LARGE SIZE 7/8 "SUPER GUM" (100 to the Pound) or regular 15/16" size. Nut and Ball Gum, Candy Charms Vendors, 14-5¢ U.S. and Foreign Coins. "Hot-Nut" Vendors. Designed for sales compelling eye appeal.

SILVER-KING CORP.
622 Diversey Parkway Chicago, Ill.

Mars Hikes Sales Promotion in '52

CHICAGO, Jan. 19.—Mars, Inc., announced a stepped up sales drive has been programmed for 1952, using television, radio and periodicals to promote its candy bar line.

Fifty-two TV stations will carry the firm's advertising on the Milky Way bar, via sponsorship of the "Super Circus" program Sundays, starting February 3.

Mars' radio network promotion will be doubled on the 181 stations carrying the Tuesday night "People Are Funny" airer; starting this month, the company will sponsor the program weekly instead of on alternate weeks. A listener contest on the program will require Milky Way or Forever Yours wrappers.

A premium offer requiring 3 Musketeers and Snickers wrappers is also being introduced on firm's "Howdy Doody" TV show. Ads in Look and Colliers, scheduled on a bi-weekly basis, feature the Mars bar.

See Newport News Cig Tax Repeal

NEWPORT NEWS, Va., Jan. 19.—Asserting that he was "influenced by a large petition for repeal," City Councilman Roy A. Peterson said last week he was considering changing his stand on the cigarette tax.

Peterson, who voted against repeal of the tax December 31, said he was inclined to take the opposite stand in view of later developments, among them being the additional revenue received from the Newport News Redevelopment and Housing Authority as well as from other sources which may reach \$50,000.

With Peterson reversing his view, the vote would be 3 to 2 for repeal of the cigarette tax levy adopted November 29.

Marathon Plans Stock Increase

MENASHA, Wis., Jan. 19.—Marathon Corporation, manufacturer of paper packaging for ice cream and a special loading sleeve for vendors, will vote Friday (18) on a move to increase its common stock to 4,000,000 shares with a \$6.25 par value. The firm now has 1,300,000 shares of common at the same par value.

The company intends to issue one additional share for each share owned, increasing outstanding shares to 2,600,000, if stockholders approve the move. An additional 400,000 shares will be sold to underwriters.

Florida Cig Tax Shared

TALLAHASSEE, Fla., Jan. 19.—Florida Beverage Director Lewis Schott announced that cities and counties will get \$1,070,644 of the \$1,394,279 collected in cigarette taxes during November. Shares from the nickel-a-pack tax yield will include \$165,151 for Miami; Miami Beach, \$40,350; Tampa, \$58,158; St. Petersburg, \$48,398; Orlando \$35,708; West Palm Beach, \$27,936; Daytona Beach, \$22,708, and Jacksonville, \$101,596.

Rieger, Putman

Texas, Arkansas and Louisiana. Prior to Dean's purchase, Ideal was headed by Harold Smalley and Ralph Warner, president and vice-president respectively. Following the purchase, they remained with the firm as vice-president and treasurer.

Dean also is president of Mundeau Manufacturing Company, Columbus, O., a firm which built many of the cabinets for Ideal's reach-in type bottle vender.

Canteen Gross

Continued from page 70

of Canteen Company, a wholly-owned subsidiary selling thru vendors at retail. Latter represented approximately 35 per cent of the total volume handled by the company's 155 subsidiaries.

In order that 1951 operations may be compared with those of future years, Canteen's current report includes earnings of the self-owned subsidiary for the entire fiscal year.

Dime Candy

Conversion of candy equipment to dime operation continued thru-out the past year. Move was facilitated by the development of its own coin mechanism to accept both nickels and dimes. Now a standard item on all new Canteen candy equipment, it is figured it would cost the company \$2 1/2 to \$3 million to convert all of its existing candy equipment to sell dime candy.

The annual report also stated that a contract for the operation and lease of the Canteen Grill, an automatic hot sandwich vender, has been concluded. It will be installed and developed by a firm experienced in the restaurant field.

Popcorn Assn.

Continued from page 70

trust company to act as confidential sales and collection agency.

3. A uniform levy for financing the program of 10 cents per 100 pound bag of raw popcorn sold and three-quarters of a penny per case of canned or packaged raw popcorn sold.

4. Processors to purchase confidentially from the bank or trust company agent tags and labels (at prices in point 3) to be attached to bags and containers.

Beaudot pointed out that co-operation by member firms in the industry would provide the \$100,000 each year. The fund would be used for public relations, agricultural research and sales promotional programs.

Vendo Anniversary

Continued from page 70

insurance vender which can be converted for sales of magazine subscriptions.

Defense Work

Vendo's defense work, it was estimated, will increase this year from one-third to one-half the total output. Vending machine production, as indicated earlier, will be held up to highest possible levels in keeping with materials available.

The firm's founder and first president, E. F. Pierson, as principal speaker during the banquet, stated: "It may seem presumptuous for the Vendo Company to celebrate only a 15th anniversary when some companies in Kansas City have observed a 50th or a 100th. But, our industry has only captured attention in the last two decades. . . . the automatic merchandising business now has more than three million machines in use in this country."

Check List

Continued from page 70

tion, \$44.72; vender maintenance, \$7.80; truck, auto maintenance, \$6.20; taxes and all other expenses, \$18.20, for an operating cost total of \$241.80, or 19.4 per cent.

Subtracting the latter result from the gross profit resulted in the \$39 (3.1 per cent) net.

The \$55.64 in salaries per machine was based on remuneration to three servicemen, a bookkeeper, an inside clerk, a mechanic and the route owner. The proprietor draws \$150 weekly.

Now DELIVERING!

Victor's New BABY GRAND CHICLE MACHINE

Holds 5 1/2 lbs. of Chicle Treats. Vends 2 for 1c. Case of 4 . . . \$52.00 — Single . . . \$13.45
Chicle Treats, 25 lb. Ctns., 45c lb. F.O.B. Boston

NEW VICTOR JUMBO 100 MACHINE

Case of 4 . . . \$58.00 — Single . . . \$14.95
Complete Victor Line in Stock

CHAMPION NUT & CHOC. CO. 1194 Tremont St. Boston, Mass.

Luxury Brand Cig Tested as Vending Item

PORTCHESTER, N. Y., Jan. 19.—A test to learn how well hard-pack, premium-price cigarettes sell thru vending machines is being run here and in New York City by about half a dozen operators who have already placed some 30 vendors to dispense Parliament cigarettes.

The vendors used were specially adapted by the Advance Machine Company, Chicago, on order of Modern Tobacco here. They are single-column jobs with a capacity of 30 packs each. The coin mechanism is fitted for 35-cent (quarter and dime) operation. Decorated to plug the Parliament brand, the compact machines may be attached to the side of standard-size vendors or wall bracketed.

50 So-Far

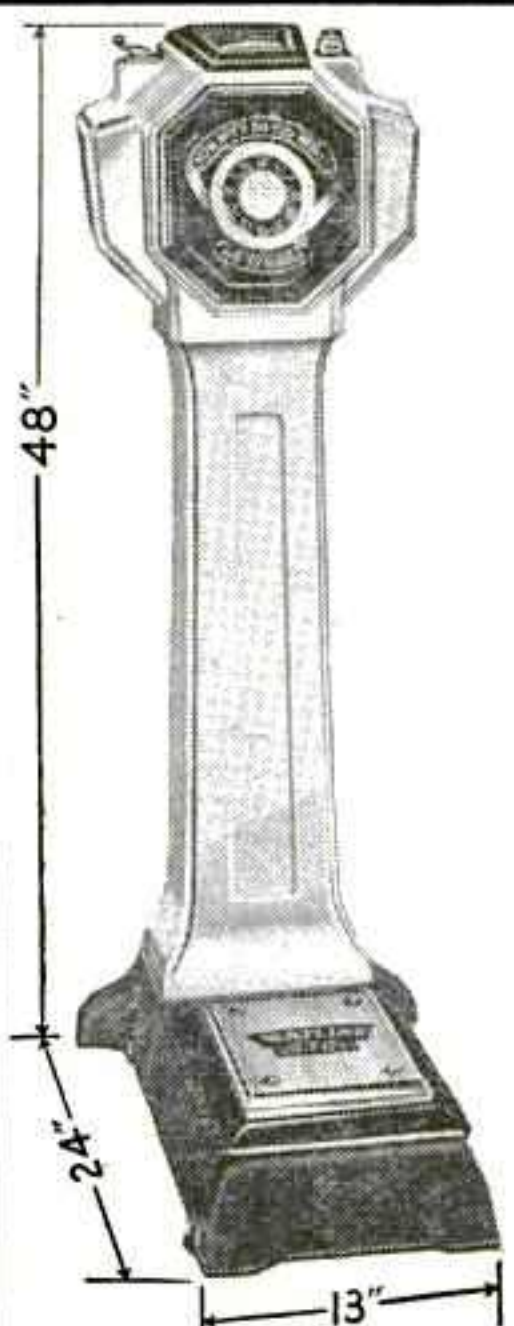
Fred Yolen, of Modern, said 50 machines have been made to date. Some are being operated on his own route, while others have gone to other operators to widen the test sample. Sale price, thru Modern, will be \$35, he stated.

Yolen reported that results so far have been promising. While sales per machine are not large, the profit per pack is said to be double that on standard brands and can be regarded as plus business on locations already serviced. The test, he said, will run about another month before steps to promote the machine generally are taken.

Charter Beverage Firm

SACRAMENTO, Jan. 12.—County Beverage Company, Inc., has been granted a charter to sell candy, beverages and cigarette thru vending machines in San Diego County. Authorized capital is \$200,000.

Incorporation papers were filed by Loeb & Loeb, of Los Angeles. Directors are Margaret F. Luttes, Ferne Heinze and Bernice Friedel, all of Los Angeles.



\$25 DOWN
Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS

WRITE FOR PRICES
Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889 — Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

The Big Spenders "The TEEN-AGE Crowd" go for

SWEETHEART LOCKET CHARMS



Opens & Closes Comes closed for perfect vending

Teen-Agers are a very important group of PENNY-SPENDERS at machines. Don't OVERLOOK their business. They remove the photos that come with the Plastic Lockets and REPLACE THEM with actual, personal pictures of Sweethearts, Boy Friends, Girl Friends, Mom, Pop, Brother, Sister and Baby.

These New EPPY Charms have Teen-Agers in mind. Mustn't overlook them. They spend freely.

SAMUEL EPPY & COMPANY, Inc.
91-15 144th Place Jamaica 2, N. Y.

\$12.50 per 1,000 f.o.b. Jamaica, N. Y. Immediate delivery.

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tob Gum? Bulk Merchandise? Mints? Stamps? Perfume? Combs, Sanitary Products? or other Merchandise?

ADVANCE
Is the Vendor for You

Want more information! Write today to . . .

J. SCHOENBACH
Factory Distributor Of
Advance Vending Machines
1845 Bedford Ave., B'klyn, 25, N.Y.
P. Resident 2-2900

BRAND NEW

LUCKY BOY VENDORS

\$9.75 EACH MODEL 14 or 5c

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.
1/3 Deposit, Balance C.O.D.

BLOYD MFG. CO.
VALLEY STATION, KY.

Charms

Paul A. Price Co.
220 Broadway, New York 38, N.Y.

New NORTHWESTERN



MODEL	ORDER NOW	10 COT
49	Adams Brands All flavors 100 count 42¢	TAB GUM VENDOR \$25.95 ea.
1-5-10r	Wrigley's Brands All flavors 100 count 42¢	25 to 100
\$17.35 ea.	Fruit Charms Ass. Flavors 100 count 40¢	\$25.45 ea.
25 to 100	Such. Choc. 200 count \$1.25	100 or more
\$17.15 ea.	Min. Order 25 Boxes	\$24.95 ea.
100 or more		
\$16.95 ea.		

RAKE 24 PAY PLAN ON BOTH MACHINES
WRITE FOR COMPLETE DETAILS

WE WANT
SILVER KINGS — ACORNS
VICTOR TOPPERS & MODEL V
—CIGARETTE MACHINES
WE WILL BUY OR TRADE-IN

Write for Circulars on Both Machines!
Complete Line of Parts, Supplies—Send for List of Recond. Machines!
We Take Trade-Ins — Liberal Allowance! Time Payments!
1/3 Deposit Required With All Orders, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
609A SPRING GARDEN STREET LOMbard 3-2676 PHILADELPHIA 23, PA.

AUTOMATIC CUP DISPENSERS

FOR NON-CARBONATED FRUIT DRINKS

Limited Supply at **Sensationally LOW PRICES**

AMERICAN SIMPLEX VENDERS \$295.50 EA.

Brand New in Original Crates. Each Machine Equipped With Hermetically Sealed Tecumseh Refrigeration Unit and National Slug Rejector.

F.O.B. L. A.
BADGER SALES COMPANY 2251 West Pico Blvd. Los Angeles 6, California

CHARMS—Proven Sales Boosters

Write for Complete Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

New OPS Ruling Indicates Softer Price Increase Terms

Operators Informed Individually, How, Where to File for Increase

CHICAGO, Jan. 19.—The Office of Price Stabilization opened the door this week for juke box operators, individually, to seek price raises by an amendment which apparently "softens" or "liberalizes" ceiling price regulations.

The district OPS office here described the amendment—effective Monday (14) to Section 20-A of General Price Regulation 34 Governing Service Trades—as merely informing operators how and where to file for an adjustment in prices.

But the office also said the amendment has eased many of the former restrictions on price increases and relaxed requirements. A spokesman said the amendment "reads softer" and that the office here "gets the impression" that it is more liberal.

Accords Relief

The spokesman was unable to show any specific relaxation of the regulations or requirements, but he pointed to such phrases in the amendment as, according re-

lief "to the fullest practicable extent" as examples of softer language.

The amendment itself "states the basis for granting individual adjustments in ceiling prices to those engaged in the service trades subject to Ceiling Price Regulation 34."

It said, "It is the opinion" of OPS Director Michael V. Disalle that the amendment now accords to Section 20-A of Regulation 34, which governs operators, "relief to the fullest practicable extent" in a manner similar to that accorded manufacturers in other amendments.

Explains Procedure

The amendment states that if someone in a service trade, "believes that he can show that he is entitled to a further increase in ceiling prices," he can inform the OPS and it will be studied and possibly granted.

The standard to be used, the amendment says, "provides for an adjustment where ceiling prices established by (Regulation 34) impair the applicant's normal representative pre-Korean earnings to such an extent that the effective operation of his service business is threatened."

The amendment further states that if an operator proves that ceiling prices have impaired his earnings, the OPS will adjust the individual operator's ceiling price.

Factors Considered

Such factors as post-Korean cost increases, the individual operator's earnings, changes in his sales volume and whether the evidence he submits in way of record is reasonable will be con-

sidered in so far as they are pertinent.

The amendment adds that if an operator proves he is entitled to relief to the satisfaction of OPS but because of the small nature of his business it is impossible to establish the proof clearly, OPS may use the ceiling prices and underlying costs for similar operations in the same area as a basis for judgment.

Under the terms of the amendment, an operator may file in this manner: Obtain from his district OPS office Form 43, fill this out in duplicate and also write a letter in duplicate explaining why he wants the increase.

Submit Forms

Then he must submit the forms and letter to the district office. It will approve or disapprove it. If it is disapproved the operator can appeal the decision.

There is one important exception. If an operator is doing business in more than one OPS "region"—as might occur in the St. Louis area for example—he must file the Forms 43 and his letters with OPS in Washington.

The spokesman in Chicago advised that if at all possible, those desiring to file first should see their district office for advice.

Rock-Ola Holds Regional Distrib Meeting in N. O.

Nine Distrib Firms Attend, Discuss '52 Policy; 50 Choice

NEW ORLEANS, Jan. 19.—The Rock-Ola Manufacturing Company held its regional distributors' meeting here last week with nine of the firm's distributors in the South and Southwest present.

Art Weinand, vice-president and director of sales, and Lou Sebastian, factory regional manager for the South and Southwest, represented Rock-Ola.

The firm's 50 Selection Wall Box, which now is in production and is being shipped, was a main topic of conversation. Rock-Ola's plans and policy for the current year also were outlined and discussed.

The firms represented and some of those who attended the sessions in the Roosevelt Hotel included:

The Boyle Amusement Company, Oklahoma City; David Franco, of the Franco Distributing Company, Montgomery, Ala.; Mallory Distributing Company, New Orleans; Robinson Distributing Company, Atlanta; S and M Sales Company, Memphis; Lawrence Sturgeon, of the Southern Music Corporation, Charlotte, N. C.; Ron Rood, of the Southern Music Distributing Company, Orlando, Fla.; Wall Box Sales Company, Dallas, and R. C. Hogard, of Texas.

Many companies had several representatives at the sessions which were held Thursday and Friday, January 10 and 11.

Vol. Control Device Backed By Sales Drive

NORTH TONAWANDA, N. Y., Jan. 19.—The Rudolph Wurlitzer Company's volume level control, built to maintain a medium of volume between high and low cut records, currently has been backed by a strong sales drive.

The device comes in a kit resembling a small radio chassis and is attached to either Wurlitzer Model 1400 and 1450 by plugging it into a socket already in juke box amplifiers.

A. D. Palmer, Wurlitzer advertising and sales promotion manager, described the control as no different than a wire sound moderator. He said it maintains a constant volume level without any change in tonal qualities and automatically compensates every time a different record is played.

Once the control unit has been plugged into a machine, it is preset for any desired level of volume. By setting the control for a volume half way between the highest and lowest cut records, Palmer said the time lag before it swings into action is only nine sound impulses.

A patent has been requested for the device. It sells for approximately \$22.50.

60 Attend Atlas Service School; Ops '45 Minded'

PEORIA, Ill., Jan. 19.—Some 40 service personnel and 20 operators attended an all-day service school conducted here Tuesday (15) by Atlas Music Company of Chicago on Seeburg equipment.

Harold Schwartz, Atlas official, said the meeting, first of two, proved "everyone there definitely is '45' minded."

Schwartz said the meeting was successful, particularly in view of the large operator turnout, and that it developed into what he called a "little show." Everyone was present, he said, "to talk business."

Frank Bach, Atlas' chief service engineer, conducted the training sessions which lasted from 9 in the morning until 5 in the evening. Nate Feinstein represented the Atlas company, and R. L. Dunlop, the Seeburg Corporation.

Schwartz said typical on-location problem—situations were posed and those attending learned how to solve them by actually doing it under the guidance of the instructors.

He said: "We put them thru their paces just as tho they were on location. We thought we'd try this instead of a few hours of

(Continued on page 79)

Who Likes the "One-Stop"?

• Continued from page 16

ops are contacted more thoro and frequently"; "they help us because they eliminate the small operators who don't buy enough to make it profitable to process their business"; "records get to operators faster in some cities."

While most manufacturers are either in favor of the one-stops or remain non-committal, several diskeries are known to be somewhat anti-one-stop. One manufacturer pointed out that the existence of one-stops proves that the regular distributors are weak, while another diskery's exec claimed that a label had to be "in" with the one-stop if he wanted to get his records promoted to juke box operators. Latter manufacturer also commented on recent demands from one-stops for specific amounts of free records in order to promote the label's disks.

OPS Issues New Ruling; Here's How to Use It

CHICAGO, Jan. 19.—The Office of Price Stabilization Monday (14) changed General Price Regulation 34 with an amendment which apparently liberalizes the requirements under which those in service trades—such as juke box operators—may obtain price adjustments. (See detailed story elsewhere on this page.)

The amendment does not affect the operators as a whole. Any operator wanting an adjustment in the prices he charges must file his own individual case for a hearing.

- Here's how to file under terms of the new amendment:
1. Obtain from your district OPS office two copies of Form 43.
 2. Fill out both. The government wants it in duplicate.
 3. Write a letter in duplicate explaining why you need the increase and include or attach pertinent records as evidence to support your claim.
 4. Submit the two copies of Form 43 and the two copies of your letter to your district office.
 5. Your district office will either approve or disapprove your claim for an adjustment. The length of time this takes will depend on the number of applications on hand in each district office.
 6. If you are operating in two different OPS regions—such as might happen in the St. Louis area—you follow the same procedure as above except you submit your forms and letters to the OPS office in Washington.
 7. Any operator who now files an adjustment and has previously filed for one and/or received a previous adjustment must state this fact in his letter accompanying the forms.
 8. Any application for an adjustment filed before January 14—the date the new amendment became effective—will be considered under the new apparently liberalized terms. Thus an operator with an adjustment claim now pending will not need to file again.

AMI Shipping D-80 In Limited Quantity

GRAND RAPIDS, Mich., Jan. 19.—AMI, Incorporated, now is in production on its Model D-80, and limited shipments are leaving the factory.

Altho not all distributors have been sampled as yet, they will be as soon as production of the D-80 permits. At the same time, the firm also is maintaining its production of the Model D-40.

The D-80 plays seven-inch, 45 r.p.m. records exclusively and represents a radical change in design from previous AMI machines. It is the fourth new model brought out by the firm since 1946.

Among the new features are "eye-level" title strips and selector buttons located on a sloping bank above the visible record changer. A curved plastic window exposes the entire record changer mechanism from the sides as well as the front.

Large directional arrows are baked onto the plastic window and run down across the middle to point to the coin chute. The top arrow, which lists the price per play, is interchangeable and is available in all price and play combinations.

The window is hinged to swing upward for access to the record changer, play meter, slug rejector, coin box and switches.

The cabinet is somewhat more than five feet high and requires five square feet of floor space. It

comes in hand-rubbed, blond or mahogany finished wood with ribbed, white and plastic louvers at the front and sides on the bottom.

The louvers swing open to permit entry to the stepper, vertical color wheels and to the front casters which are hidden by steel kick plates.

Among other changes, the phonograph incorporates a new sound system involving a new amplifier with circuit and other changes. The number of tubes has been reduced to five and there is a manual bass and treble as well as volume controls.

Cain-Caillouette Merges Offices

INDIANAPOLIS, Jan. 19.—Cain-Caillouette, Inc., Indiana Wurlitzer distributors, has merged its Indianapolis and Louisville branches and has moved its offices and service department to 5930 E. 21st Street.

The firm's stock of phonographs will be carried at the Louisville branch and the entire service department will be located at the new address here. There were no personnel changes and the same service will be rendered by the firm as before.

The change was made to reduce expenses during the present materials restrictions which have limited the production of juke boxes.

Wurlitzer's general sales manager, Ed Wurgler, said in a written statement of the firm's policy released last month (The Billboard, December 22) that the company would maintain production on its models 1400 and 1450.

Wurgler said the policy, which counters the firm's usual practice of bringing out a new model every 12 months, was based on stringent government restrictions and that the firm would continue to supply 1400-1450 machines for which they now have the dies and tools.

Shuffle Execs At Wurlitzer

NORTH TONAWANDA, N. Y., Jan. 19.—R. C. Roling, president of the Rudolph Wurlitzer Company, announced this week the following three changes within the company's North Tonawanda division production department:

Ray C. Haimbaugh, vice-president and division manager, to vice-president merchandising and research; C. D. St. Clair, division works manager, to division manager; Charles J. Hull, chief engineer, to division works manager. The changes became effective Monday, January 14.

Permo Co. Rewards Employees' Loyalty With Gifts of Stock

CHICAGO, Jan. 19.—A continuing note of cordiality in employer-employee relations — one based on mutual respect and loyalty—was struck at Permo, Inc., manufacturers of phonograph needles, here recently.

(Continued on page 78)

40 Pints to Red Cross by Jukemen

NEW YORK, Jan. 19.—Forty members of the local jukemen's union helped swell Red Cross blood collections by a pint each at a midtown donor center Tuesday (15). First on the line was Frank Calland, president of the Automatic Machine Service Employees' Union, Local 786. He was followed by Barney Schlang, vice-president; Harold Henry, treasurer; Drew Calland, recording secretary, and the rest of the contributing members.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

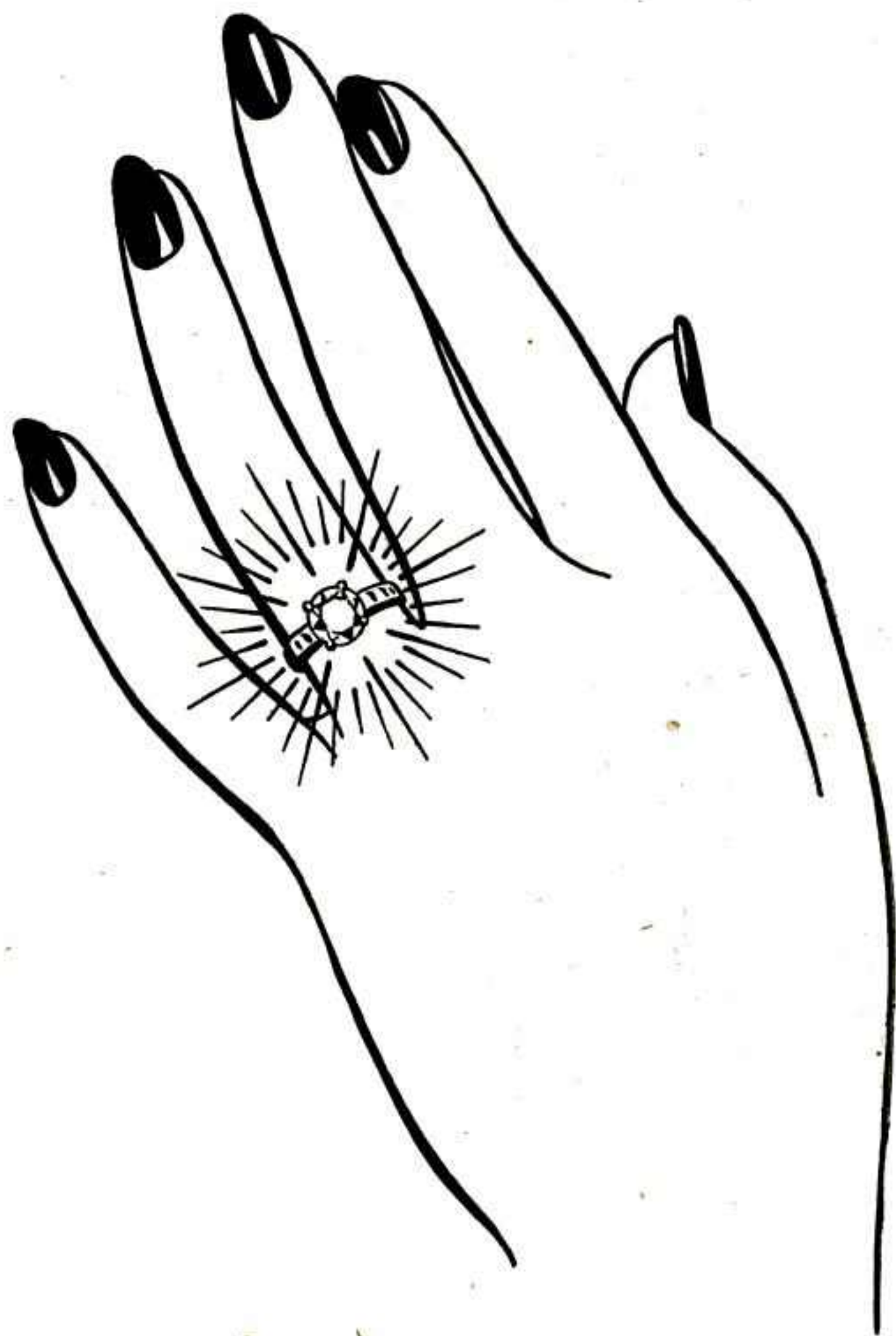
DISK SALES HIT FAST CLIP. One of the hottest weeks in industry's history (General-Music Departments).

PROM SKEDS 10-16 SIDES A MONTH. Low-priced pop diskery sets schedule for 49-cent platters (Music Department).

HOUSE ACTION WOULD PREVENT PRICE CUTTING. New bill would make price wars a thing of the past (Music Department).

PERMO INTRODUCES NEW BRUSH. Gimmick, suitable for home or juke boxes, sold for 50 cents (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.



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GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Classical Reviews

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

Continued from page 26

Orchestra men, sounds wonderful in support of Kapell under the live and understanding baton of Fritz Reiner. It makes a handsome collaboration which surpasses the earlier Rubinstein-Susskind version in merit of interpretation and performance. The latter, incidentally, is the only available LP competition.

74
BRAHMS: QUINTET IN B MINOR, Op. 115—Reginald Kell, Fine Arts Quartet, American Broadcasting Company (1-12")
Dec (33) DL-9532

Brahms Quintet for Clarinet and Strings, long recognized as one of his finest works, is performed carefully and beautifully by Kell and the Fine Arts Quartet. Reginald Kell plays with purity and precision, and displays his great artistry and superb tone in this expression and challenging opus. The Fine Arts Quartet's ensemble work is outstanding, and they give a sensitive reading. In all this dishing is an excellent one, well-recorded and extremely well-played. This version of the lovely, rich-sounding Brahms work is a memorable one due to the remarkable technique of Reginald Kell.

70
SCHUMANN: CARNAVAL, OP. 9—György Sandor (1-12")
Columbia (33)ML-4452
Perhaps the best-known of Schumann's extended

works for the piano, Carnival consists of 21 short selections related, for the most part, more by stylistic approach than thematic resemblance. Autobiographical in content, a few of the sections are said to provide musical clues to conflicting facets of the composer's nature. Musical range is from lyrical romanticism to technical bravura. György Sandor, unfortunately referred to as "Andor" in the title of the adequate liner notes, turns in an uncommonly sensitive performance.

70
ALBAN BERG: WOZZECK—Philharmonic-Symphony Ork of New York, Dimitri Mitropoulos, Cond. (2-12")
Columbia (33) SL-118

Columbia undertook a truly bold venture in making this full-length etching of Alban Berg's remarkable atonal, ultrachromatic opera, "Wozzeck." This work probably will stand as Berg's masterpiece in the years to come. It is indeed a powerful piece of writing, strong in structure and close to overbearing in emotional intensity. The opera is based on a play of 1830s by George Buchner. The story is immersed in deep tragedy. It tells of a misfit soldier, Wozzeck, and his girl friend, Marie. Berg has translated the tragedy in his atonal terms in so completely subtle and artistic a manner as to make it digestible for the non-scholar listener. Borrowing from his teacher, Schoenberg, Berg makes wide use of sprechgesang,

or melodic speech, in the writing of the opera. This difficult means of expression adds tremendously to the sock dramatic impact of the work. The performance of the Berg opera is superb in every respect. It will stand as one of the most remarkable accomplishments of conductor Dimitri Mitropoulos. The New York Philharmonic has rarely played on record with such expressiveness and lucidity. The soloists do wonders with their difficult chores. Mack Harrell's Wozzeck is a brilliant portrait. Eileen Farrell is magnificent as his girl friend, Marie. Frederick Jagel, Joseph Mordino, David Lloyd, and the others make a first-rate cast. The Chorus of Schola Cantorum under Dr. Hugh Ross handles the choral chores splendidly. This recording will rank as one of the monumental etchings for those whose interests lean toward the modern.

70
WILLIAM WARFIELD IN OLD AMERICAN SONGS AND FIVE SEA CHANTIES—William Warfield-Aaron Copland-Otto Herz (1-10")
Columbia (33) ML-2206

William Warfield, the young American baritone who was recently seen in the movie "Show Boat," is excellent in this recording of old American folk songs and sea chancies. His voice is rich and expressive, and he extracts every ounce of feeling from the melodies. Unfortunately the LP is badly programmed, with the folk songs very similar to each other in rhythm and spirit. The sea chancy side however, is listenable thruout. Warfield is given an able assist by the piano accompaniments of Aaron Copland, and Otto Herz.

68
HAYDN: CONCERTO IN F MAJOR—SYMPHONY NO. 22 IN E FLAT MAJOR—TWO "HOFBALL" MENUETS—LONDON BAROQUE ENSEMBLE, KARL HASS, COND. (1-12")

Decca (33) DL-9561
The flood of Haydn recordings continues with the 18th composer receiving more attention from diskeries than any other classical composers except Mozart and Beethoven. This new all-Haydn etching contains two of his more interesting works, tho the Concerto in F Major is aimed at the connoisseur rather than the average classical record collector. The performance is a good one, with the Philosopher Symphony receiving a bright rendition. This is played as nearly as possible in the manner of Haydn's day, using the same instrumentation. Both of these Haydn works have been recorded previously on LP, but the sales value of this disk lies in the name power of the London Baroque Ensemble under Haas, the violinist Jean Poignet, and harpsichordist Lionel Salter.

68
PINEAPPLE POLL BALLET SUITE ALBUM, (SIR ARTHUR SULLIVAN)—Royal Opera House Ork., Covent Garden, John Lanchbery, Cond. (1-10")
Dec (33) DL-7521

Arranger John Lanchbery has excerpted liberally and wisely from an even dozen Gilbert and Sullivan operettas to come up with this tuneful ballet that is being introduced to American audience by the Sadler's Wells Theater troupe in its current tour. The seven sections of the sparkling work re-tell in choreographic terms the rollicking tale, "The Bumboat Woman's Story," based on a Gilbert "Bab" ballad. Alert listeners will enjoy recognized melodies from works long familiar. Others will find pleasure in a composition that has musical values entirely apart from their noted heritage.

68
ARNOLD SCHOENBERG: PIERROT LUNAIRE—Erika Stiedry-Wagner-Rudolf Kolisch-Stefan Auber-Eduard Steuermann-Leonard Posella-Kalman Bloch-Arnold Schoenberg, Cond. (1-12")
Columbia (33) ML-4471

The latest Columbia "Meet the Composer" series is this recording of the esoteric "Pierrot Lunaire," conducted by the composer. This work was written in 1912, about a decade before the composer developed his 12-tone scale, but it contains all the tonal ingredients, such as: no determinable key, use of major sevenths and minor ninths, for which Stravinsky is noted. "Pierrot Lunaire" is a story in music, based on the poems of Albert Giraud. However, the words are not sung, but spoken along a melodic line. The expressionistic work is given a good interpretation under the composer's baton, and Erika Stiedry-Wagner does well in the talk-sing part. Sales of this LP will be limited, but should be a must for modernists.

65
GEORGE GERSHWIN: PIANO TRANSCRIPTIONS—Leonid Hambro, Pianist (1-12")
Walden (33) WL-200

Back in the 30s, Gershwin made some piano arrangements of his own songs, full of variations on the original material, just as he played them at private affairs. On this LP record, 18 of these transcriptions are played exactly as noted by Gershwin, by Leonid Hambro. They include most of the famous numbers, from "Rhapsody in Blue" to "I Got Rhythm." This is not Gershwin as we are used to hearing his songs played today; the arrangements are not modern, in fact they shout circa 1930s. They conceal the Gershwin melodies under excess piano stylings and phrasings that detract from the music itself. Leonid Hambro does a capable job, tho it is unfortunate that he had to stick so closely to the arrangements. However, since this is the only record available of the Gershwin transcriptions now on the market, this LP could become a collector's item.

63
MARY HOWE: SUITE FOR STRING QUARTET AND PIANO; INTERLUDE BETWEEN TWO PIECES FOR FLUTE AND PIANO; THREE PIECES AFTER EMILY DICKINSON FOR STRING QUARTET — The Chamber Arts Society of the Catholic University of America, Emerson Meyers, Dir. (1-12")
WCFM (33) LP-9

Mary Howe, contemporary American composer, has had her compositions played thruout the world, and recently the "Voice of America" recorded her version of "Spring Pastoral," as part of its program of making available representative aspects of the American cultural scene to European audiences. Her works, as exemplified on this LP record, are genuinely moving and appealing, with a melodic line that is rare in chamber music written today. The "Suite for String Quartet and Piano," has melody and feeling, revealing fine musicianship and excellent composition. The Chamber Arts Society (whose members belong to the National Symphony Orchestra) perform the music in excellent style. WCFM is to be commended for this waxing of three of Mary Howe's compositions.

62
PIANO MUSIC OF GABRIEL FAURE—Robert and Gaby Casadesu (1-10")
Columbia (33) ML-2205

Mating the Casadesu family with Faure's piano music was indeed a happy thought. The result should please many collectors of keyboard music and, certainly, the limited contingent of Faure fans, who will welcome the first LP performance of the composer's children's piece, "Dolly." One side of the 10-inch disk is taken up by the lovely "Dolly" work as performed by Robert and Gaby Casadesu. The latter has previously done Faure items on the Vox label. Robert of course, is well-known as one of the top interpreters of French piano music. Nocturne No. 7, Barcarolle No. 5, and Impromptu No. 5 make up the second side of the disk as performed by Robert on solo piano. Barcarolle, one of Faure's loveliest pieces, is handled with much feeling and finesse. In all, this is a fine album for a somewhat limited audience.

60
J. C. BACH: THREE SONATAS FOR PIANOFORTE—Margaret Tolson (1-12")
WCFM (33) LP-7

Prolific and much admired during his lifetime, the "London Bach" nevertheless produced little that has remained in the active repertoire. His works for the piano, as represented here by the Sonatas in E, C minor and B flat, are pleasant to listen to, but inconsequential when measured against those of his more talented brothers, let alone his illustrious father. As one musicologist has put it, his keyboard compositions were "such as ladies can execute with little difficulty." Yet they are of interest historically. Johann Christian wrote for the pianoforte during an era when it played "second fiddle" to the then more acceptable harpsichord, and his effort did much to popularize the more versatile instrument. The Margaret Tolson renditions are adequate.

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THE FRENCH VIEW

Coins and Colonies Aid Biz Expansion

NEW YORK, Jan. 19. — The minting of new coins and the gradual opening up of the colonies to game placement holds great promise for expansion to Frenchmen in the coin machine industry. Such was the report of Serge Lievoux, president of the Societe Sododimex, Paris, who has just left for France following a business visit here.

Lievoux, whose one-year-old distributing firm has already imported more than 800 games and associated amusement equipment, said the trend away from soft money in the smaller denominations in his country is the most encouraging sign. Ten, 20 and 50-franc coins are now in circulation (the latter made its appearance a month ago), and a 100-

franc piece is expected in February.

With the introduction of the 100-franc coin (worth about 25 cents), Lievoux feels the promotion of merchandise vending machines will find new stimulation. Game operation in France is largely pegged to the 10-franc coin (2½ cents).

Exports

Games are being transhipped into Morocco, North Africa and Madagascar in increasing quantities, Lievoux said, and sales to the colonies may soon comprise an important segment of total business. Another territory expected to open soon is Indo-China.

But French distributors are still laboring under the restrictive pressure of dollar shortages. Were it not for this factor, expansion would proceed at a much greater pace.

To bring in American equipment licenses must be secured, and there is considerable competition for the scarce permits. They are issued only to exporters who can earmark a mere 3 per cent of the value of their exports "luxury imports."

When the equipment arrives in a French port, a 30 per cent duty is levied on the delivered cost. Then, the coin machines are subject to an 18 per cent government tax on the total price, plus duty. It is little wonder that most importers shop here only for used equipment.

Parisian Operation

Lievoux is also associated with a Parisian operating company, Societe La Distribution Automatique, which is running some 150 pin games. Income, he reported, is good, with the best volume done in cafe locations where cigarettes are sold. Free play, up to a maximum of five, is practically universal, and many of the machines undergo a certain amount of mechanical change to speed up play. The average play time is about two minutes, he said.

Most operators own between 20 and 50 games and make their route rounds on bicycles. A small bag of tools hooked to the seat is sufficient for ordinary repairs.

In the colonies the play rate on pins is 20 francs, said Lievoux, and operators pay their locations only about 30 per cent of gross in commissions.

Lion Gears

Continued from page 69

from the government for efficient production on Army and Navy contracts, including the coveted Army-Navy E. It is the parent company of five subsidiaries whose total productive space is 415,000 square feet. Grand Woodworking Company, one subsidiary, will produce cabinets for the Lion sets in its Chicago and Rockford, Ill., plants.

Eckstein has been in the electronic field for 22 years, working in an executive capacity in radio, home appliance and television merchandising for Stewart Warner, Westinghouse and most recently for Hallcrafters. Lion's policy, he stated, will be to concentrate on a minimum of models geared closely to consumer market trends. Cabinets will be available in light and dark woods and will include table models and consoles in contemporary and traditional styling. Eckstein pointed out Lion's complete facilities for mechanical and electronic manufacturing will lend itself to the introduction of new sales features based on designed improvements which the company's engineering staff has developed.

No distributor commitments have been made, but Lion, thru Eckstein, is studying the field for aggressive, reputable outlets. He stressed that distributors of Lion subsidiary companies would be given careful consideration because of their wide range of contacts. Two of the big factors, favoring Lion, Eckstein added, are the rapidly developing market for large screen sets caused by obsolescence of smaller units, popular four years ago, and the authorizing of new TV stations by the Federal Communications Commission in the near future for areas without reception.

HOLIDAY IDEA

Op Scores In Location Promotion

YANKTON, S. D., Jan. 19.—An example of successful on-location promotion, which takes advantage of a special time of the year, was staged during the Christmas holidays by Mike Imig, one of the largest operators in South Dakota.

Imig, past-president of the South Dakota Phonograph Operators' association and recently elected vice-president, engineered the promotion as he has in the past in connection with his bowling games.

He purchased 50 dressed turkeys and 50 small hams and had cards printed featuring a picture of a turkey. A turkey and a ham and a number of the cards were distributed to each location for the benefit of bowling game customers.

Each customer in a location who bowled more than a 200 score was given a card with his record on it. At the close of the contest in each location, the player with the highest score got a turkey and the second highest a ham.

The promotion was reported to be an outstanding success and one thoroughly endorsed by location owners. The total cost to Imig was \$950.

As an additional gesture, Imig bought each one of his location owners a poinsetta. He reported that the flowers turned out to be a wonderful idea and scored an immediate success—particularly with women location owners.

The basic idea behind his promotion, Imig pointed out, was thoughtfulness. Location owners appreciate being remembered at Christmas time.

Elect Tolisano

Continued from page 69

sounding round of applause, as he acknowledged the election of Tolisano, who also has been campaigning for better public relations for the industry.

"Jim and I," Fish said, "will be in there working all the time, conferring with key men in the industry to get the best possible community relations at all times."

Others Elected

Other officers named included vice-president, Louis Naclerio, Waterbury Amusement Company, Waterbury; secretary, Morris Wein, New England Music, New London; treasurer, Paul Rechtschafer, Reliable Coin, Hartford; assistant treasurers, Ben Gordon, Commercial Games, New Britain; Frank Marks, New London, and Bevo Onofrio, Forestville. Irv Geltner was elected sergeant at arms.

Membership rolls now stand at the all-time high of 73. "Those operators who have been planning for a long time to join CSCA ought to know," Fish said, "that initiation fees will go from \$25 to \$100 April 1."

Speakers at the meeting also included Irving Kempner, Runyon Sales, AMI, and Meyer Parkoff, Atlantic-New York Corporation, Seeburg.

Name Standard Bally Distrib

NASHVILLE, Jan. 19.—Sanders Distributing Company here, thru R. H. Sanders, announced the appointment of Standard Automatic Music Company, Little Rock, as distributor of Bally Products in that trading area. The Sanders organization is Bally regional distributor in Tennessee, Arkansas and Northern Mississippi.

Standard Automatic is headed by Dan (Chink) Levine, who has covered Arkansas for several years. Bally's current production includes Spot-Lite, a five ball game with in-line scoring; Shuffle-Line, a shuffle-bowling game with in-line scoring, and Futurity, the jumbo pinball game.

Edelco Hikes Formica Output

CHICAGO, Jan. 19. — Edelco Manufacturing & Sales Company here announced thru Owner I. Edelman that it has increased shipments of formica replacement playfields for shuffle games and now has models to fit any game previously made without this surface.

Developed for shuffle game tops a few months ago, the formica playfields come complete with a special mastic and can be applied to games within a matter of minutes. Edelman stressed that since shuffle games come in varying lengths, operators should specify the game's name, manufacturer and over-all cabinet length when making inquiries.

New Meet Date Suits Milw. Ops

MILWAUKEE, Jan. 19.—Members of the Milwaukee Phonograph Operators' Association, who recently changed the schedule of their weekly meetings from Wednesday to Thursday, reported this week that they are finding the new arrangement much more satisfactory.

The association is continuing to meet, as in the past, at Joe Deutsch's restaurant on the North Side.

Members who attended last week's meeting included Joe Beck, Ken Kulow, Nick Da Quisto, Sam Hastings, Doug Opitz, Math Schaefer and Mike Rischmann.

Permo Rewards

Continued from page 74

The employees received their stock gifts at the firm's annual Christmas party. Sherman E. Pate, Permo's president, said:

"We feel that those employees who have been with Permo 10 years or more have made a major contribution to the success of the company and that recognition of that fact was best expressed by making them shareholders."

Given stock certificates were Christian Schantz, Marjoire Smith, Harold Anderson, Robert Andrykowski, George Analon, James Bluhm, Ruth Diederichs, John Farkas Jr., Marguerite Monson, Margaret Murray, Fred Olson, Julius Ross, Henry Rutherford and Thomas E. Feten.

The employee stock plan was started several years back by the late Arthur J. Olson, founder and former president of Permo. Other Permo employees who received the stock gifts in past years and their length of service follow:

Edward J. Crowley, 17 years; Ray Peterson, 17; the late Margaret Arnold, 16; Harold Smith, 16; Majella Gehring, 16; Barney Ross, 16, and Sherman Pate, 15.

Pate, in further commenting on employee relations at Permo, cited the firm's insurance-annuity program to which employees are eligible after three years, a group hospitalization and insurance plan which covers employees after 30 days and the company's credit union.

He said: "We feel that loyalty works both ways. We get it from our employees and do everything we can to give it to them in every way we can."

Calendar for Coinmen

- January 23—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.
- January 24—Milwaukee Phonograph Operators' Association, weekly meeting, Deutsch's Cafe, Milwaukee.
- January 28—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- January 28—Central States Phonograph Operators' Association, monthly meeting, 621 Main Street, Peoria, Ill.
- January 29—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- February 4, 5, 6—International Coin Machine Exposition, sponsored by Coin Machine Institute, Hotel Sherman, Chicago.
- February 4, 5, 6—National Coin Machine Distributors' Association, winter meeting, Bismarck Hotel, Chicago.
- February 4—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- February 4, 5, 6—National Association of Bulk Vendors, open-house meeting and exhibit, Morrison Hotel, Chicago.
- February 5—Central Association of Music and Coin Machine Operators, monthly meeting, Bellerive Hotel, Kansas City, Mo.
- February 7—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
- February 7—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
- February 11—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.
- February 11—Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.
- February 12—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.
- February 12—California Music Guild, monthly meeting, 311 Club, Oakland.
- February 13—Music Operators of Northern Illinois, monthly meeting. Site to be announced.
- February 14—Michigan Automatic Phonograph Owners' Association, monthly meeting, Maccabees Building, Detroit.
- February 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- February 26—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.
- March 3, 4, 5—Music Operators of America, annual convention, Palmer House, Chicago.

MULTIPLE WOES PLAGUE DISTRIB

NEW YORK, Jan. 19.—Lester Paul, proprietor of Western Premiums here, wound up a three-time loser this week as misfortunes plagued his coin-row store, a supplier to game operators in this area.

Last Saturday (12), thieves broke thru the front window and escaped with an estimated \$2,000 worth of premium merchandise. On Monday, another group forced entry thru a rear window and got away with watches, novelties and cigarettes, worth about the same amount.

Pay-off came yesterday (18) when a fire broke out several stories above his place at 649 10th Avenue. Western suffered no fire damage, but at last report Paul was still wading ankle-deep in water which seeped thru the ceiling as firemen hosed down the blaze.

Gotham Ops Face Per Machine Tax

NEW YORK, Jan. 19.—Operators of vending machines, and possibly phonographs and games, may find themselves saddled with a per-machine tax here this year as city officials search for new ways to meet the mounting costs of municipal government.

In an outline of the city's fiscal problems, Mayor Vincent Impellitteri this week proposed a special levy on venders to raise an added \$500,000 in city revenue. The machine tax is only one of several the mayor said he is forced to ask for to help New York finance its budgetary requirements.

Referring to the special taxes, he stated: "Personally, I don't like any of them. Some of them I positively abhor."

CMI Readies

Continued from page 69

gling. Joe Wallace has been retained as emcee and Hal Munro's band will furnish dinner music and accompany the floorshow.

Interest in the CMI annual, off to a comparatively slow start two months ago because of the limitations on the manufacturing level, continued to build up on all trade levels. Most significant evidence of this was an up-to-the-minute report by Earl Benedict, convention manager for the Sherman. He stated that if reservations for rooms continue to pour in as they have the past few weeks from foreign as well as domestic operators, it might prove a problem to accommodate all interested parties. In addition, Dudley Ruttenberg, CMI executive director, announced banquet ticket sales were moving briskly and there was little doubt all space for this event would be gone soon.

Mass. Town Screens Ops Of Pinballs

PITTSFIELD, Mass., Jan. 19.—A third local games operator was given a clean bill of health by the city as the licensing board approved issuance of 1952 pinball licenses to Parm-Mets Coin Operated Machines, Inc.

Board approval followed a hearing at which William H. Parmalee and Joseph N. Metallo, owners of Parm-Mets, gave testimony supporting written information concerning their business operations.

They told the board they started their business in 1948, buying an established business from a Boston concern, and that they split the income from their machines on a 50-50 basis with the proprietors of the establishments in which the machines were located. Both stated emphatically that the games were not used for gambling.

At the close of the hearing, City Solicitor Francis J. Quirico and Licensing Board Chairman Sydney I. Katz agreed that the witnesses had answered all questions fully and that there was no evidence of any illegality.

Under licensing board policy adopted last summer, 1952 pinball permits will be granted only to operators who provide the board with full information about their business operations. This step was taken, the board said, to eliminate gambling.

Two other operators, John Novaris and Richard Overbaugh, have already been cleared by the board. A fourth, Peter Arlos of Pace Merchandising Company, is now "negotiating for compliance," according to Chairman Katz.

New Gimmicks

Continued from page 69

or the horse. Thus, pointed out Kohn, an operator may now purchase more than one body with each mechanism and exchange one for another whenever thought advisable. Bodies may be removed from the base and replaced with ease, he claimed.

Lun-a-Ride, a fanciful "rocket ship," is said to provide its juvenile patrons with the sensation of riding thru space. The youngster sits in the machine and may control his side-to-side motion by manipulating a rudder bar. Should he pull the trigger on the ship's gun, the plexiglass nose will light up as will the rocket tubes at the rear. Seats and back-rest are leather upholstered, and sitting there the rider may look at illuminated instruments on the control panel, as well as a miniature "radar" screen. Fee per ride is 10 cents.

Kohn also announced the appointment of Sam Rabinowitz, long active in the operating business, as sales manager of Roc-a-Ride.

Vital Statistics
Deaths

William Baker, father of Ed Baker, service manager for T. J. Shuffleboard Company, Detroit, last week. Interred Saturday (19).

Births

A son to Mrs. Harriet Goldman, wife of Max Goldman, of Motor City Music Company, Detroit, January 11.

Ops Suffer Little From L. A. Storm

LOS ANGELES, Jan. 19.—The storm that has pounded this area for the past several days, claimed lives and wrecked property worth millions has had little impact on the coin machine business so far as reported. However, operators in the inundated areas were planning to canvas their locations for a more complete and accurate account of the situation. Jobbers and distributors along West Pico said that business had been affected because of the inability of operators to get into the city from their respective areas. William R. Happel Jr., Badger Sales Company, declared that only a few operators from out of town had ventured here. The painting department here was curtailed when William Price, of Tarzana, northwest of this city, was unable to report for work. Closing of the highways made traveling into the city from that point impossible.

Ed Wilkes, of the Paul Laymon Company, used the telephone to contact operators regarding their needs. However, to some sections the phone service was limited to emergency calls.

In the Downey area, one of the sections severely affected, Mrs. Barney Smith reported that some of her husband's spots in Buena Park had been forced to move equipment around in the stores for protection. She added, however, that none of the equipment was yet reported as damaged. Smith, at press time, was planning to check the spots.

Collections will most likely be reduced by the torrential rains and requests of the police and highway departments for people to remain off the streets. This fact will not be reflected until normal travel is resumed and the machines serviced.

Capital Assn. Plans Election

WASHINGTON, Jan. 19.—Washington Coin Machine Association will hold its annual election meeting at headquarters here February 4.

WCMA officials now in office are Nick Gouzoulis, president; John H. Phillips, vice-president, and Horace Biederman, secretary-treasurer.

'Fee' Play Aided By Locking Unit

HILLSIDE, N. J., Jan. 19.—Cascade Products has placed in production a locking unit for standard shuffleboard tables that will prevent unpaid "practice play." For use only on pay boards, the device will permit unobstructed play only when money has been inserted in its multiple-coin timer mechanism. Patents to protect the locking unit have been applied for, according to Sidney Mittleman, head of Cascade, who maintains offices at 153 Chestnut Street here.

Allied Coin Remodels

CHICAGO, Jan. 19.—Allied Coin & Premium House here is remodeling its Milwaukee Avenue headquarters to accommodate more merchandise and offer more display space. Firm also has appointed a new sales and service staffer, Charles Siegel.

One of the major reasons for the remodeling program was the expansion of the firm's conversion business which thus far centers around Chicago Coin and Universal shuffle games. The conversion can be handled in a short period and when completed brings the shuffle games up to date. Firm is headed by Vic Weiss and Bill Knapp.

Coinmen You Know

Chicago

Clarence McGowan, South Side Chicago juke box operator and head of McGowan Bros., has been suffering from high blood pressure and entered Peoples Hospital Saturday (12) for treatment. McGowan reported from his hospital bed that he was feeling much better and expected to be out some time this week.

Bob Gnarro, head of the ABC Music Service, reports that the yearly program of overhauling and renovating juke boxes on location has begun at his firm's new West Side building. He said the program is proceeding satisfactorily and that all machines are given a thoro going over before they are returned to locations.

Irv Blumenfeld, General Vending Sales, Baltimore, was a visitor at Chicago Coin Machine Company. Sam Gensburg is in Florida. Sam Lewis reports that King Pin, the pin ball game with the bowling theme, is drawing heavy repeat orders. The firm's new Band Box is now in production by popular demand but will be a limited run. Ed Levin, sales manager, reports real interest in the CMI show building up in the last couple of weeks.

Among the recent visitors at the United plant were Ray Williams and Abe Sussman, Dallas. The firm's current production includes Bolero, the in-line scoring game with the ball purchase feature, 6-Player Shuffle Alley, and the giant pin, Across the Board.

J. H. Keeney & Company is increasing its shipments of the cigarette vender but is still hard pressed to keep up with demand. Vice-President John Conroe reports. Altho he managed to get down to the office a few days after a recent sick spell, President Roy McGinnis is again under the weather. He has a heavy cold and is still weak from an attack of the flu. In addition to his duties as sales manager, Paul Huebsch has taken over the sales program of the Keeney custom built TV line.

At Empire Coin Machine Exchange, Gil Kitt is back on the job after acquiring a quick tan in Miami Beach. Kitt handled the executive meet there for the National Coin Machine Distributors' Association. Meanwhile, Howie Freer was completing some game shipments to French coinmen. Firm's Shirley Corush and her fiancé plan to marry as soon as they find a suitable abode. Stanley Levin, ace road rep, has been temporarily grounded because of sales duties at the office.

Sales Manager Bill Ryan, Williams Manufacturing Company, had a busy week keeping up with shipments of Horse Shoes. Sam Stern, vice-president, is looking forward to good business the next several weeks. Dudley Ruttenberg, CMI executive director, reports a lot of inquiries coming in from firms in the record and needle fields since the MOA exhibit was canceled.

At World Wide Distributors, Len Micon was back from a trip down south where he completed a big deal on Formica tops. Meanwhile Monty West and Al Stern were in the midst of a busy sales

Tenn. Trav. Trade Boosts Ops' Biz

NASHVILLE, Jan. 19.—Tennessee's spiraling tourist business, which last year jumped to a possible total of \$500,000,000 is affording greater and greater market opportunities to coin machine operators in the State.

B. T. Gregory, State information director, estimated that tourists spent some \$11,500,000 more last year than the previous year and that the number of tourists rose more than a million up to a possible 10,000,000.

The estimates were based on preliminary reports but Gregory said it seemed a "safe bet" that the State exceeded \$400,000,000 in tourist business for the first time in its history.

He said that the State now ranks among the top 10 as a tourist attraction and that as in the past the Great Smoky mountains and the TVA chain of lakes drew the greatest number of visitors.

week on the Rock-Ola line and new and used games. Mary Lennan, Stern's capable and pulchritudinous secretary, welcomed a steady run of operators this week. West says the sale of 1952 Rock-Olas has stepped up noticeably in Cook County, which includes Chicago.

Exhibit Supply continues to increase its Jet Gun and Big Bronco shipments but it seems the more are shipped the greater the demand. Frank Mencuri, sales manager, feels that the steady orders stem from the new types of locations both units have opened up.

S. I. Neiman, National Coin Machine Distributors' public relations director, is confident that the group will have one of its best attended meetings at the Bismarck Hotel, February 4-6. "Too important to miss this time," he comments.

Bally Manufacturing continues to build up as one of the industries busiest plants. The firm has Spot-Lite, Shuffle Line and the jumbo pin Futurity in production. Plus that, the defense program is increasing almost every week. And to top it all off, the TV division under Paul Eckstein is getting into high gear.

Gary Sinclair, Wurlitzer factory field representative, was in town last week visiting operators with Harold Saul, Max Brier and Carl Christiansen, of the Coven Distributing Company, Wurlitzer distributors here. The group demonstrated Wurlitzer's Volume level control.

First Distributors is well along in its exhibit plans for the CMI show next month. Wally Finke reports. Included in the display will be the latest in the Keeney lines (cigarette vender, TV receiver and games). Joe Kline has been busy with new and used game inquiries. Mal Finke, head of the premium division, has come up with several new items which have already established a strong following. These include new lamp ideas, small appliances plus many other fast-moving pieces.

Monarch Coin Machines has stepped up deliveries of its C C finish for shuffle game and shuffleboard tops. Charley Pieri and Clayton Nemeroff, firm owners, report business has increased sharply following the holiday doldrums. Grant Shay, former Bell-o-Matic executive has patented a houseware item which

Fla. Tourist Biz Booming; Op Gross Up

MIAMI, Jan. 19.—The winter tourist season in Miami and Miami Beach appear headed for a record, according to a survey last week among coin machine operators, hotel owners and other sources. And it looks like a part of the golden harvest is spilling over into coin machines and will continue to do so for the remainder of the season.

Some operators report music, cigarette machines and other vendors are doing 50 per cent more business than they did as recently as a month ago, and games are up as much as 25 per cent. With the two peak months coming up (February and March), coin ops have ample reason to be optimistic.

Start Early The flow of winter tourists started earlier this year and is running heavier than in 1951. Even the expected brief leveling off period after the Christmas and New Year's holidays was less noticeable this year than last. The early cold weather and snow in the North, East and Midwest, and the general feeling of prosperity are believed major factors in the record-breaking migration to Florida.

The "season" doesn't usually get into full swing until January 15, which generally coincides with the opening of Florida's "richest" track, Hialeah, but this year the hotels were bulging with guests even before Hialeah's opening, January 17.

Eastern Air Lines, National Airlines and Delta say plane travel has increased from 20 to 30 per cent over last winter, and the railroads are adding new trains and sections to their regular schedules.

may prove to be the rainbow's golden lining. . . . With so many firms showing interest in coin-operated mechanical horses it is no wonder that another of the major manufacturers is getting ready to unveil its own derby entry. . . . Albert Levy, Dayton, O., who has been associated with the industry since 1903, was a visitor at United last week.

Milwaukee

E. S. Fessler, veteran Sheboygan music, games and cigarette operator, put in several hours recently writing letters to his congressman airing his views on proposed juke box music taxes. "Every coinman in the industry ought to let his congressman know how he stands to be affected by these proposals," Fessler said.

Marianne Fessler, in charge of the office and disk buyer for the Fessler firm, was bedded last week with tonsillitis, but is back on the job.

Recent transaction found Sheboygan op, Tony Zore, purchasing the Fred Radike music and game route. Zore is a veteran coinman here.

Arnold Jost, Hilltop Coin Machine Company executive, is en route to New York to search for more arcade equipment. Jost expects to be on the road for about a week.

Visiting the Major Distributing Company headquarters recently were Mercury Records celebs. On tap to greet operators in search of money-making platters were new Mercury vocal artists Buddy Charles and Bob Connally. Also on hand were Mercury veepee Art Talmadge and Muggsy Spanier.

Out-of-towners meeting these celebs were Mrs. C. R. Quinn, of Clintonville; Louis Alfabonte, Kenosha, and Mr. and Mrs. Art Vaillancourt, Gem Novelty, Racine.

United, Inc.'s installation and service expert, Don Jacobs, journeyed to Baraboo with a load of new Wurlitzers for fledgling music operator Hal Sprecher. Jacobs planned to spend several days with Sprecher, schooling him on service and maintenance methods. Harry Jacobs Sr., United, Inc., official, says that the bulk of Don's time is taken up in working in the field with ops.

"We don't want them to feel that we have no real interest in their problems," he said. "Our helping them makes money for all of us in the long run."

Meanwhile business at United, (Continued on page 80)

Atlas School

Continued from page 74 lectures, and it worked out successfully."

Schwartz added that the Chicago company is planning to make the service school, using the learn-by-doing approach, a regular feature of their sales activity. The purpose is to expose experienced operators and servicemen to more efficient service methods and to instruct newcomers on factory service methods.

Schwartz predicted the same kind of turnout at Atlas' next service school Tuesday, January 22, at the Fort Armstrong Hotel, Rock Island, Ill.

The only hitch accompanying the session in Peoria's Jefferson Hotel was the weather. Schwartz said it was so foggy that what for some should have been a three-hour trip turned into a 12-hour journey to attend the school.

BARGAINS

Bally Turf Kings	\$249.50
Bally Champions	75.00
Bally Gold Cups	50.00
Bally Jockey Specials	50.00
Bally Citations	50.00
Universal Winner	169.50
Universal Photo Finish	75.00
Bally Coney Island	450.00
Bally Bright Lights	350.00
Bally Bright Spot	425.00
Bally Baseball (New)	135.00
Universal Five Star	175.00
Como Stadium (New)	99.50
Photomatics (Late Models)	695.00

MUSIC

Wurlitzer 1015	\$175.00
Wurlitzer 1080	175.00
Wurlitzer 1100	350.00
Wurlitzer 1250	450.00
Wurlitzer Wallbox 3031	15.00
Seeberg 147-5	175.00
Seeberg 147-M	199.50
Seeberg 148-M Blonde	225.00
Seeberg H-146-M Hideaway	149.50
Seeberg Wallbox W2-L56	20.00
Evans Constellation	350.00
AMI Hideaway "C." Like New	375.00
AMI Model C Like New	525.00
Seeberg 78 RPM, 100 Selection (Very Clean)	795.00
Packard Wall Box	15.00

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25¢ Operation Equipped with King Size Beautifully resprayed in two-tone job COMPLETELY OVERHAULED ½ Dep., Bal. C.O.D.

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10 Model B AMI \$450.00
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All in A-1 Condition

AMI Boxes and Steppers: make offer.

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Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
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AT THESE PRICES MACHINES ARE ... Going, Going Quickly ...

NEW-RECONDITIONED All Perfect Ready for Location

REFUND IN 10 DAYS IF NOT SATISFIED

ALLEYS

Table listing various arcade machine models and prices under the 'ALLEYS' category.

ARCADE and LOCATION

Table listing various arcade machine models and prices under the 'ARCADE and LOCATION' category.

MUSIC

AMI

Table listing music machine models and prices under the 'AMI' sub-category.

SEEBURG

Table listing music machine models and prices under the 'SEEBURG' sub-category.

WURLITZER

Table listing music machine models and prices under the 'WURLITZER' sub-category.

ROCK-OLA

Table listing music machine models and prices under the 'ROCK-OLA' sub-category.

WALL BOXES

Table listing wall box models and prices.

Table listing various machine parts and accessories.

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Coinmen You Know

Continued from page 79

Inc., according to Jacobs Sr., continues at a rapid pace, with heavy demand for used as well as new equipment.

Flying Frank Bartnik, of Banaco Music, is planning a trip to Florida in his Cessna 170 for a 10-day stay.

Detroit

David Weinberg is taking over D & F Cigarette Vending Company on West Warren Avenue.

Tom Dewberry, operator and a DSA director, lost part of a finger thru an accident, requiring removal at the first joint.

Mark Linkner, veteran operator and distributor, enjoyed a visit with his son, a recent graduate of Long Island University.

Fred Chlopan, DSA executive director and president of the Table Shuffleboard Association of

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.

For this week's prices consult the used machine advertisements in this issue.

Main index table with columns for machine names and prices for four different issues (Jan. 19, Jan. 12, Jan. 5, Dec. 29).



JUST OFF LOCATION!

- List of machine models and prices for 'COVEN DISTRIBUTING CO.' including Wurlitzer 1015, Bally Shuffle Champ, etc.

Advertisement for Buckley Criss-Cross Jackpot Bells, including an image of the machine and pricing details.

Advertisement for Central Ohio Coin Machine Exchange, listing various machine models and services.

Table with 6 columns: Game Name, Issue of Jan. 19, Issue of Jan. 12, Issue of Jan. 5, Issue of Dec. 29, and Issue of Dec. 26. Lists various coin machine models and their prices.

America, plans to meet with officers of other shuffleboard groups from various parts of the country at the coin machine show in Chicago, February 4-6. . . . Detroit probably will be represented by Joseph Brilliant, Maurice Feldman, Tom Dewberry and Dale Sauve, all DSA directors.

Mrs. Tony Giffels, wife of the Essexville operator, is convalescing from a major illness. . . . C. Joudan Spring, Rayolite Company, has added a number of new game locations to his music routes. . . . Glenn Yuille, owner of Wolverine Entertainers, is convalescing. . . . John J. Broses, who was a collector for Gunn Music Company, old-time firm which dates back to the coin-piano days, has bought a music route from Music Service Company, his former employer. He will handle as the Tempo Music Company. Headquarters have been set up on Van Buren Road, with Helen M. Broses as partner.

Eddie Clemons, veteran owner of the Music Service Company, is back from a trip to Mexico and busy catching up with business operations here. Clemons recently sold substantial portions of his route to a number of independent operators, but remains active in the business. . . . Frederick E. Turner, head of the Nik-O-Lok Company and one-time secretary of the old National Automatic Merchandisers' Association, is now able to spend a couple of days a week at the office, which is being actively operated by his son, Alan Turner. Mr. and Mrs. Harold Smith are installing a new automatic laundry in Allegan, Mich., at DeLano and Davis streets.

Nat Bartfield, vice-president of Automatic Phonograph Owners' Association and one of the owners of B. W. Novelty Company, is vacationing in Miami Beach, Fla. Association will hold its regular board meeting Tuesday afternoon (29) in the association offices. Many APOA members are planning to attend the Music Operators of America Convention in Chicago in March. . . . Charles Kanter, association president and owner-operator of Ace Sales Company, is planning a trip to Miami Beach, Fla. He'll combine business with pleasure for about two weeks.

Meyer Parkoff, of Atlantic New York, has announced resumption of service school sessions. Ops have the opportunity to increase their technical know-how of the Seeburg phonograph each Saturday at Atlantic's 45th Street service headquarters. . . . Jack Marzin, who operates jukes locally under his own name, is mourning the recent death of his mother-in-law.

Charles J. Beauchemin, who has completed 50 years of employment with Henry Heide, candy manufacturer, was feted at a reception and dinner recently. He has sold for the firm since 1913. . . . Phil Gordon, who manufactures group games in Atlanta, was here recently for confabs with Nat Cohn, of Conat Sales.

Larry Ash, formerly with International Mutoscope, has taken a sales post with Mike Munves, arcade equipment supplier. . . . Seymour Pollak, secretary of the Westchester Operators' Guild, which held a meeting Tuesday (15), reports the association now has practically 100 per cent coverage in its territory. WOG's annual affair, originally skedded for February, will not be held until May.

Members of the Music Guild of New Jersey meet in Newark, Thursday (24), to elect new officers and directors. Prexy Sam Waldor has designated the following operators to serve as a nominating committee: William Brower, Carl Procope, Robert Harvey, Leo Ringler, Howard Berk, Frank Alge and Herbert Reuch. Alternates are John Stan-zick, Harry Goldman, Mario Caraglio, Barney Simon and Patsy Colucci.

The bar mitzvah celebration of Master Automatic, Saturday (12) was a lavish affair, and the turnout at the all-day event by phonograph operators, diskery execs and distributors saw almost everybody who was anybody there.

Barney Sugarman, of Runyon sales, is happy now that the new 80-selection AMI is coming off the line and that he can make (Continued on page 83)

WORLD WIDE BUYING-SELLING-TRADING

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Any quantity Five Ball Replay Games with Flippers and Thumper Bumpers — Bally FUTURITY, TURF KINGS — BRIGHT LIGHTS — BRIGHT SPOTS — United ABC's — Exhibit GUNS — Williams SUPER WORLD SERIES.

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Exhibit JET GUN Exhibit BIG BRONCO Bally SPOT LIGHT Genco DOUBLE ACTION

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New Silk Screened GENUINE FORMICA PLAYFIELD

Make your Old Shuffle Game NEW! Increase Play! Eliminate expensive respraying—costly decals—waxing! Have a COMPLETELY NEW GAME in MINUTES. Available for United Twins—Four—Five—Six Player—Ch. Coin and Universal Rebounds. The greatest innovation in Shuffle Games!

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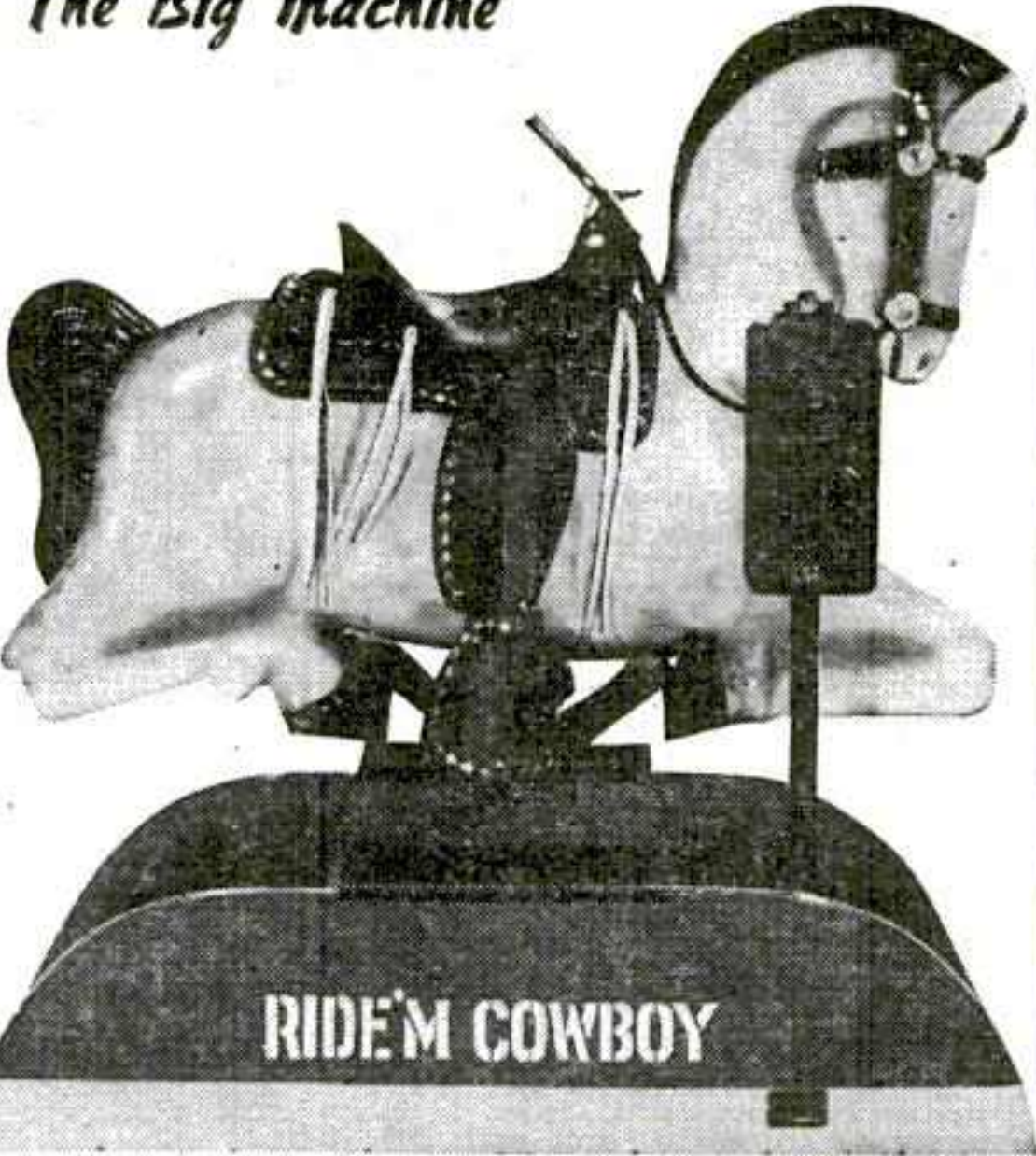
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An A.B.T. coin box is used and operates one minute for 10¢. Ride has a very natural life-like action that is extremely popular. The device has proven itself to be the top money getter in its field. The best locations are the dime stores, super markets, and department stores. The average location will gross about \$50.00 a week with some of the better spots going as high as \$150.00 per week.

The device is designed for both the children and the teen-agers. The pony is made out of molded Fibreglass, which is stronger than wood and has the impact strength of steel. The saddles are made out of the finest leather and have an extra loop for the feet of the real small tots. It is powered by an A.C., 60 cycle, 1/2 h.p. electric motor. The width of the machine is 22" length 48", and height 54".

Will accommodate riders up to 325 lbs.—Shipping weight crated 300 lbs.

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WHAT DO YOU HAVE TO SELL?

Write BOX 666 2160 Patterson Street Cincinnati, Ohio

EMPIRE SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

BRAND NEW CLOSEOUTS!

Bally Turf King \$495.00
ChiCoin Thing 140.00
Watch My Line 175.00
Univ. Shuffle
Tourn. 249.50

Wall Model, Elec.
Scorebd., New \$79.50
Univ. 5-Star 310.00
Chi. Shuffle Horse
Shoes 195.00

SHUFFLE GAMES

UNITED DELUXE 6-PLAYER SHUFFLE ALLEY

GENCO 8-PLAYER SHUFFLE TABLE

Formica Tops Installed on United 2 & 5
Players—\$25.00 extra.

United 6-Player	Write
United 5-Player	5319.50
United Twin Shufflecade	275.00
Un. Double SA Express Rebound, 8'	189.50
United Shuffle Sluggo	99.50
United Skee Alley	169.50
Un. 2-Player SA Express	169.50
United Single SA Rebound	99.50
United Shuffle Alley Express, 6'	129.50
Un. Double Shuffle Alley	79.50

UNITED SHUFFLE ALLEY EXPRESS... 74.50

United Super Shuffle Alley 49.50
United Shuffle Alley 39.50
W. Drive Pin Conv. 59.50

UNIV. BOWL-O-MATIC, 18 FT. ... 425.00

Univ. Super Twin Bowler 145.00
Chicoin Pin Life Bowler 179.50
Chicoin Bowling Alley 79.50
Chicoin Bowling Classic 140.00
Chicoin Bowling Bowl 150.00

UNITED TWIN REBOUND ... 225.00

Bally Hook Bowler 275.00
Bally Shuffle Bowler, 9 1/2" 31.50
Bally Speed Bowler, 9 1/2" 69.50
Gottlieb Bowllette, 6 1/2" 69.50
Keeney ABC Bowler 69.50
Keeney Big League Bowler, 4 Player 310.00
Keeney League Bowler, 4 Player 275.00
Keeney Double Bowler 169.50
Wms. Double Header 129.50
Genco Shuffle Target, 10' 225.00

5-BALLS

United Bolero
Chi. Kings Pin
Wms. Horse Shoes
United Zingo
United Touchdown

BINGO TYPE

Bright Lights \$395.00
A-B-C 295.00
S-Star 279.00
Lite-a-Line 195.00
Zingo 325.00

Double Feature \$164.50
Old Faithful 144.50
Georgia 144.50
Stop and Go 139.50
Pin Bowler 139.50
Fighting Irish 139.50
Sweetheart 134.50
Basketball 134.50
Hits & Runs 129.50
Oasis 129.50
Harvest Time 129.50
Flying Saucers 129.50
Bonner 124.50

DREAMY ... 124.50

Hot Rod 124.50
Playland 124.50
Canasta 119.50
Thing 119.50
Judy 119.50
De-Icer 119.50
Rocket 119.50
Tri Score 119.50
Bank-a-Ball 119.50
Be-Boo 114.50

FRESHIE ... 114.50

Mercury 114.50
Campus 114.50
College Daze 109.50
Tahiti 109.50
Shantytown 109.50
South Pacific 109.50
Tumbleweed 104.50
Maryland 99.50

ARCADÉ

EXH. JET GUN

Muto, Voice-o-Graph, 35c \$525.00
Chi. Midget 275.00
Skee Ball 229.50
Shoot the Bear 349.50
22' Shuffleboard 124.50
Gun Patrol 249.50
Chi. Midget 229.50
Chi. Pistol 149.50
Wms. Star Series 139.50
Merc. 13-Way Ath. Scale, New 99.50
Telequiz, & Film 139.50
Foot Vibrator 119.50
Wms. All Stars 109.50
Jack Rabbit 109.50
Chicken Sam, Rehit!! 99.50

GOALEE ... 99.50

Scientific Pookino 99.50
Ten Strike 99.50
Quarterback 89.50
Exhibit Dale Gun 84.50

CHALLENGER ... 24.50

Acme Shocker, New 24.50
Groet. Skill Test 69.50
Exh. Six Shooter Write

One - Half Deposit
With Order, Balance
C. O. D. or
Sight Draft.

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

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.

For this week's prices consult the other used machine advertisements in this issue.

	Issue of Jan. 19	Issue of Jan. 12	Issue of Jan. 5	Issue of Dec. 29
Ace Bomber (Mutoscope)...	\$79.50	95.00	\$95.00	\$95.00
Air Raider (Keeney).....	125.00	125.00	125.00(2)	125.00
All Stars (Williams).....	109.50	109.50	109.50	109.50
All Star Baseball.....	49.50	49.50	49.50	49.50
All Star Hockey (Chicago Coin)	49.50	49.50	49.50	49.50
Atomic Bomber (Mutoscope)...	19.50		275.00	
Bat-a-Ball Jr.....	100.00		95.00	
Bat-a-Ball (Evans).....	100.00		95.00	
Battling Practice (Scientific)...	75.00(2)	75.00(2)	75.00(2)	75.00
Big Inning (Bally).....	185.00	185.00	185.00	
Balacore (Supreme).....	100.00	100.00	100.00	
Boomerang (Amusement Corp.)	45.00	45.00	45.00	45.00
Bowl-a-Ray (Speedway).....	95.00	95.00	95.00	95.00
Build Up (Exhibit).....	29.50			
Ball's-Eye (Exhibit).....			75.00	
Challenger (ABT).....	24.50	24.50	24.50	24.50
Champion Hockey (Max Glass)	20.00		50.00	
Champion Puncher (Exhibit)...	65.00	75.00	75.00	75.00
Chicken Sam (Seeburg).....	105.00	109.50	109.50	109.50
Counter Grip (Mercury).....	25.00			
Dale Gun (Exhibit).....	59.50	60.00	49.50	59.50
Defender (Bally).....	95.00		95.00	95.00
Deluxe Athletic Scale (Mercury).....	69.00	69.50	69.00	69.50
Drivemobile (Mutoscope).....	150.00	150.00	150.00	
Duck Hunters (Silver King).....	17.50		17.50	
Dumbbell Lifter (Mills).....	125.00	125.00	75.00	
Fishing Well (Mutoscope).....	125.00	125.00	125.00	125.00
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Goalee (Chicago Coin).....	55.00	75.00	95.00	95.00
Gun Patrol (Exhibit).....	235.00	249.50	235.00(2)	235.00
Heavy Hitter (Bally).....	69.50(2)	75.00	69.50(2)	69.50
High-Ball (Bally).....	60.00		69.50(2)	69.50
Hits and Runs (Genco).....	129.50		129.50	129.50
Hockey (Chicago Coin).....	50.00	69.50	64.50	69.50
Holly Crane (Como).....	495.00			
Hunter.....	25.00			
Jack Rabbit (Amusement Corp.).....	109.50		109.50	109.50
Liberator.....			75.00	
Line-a-Basket (Bally).....	45.00			
Knockout Punch Bag (Exhibit)...		145.00		
Lighthouse Grip (Exhibit).....		95.00		
Magic Pen.....	100.00		100.00	100.00
Midget Ski Ball (Chi. Coin).....	150.00	229.50	229.50	229.50
Miner Bomber (Kirk).....			145.00	
Panoram With Peek.....	250.00		250.00	250.00
Panorams (Mills).....	225.00		225.00	
Parachute Gun (Seeburg).....	49.50			
Periscope.....			75.00	
Phil Toboggan Ski Ball.....				350.00
Photomatic (Mutoscope).....	350.00(early)	350.00(early)	350.00(early)	695.00(late)
Pistol Pete (Chicago Coin)...	100.00	149.50	100.00	99.50
Pitch 'Em & Bat 'Em (Scientific).....	185.00	135.00		185.00
Poker & Joker.....	49.50	49.50	49.50	49.50
Pokerino (Scientific).....	89.50	99.50	49.50	99.50
Pony Express (Exhibit).....	495.00	395.00	495.00	495.00
Pool-ette (Michigan Games)...	75.00			
Pop-Up (Marvel).....	18.50			
Punch Bag (Mills).....		125.00		
Punch Bag (Mutoscope).....		175.00		
Punch Bag Trainer (Exhibit)...		150.00		
Quizzer.....	100.00	85.00	99.50	100.00
Q-Ball.....	79.50	139.50	100.00	110.00
Radio Rifle (Automatic).....		79.50		79.50
Rapid Fire (Bally).....	125.00		125.00	95.00
Recordio (Wilcox-Gay).....	150.00		150.00	150.00
Rocket Busters.....			75.00	
Rock-o-Ball (Rock-Ola).....	50.00			
Seven High (Edelman).....	75.00		75.00	75.00
Shipman Art Show.....	49.50		49.50	49.50
Shoot the Bear (Seeburg).....	295.00	349.50	325.00	349.50
Shoot Your Way to Tokio.....	100.00		100.00	95.00
Silver Bullet (Exhibit).....	99.50	145.00	145.00	145.00
Six Shooter (Exhibit).....	150.00		189.50	195.00
Skee Ball (Wurlitzer).....	150.00		150.00	150.00
Skill Test (Groetchen).....	69.50		69.50	69.50
Sky Fighter.....	79.50	95.00	95.00	125.00(2)
Star Series (Williams).....	69.50	89.50	125.00	139.50
Striking Clock Grip (Exhibit)...	100.00		125.00	
Sub Gun (Keeney).....	100.00		100.00	100.00
Submarine (Keeney).....	49.50		49.50	100.00
Super Bomber (Evans).....	100.00		100.00	100.00
Team Hockey (United).....	115.00		115.00	115.00
Telegiz (United).....	139.50		139.50	139.50
Ten Strike (Evans).....	49.50	75.00	49.50	75.00
Tenth Inning (United).....	65.00		65.00	65.00
3-Way Gripper (Gottlieb).....	18.50		18.50	18.50
Undersea Raider (Bally).....	95.00		95.00	95.00
Voice-o-Graph (Mutoscope)...	525.00		525.00	525.00
Western Baseball.....	40.00	50.00	85.00	85.00
Western Baseball Deluxe.....	85.00			
Whirl-a-Ball (Amusement).....	60.00			

'SURE' for YOU thru-out 1952



EXHIBIT'S DALE

JET GUN

OPERATE ANYWHERE

RAPID-FIRE MACHINE GUN ACTION... SPEEDY SKY TARGETS... STRAIGHT HIGH SCORE SKILL GAME... NO FREE PLAY... NO TICKETS... NO AWARDS

-at your Distributor NOW!!

EXHIBIT SUPPLY CO.
4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

GIVE Voluntarily TO FIGHT INFANTILE PARALYSIS

MARCH OF DIMES

JANUARY 2-31

all the news of your industry every week in The Billboard... **SUBSCRIBE TODAY**

see page 3 for rates

• 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.

For this week's prices consult the used machine advertisements in this issue.

Table listing various shuffle games (e.g., ABC Bowler, Ace Bowler, Bank Ball, Baseball, etc.) and their prices across multiple columns, including issue dates and prices.

Coinmen You Know

Continued from page 81

long-promised deliveries. . . Arthur and Albert Herman, of Boro Automatic, are receiving condolences on the recent death of their mother. . . Louis Bombace, Capitol Automatic staffer, is vacationing in Florida.

Ben Smith, advertising rep for many coin machine accounts, has been named to the board of governors of the League of Advertising Agencies. He was installed at a dinner-meet last week. . . Harry Ebbin, of Unceda Vending Service, has announced a new process for finishing reconditioned machines. . . Joe Clinton, route-man for Bay Ridge Music, died of a heart attack last week.

Indianapolis

Manager J. L. Flynn, of the Shaffer Music Company, Seeburg distributor, was confined to his home several days by an attack of influenza. . . The Calderon Distributing Company, Rock-Ola distributors, report collections good. Sales, according to Al Calderon, are up to expectations, and prospects are good. . . Ralph Nicholson, of the Bally Manufacturing Company, was a business visitor during the week.

Thugs broke thru a wall of the Sicking Company, Inc. moved the safe to the rear of the salesroom and practically demolished it. The contents were strewn over the floor, but the burglars obtained no money. Cash and checks were hidden elsewhere. . . Sicking Company, Inc., is displaying Chicago Coin's King Pin and Genco's Double Action. The new games are attracting operator interest. Business is reported fairly good, and operators are interested in new games. Collections are reported fair to good.

Pittsburgh

Raymond W. Watts, district manager of Mills Automatic Merchandising Corporation, believes that normal business at this time will not improve much because of uncertainty. . . Victor Abelson, of Empire Distributors, feels more information on improving collections would be of help in the coin machine field.

W. F. Hamel, divisional sales manager, Cole Products, Inc., says the company's chocolate unit which they have had since last winter is really going good in industrial plants. . . L. B. Bern-

(Continued on page 84)

BE FIRST WITH "FIRST"

Advertisement for 'FIRST DISTRIBUTORS' featuring various machines like '5 BALLS NEW', 'ARCADE JET GUN', 'VENDING KEENEY'S ELECTRIC CIGARET MACHINE', 'BIG BRONCO', 'SHUFFLEBOARD SCOREBOARDS', 'CONVERSIONS JUMBO "9" LITE-UP PINS!', and 'SHUFFLEBOARD CONVERSIONS'. Includes a list of 'WANT TO BUY' items and 'PREMIUMS'.

a new thrill for each coin

IT'S GREAT! MATCH-A-SCORE

New, Fascinating, Challenging Play Principle

10 Different Scores To Match

DESCRIPTIVE LITERATURE JUST OFF THE PRESS SEND FOR YOUR COPY NOW!

BANNER SPECIALTY COMPANY Established 1917 199 W. Girard Ave. Philadelphia 23, Pa. GARFIELD 3-2700 Branch: 1508 Fifth Avenue, Pittsburgh 19, Pa.

- 20-30 Rebound
• Fastest Alley Play Ever
• Most Attractive Formica Play Field
• Completely Refinished Cabinet
• New Different Backglass
• Thoroughly Renewed and Redesigned Mechanism
• New, Improved 10c Drop Chute
• Every Near Miss Compels Another Try
• Intensive Field Tests Proved MATCH-A-SCORE'S Perfect Performance And Consistently High Earnings

PROFITS TO OPERATORS GROWING BIGGER DAY BY DAY WITH EXHIBIT'S "BIG BRONCO"

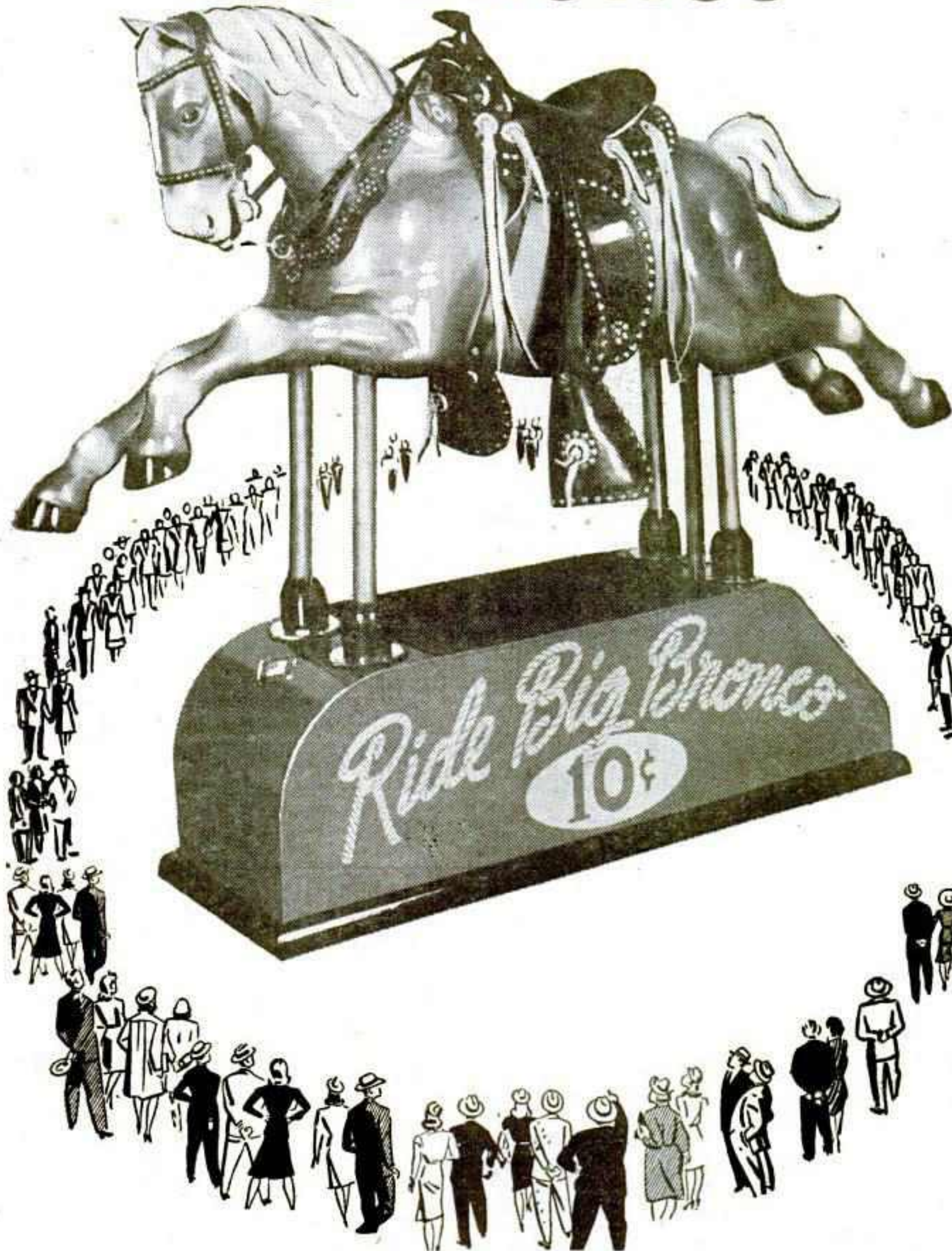


EXHIBIT SUPPLY CO. 4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

Coinmen You Know

Continued from page 83

stein, of Stedford's, said the new arrangements of "Charmaine" would be hits long before they broke loose in this area.

Morris Moskovitz, partner in Sidmor Vending Company, estimates that cleanliness constitutes 50 per cent of success in vending, good service constitutes 30 per cent and a cheery disposition comprises the other 20 per cent. . . . **Lester D. Wynick**, Coin Machine Agency, suggests having enough used equipment around for emergency in case stocks of parts get too low.

Danforth Company, Columbia record distributor here, has been taken over by Westinghouse Electric Corporation. . . . Good turnover in vending is a necessity these days, says **Meyer Popkins**, Pittsburgh Coin Machine Exchange, because new equipment is necessary all the time to keep up with changing styles which influences public patronage.

Charles Feldman, of Hamburg Bros., thinks the popularity of 45s is due to the large amount of money spent on advertising. . . . **George Mansour**, of Capitol, is doing quite a lot of promotional work around town.

Hartford, Conn.

Seymour Bushell, formerly in the coin machine business as operator of Commercial Games, New Britain, is now in the industrial field. He's operating a defense plant in New Britain. He recently visited General Amusement Games, Hartford.

Joe Naclerio, of Waterbury Amusements, is planning a Florida vacation. . . . Canteen Company continues to promote safety measures thru cleverly worded messages under the front glass on vending machines. Such messages as "Matches Tossed Cause Loss" are plugging attention. . . . **John Cott**, head of Cott Beverage Company, New Haven, says that in the past year the beverage firm has discovered that vigorous promotion works just as well in Chicago and Miami as in Connecticut.

Thieves broke into a restaurant in suburban Wethersfield, rifling the interior. Entry, according to police, was gained by breaking a pane of glass in a rear door. A cigarette vending machine, pinball machine and juke box were forced open and looted.

Los Angeles

Lorraine Velie, wife of Freddie Velie, of the Badger Sales Company parts department, has been discharged from the hospital

where she was confined by injuries sustained in an automobile crash. . . . **Bill Yidlin**, who has been operating in Los Angeles six months, made the Coin Row tour last week. . . . **Woody W. Matthews**, who was with the Monte Carlo and Automatic Games, Las Vegas, Nev., in town. He is traveling the State with coin machine lines.

R. E. Smith, of Automatic Enterprises, has signed to distribute the Thunderbolt mechanical horse in California and Arizona. His first shipment is expected soon.

K. A. Copeland, interested in a vending operation of popcorn and shoe shine machines in Alaska, spending some time at his home in Arcadia. . . . **George Mahlum**, of Minthorne Music Company, is able to get around with the aid of crutches following an automobile accident near San Clemente.

Jack LaRue, Seeburg factory representative, in town planning a school for operators. The date here has been tentatively set for January 28. . . . **Nels Nelson** has been upped to service manager of the Minthorne Music Company. . . . **Jack Mallett**, of Claremont; **Fred Ray**, Bakersfield, and **Chuck Hartman**, Lompoc in town in the interest of their music routes in their respective towns. . . . **William R. Happell** enjoying a leave from his naval duties in San Diego. He returns there February 5.

Charles Cradick Company is busy on its Topper mechanical horse and is lining up tie-ups with the Hopalong Cassidy Enterprise license holders. . . . **Charles A. Robinson**, of C. A. Robinson & Company, off to Northern California on a business trip. . . . **Phil Robinson**, Western representative of Chicago Coin, back from a San Francisco and vicinity business trip. . . . **Harry Rawlings**, veteran operator and now retired, is seriously ill at the Angeles Hospital here.

ONE BALLS
TURF KINGS \$199.50
 Champion ... \$69.50 Gold Cup ... \$39.50
 Citation ... 40.00 Jockey Spec. ... 35.00
 Spec. Entry ... 34.50

FIVE BALLS
 College Daze \$89.50 Banjo ... \$24.50
 Gizmo ... 39.50 Star Dust ... 29.50
 Fighting Irish 89.50 Bone Head ... 34.50
 Exhibit Dale Gun ... \$59.50

WANTED
 Any quantities for cash—
 Bright Lights and Coney Islands
 Telephone Tulane 4729
 1/3 Deposit, Balance Sight Draft.
GENERAL DIST. CO.
 223 N. Broad Ave. New Orleans, La.

ELECTRIC SCOREBOARDS! Small, compact Wall Model (15-21 pts.) \$ 74.50
 Center Overhead, 2 faced 115.00

Knockout	\$99.50	Trade Winds	\$27.50
Just 21	54.50	Mercury	67.50
Gin Rummy	79.50	Carolina	42.50
Bowling Champ	57.50	Arizona	89.50
K. C. Jones	89.50	Holiday	42.50
Bank-a-Ball	89.50	Majors of '49	49.50
Sweetheart	99.50	Shanghai	27.50
Lucky Inning	69.50	Sally	27.50
Big Top	42.50	Football	64.50

BINGO-TYPE SPECIALS
 Keeney Lite-a-Line
 \$175.00 || Univ. 5-Star | 175.00 |

9" Jumbo Lite-Up PIN CONVERSION \$21.50 for Chicoin Bowling Alley

WRITE FOR COMPLETE LIST MID STATE COMPANY
 2369 Milwaukee Ave., Chicago 47, Ill.
 Tel.: Dickens 2-3444

Subscribe Now!
52 BIG ISSUES, \$10
 Including 8 Special Issues

I read The Billboard along with the other Disk Jockeys here at this station and we all agree it's the "bible of the business."

Radio Station WEAS
 Ned Lukens
 Decatur, Ga.

THE BILLBOARD 830
 160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name

Address

City

Occupation

Amazing new

PHOTOMAT*
 RADICALLY DIFFERENT COIN-OPERATED PHOTOGRAPHY

- 1927 Photomaton . . . four photo strip in four minutes.
- 1936 Photomatic . . . framed photo in two minutes.
- 1946 DeLuxe Photomatic . . . framed photo in one minute.
- Soon Photomat . . . Mutoscope's greatest achievement. Truly, worth waiting for.

INTERNATIONAL MUTOSCOPE CORP.
 William Rabkin, President
 44-02 Eleventh St. • Long Island City 1, New York
 Stillwell 4-3800

*PATENTED

Worth waiting for!

There Is No Substitute For Experience

RECONDITIONED
 READY FOR LOCATION

ONE BALLS
 TURF KING
 \$199.50 || OLD HILLTOP | 324.50 |
WINNER	175.00
JOCKEY SPECIAL	39.50
SPECIAL ENTRY	34.50

MUSIC
 WURLITZER MODEL 1100
 \$325.00 || ROCK-OLA MAGIC CLOW | 299.50 |
| SEEBURG MODEL #147M | 215.00 |

1/2 Deposit With All Orders.

Parkway Mach. Corp.
 715 Ensor St. Baltimore 2, Md.

WRITE FOR PRICES!
 ZINGO—NIAGARA
 3-4-5—TOUCHDOWN—SPARK PLUGS AND ALL LATE BALLS

ALSO ARCADE MACHINES

Lehigh Specialty Co.
 826 N. Broad St., Philadelphia 30, Pa.

COBRA CARTRIDGES
 Realigned and Resurfaced, 75¢ each ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail.

ELECTRONIC INDUSTRIES
 8911 N. 1st St. Phoenix, Arizona

BRAND NEW PINBALL GAMES
 in original factory crates.

PLAY BALL, 10¢ play, Chi. Coin. \$99.50
 STADIUM, 2¢ play, Como Mfg. Co. \$9.50
 Write for info on new RACE HORSE GAME for Private Clubs. No coin chute.

WEBB CORP.
 4958 West Chicago Ave., Chicago 51, Ill.

GREATEST DOLLAR-VALUE OF THE YEAR for COIN MACHINE MEN EVERYWHERE!

(See Page 89)



COIN OPERATORS!
... CASH IN on the
Hottest Package
in the Chicago CMI show

the new
Philtain
COIN OPERATED RADIO with Pillow Speaker

Earns 10c an hour... for years! Proved demand by hospitals everywhere. You can't miss. Write today for full details.

Visit us at Booth 11
CMI Convention • Sherman Hotel
PHILTAIN ELECTRIC DIVISION
OK Stamping Corp., 2131 Fairfield, Ft. Wayne, Ind.



Philadelphia
Walter I. Davidson, cigarette machine distributor and executive secretary of the Wholesale Tobacco Dealers as well as being associated with Universal Match Company, was installed as a county commissioner. A past president of the Golden Slipper Square Club and the Golden Slipper Summer Camp, as well as being active in other fraternal organizations, this is his first public job.

Roc-a-Ride Sales was set up here by Samuel Kohn and Leo Martella with attorney Albert Konefsky handling the legal matters for the amusement device firm.

EVERY PIECE GUARANTEED

ONE BALLS		MISCELLANEOUS	
FUTURITY, NEW	WRITE	EXHIBIT SIX SHOOTER	\$195.00
TURF KING	\$249.50	EXHIBIT DALE GUN	65.00
CHAMPION	74.50	C. C. PISTOL	75.00
CITATION	49.50	C. C. GOALEE	75.00
GOLD CUP	39.50	SEEBURG CHICKEN SAM	50.00
SPECIAL ENTRY	29.50	UNITED SHUFFLE SLUGGER	75.00
WINNER	174.50		
PHOTO FINISH	74.50		
CARD GAMES		5 BALLS	
BRIGHT SPOTS	\$425.00	GENCO TRI-SCORE	\$ 75.00
BRIGHT LIGHTS	335.00	C. C. PLAY BALL	45.00
5 STAR	250.00	EXHIBIT CONDOLA	40.00
		GOTTLIEB SHARP SHOOTER	85.00
		C. C. TRINIDAD	25.00

ONE-THIRD DEPOSIT, BALANCE SIGHT DRAFT.
PARKER DISTRIBUTING COMPANY
311 8TH AVENUE, SOUTH, NASHVILLE, TENN. PHONE 4-0194-42-1231

FOR THE BEST BUYS IT'S PURVEYOR!

CIGARETTE MACHINES 25c Slots NATIONAL \$85.00 930, 950 and 750 ea. DUGRENIER Model W \$69.50 Champion \$79.50	Twin Pokerino \$185.00 ROCK-OLA Shuffle Lane \$30.00 Shuffle Jungle \$9.50 KEENEY— League Bowler \$325.00 League Bowler, 9 1/2' \$245.00 Bowling Champ \$135.00 4-Way Bowler \$249.50	ROCK-OLA SHUFFLEBOARDS 18-20 ft. SPECIAL In Excellent Condition \$109.50
BALLY— Speed Bowler \$49.50 Bowler, F.P. \$9.50 Baseball \$89.50	Wms. Double Header \$59.50 Genco Glider \$29.50 Genco Shuf. Target \$199.50 Univ. Twin Bowler \$49.50 Universal Super Twin Bowler \$99.50	SHUFFLEBOARD SUPPLIES Shuffle Game Wax, Case (12) \$ 3.30 Fast Wax, Case (12) 4.50 Fucks (Set of 8) 14.00 Score Sheets, 10 Pads 7.50 Fluorescent Lights, pair 17.50 New Wall-Type Scoreboard 79.50 Adjusters 18.50 Mero Wall Type Unit 59.50
UNITED— Twin Rebound \$319.50 Twin Express \$169.50 Shuf. Alley Express 45.00 Shuffle Alley, F.P. 34.50 Four Player \$275.00 Shuffle Alley \$29.50	PHONOGRAPHS Wurlitzer 1015 \$179.50 Wurlitzer 1100 \$349.50	12 Ft. Nationwide Shuffleboards \$60.00 ea. plus crating
JUMBO LITE-UP PINS For Coincino Bowling Alley & Univ. Twin Bowlers. \$22.95	WANTED Seeburg M100's State condition and best price.	

PURVEYOR Shuffleboard Co.
4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.



YOUR LUCKY GAME!
Williams
HORSE SHOES
SPEEDY ACTION, SKILL PLAY, COMPETITIVE APPEAL

Pitch for the big play with—"Stake" Bumper for "Ringers" and Replays, Side and Bottom Replay Channels, Advance Horse Shoe Bumpers, High Score Kicker Pockets, High Score Island Bumpers, Horse Shoe Point or High Score Awards, Thumper Bumpers, Flippers!



CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. Fillmore St.
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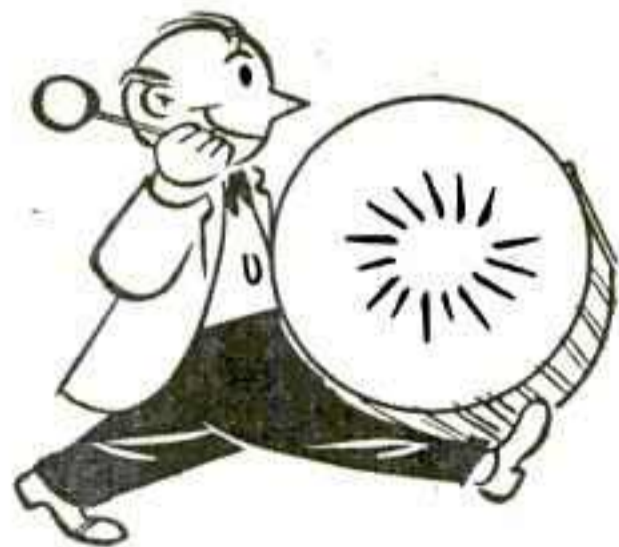
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Special Billboard forecasts on the kinds of equipment operators can expect from manufacturers thru '52 and longer.
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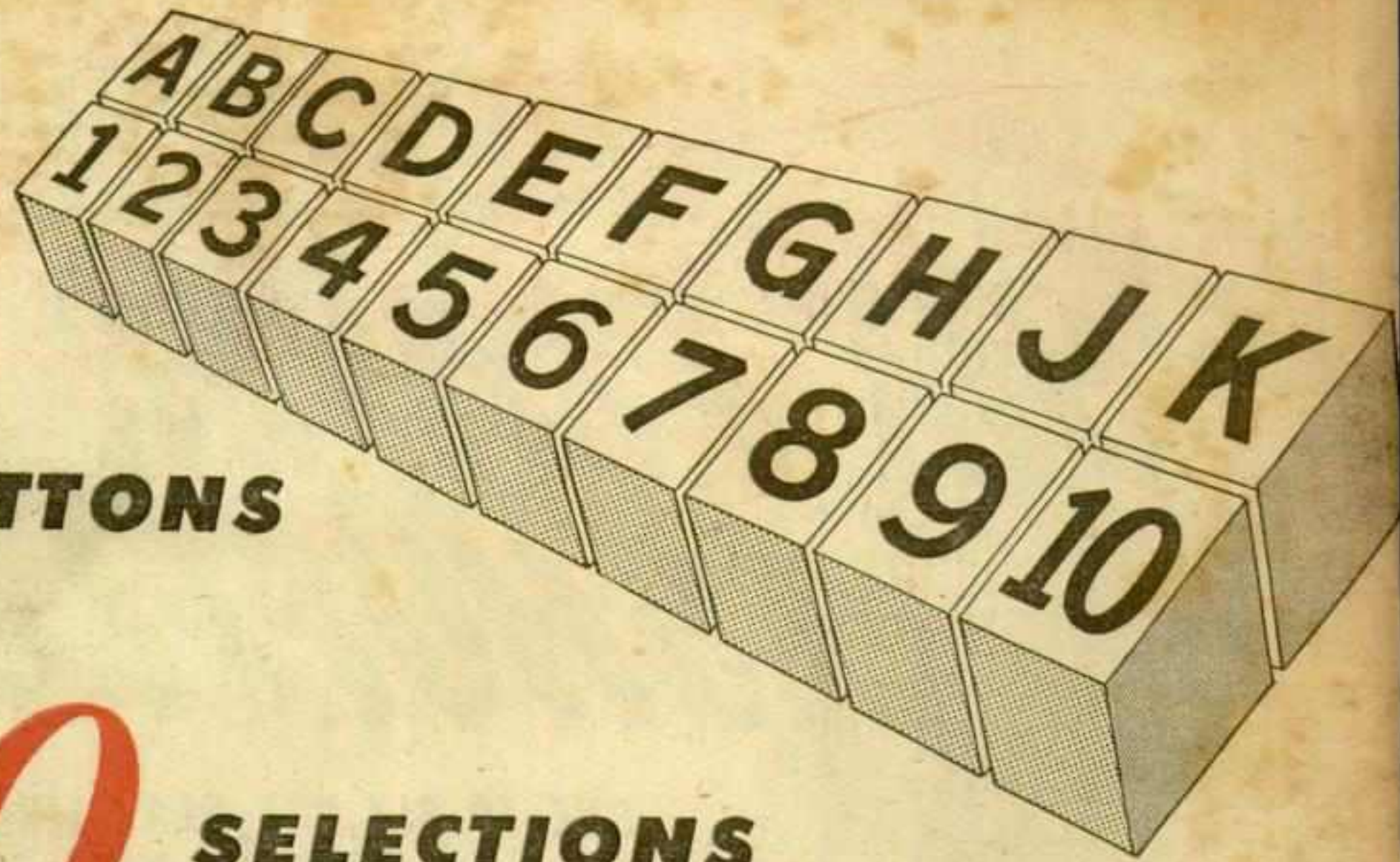
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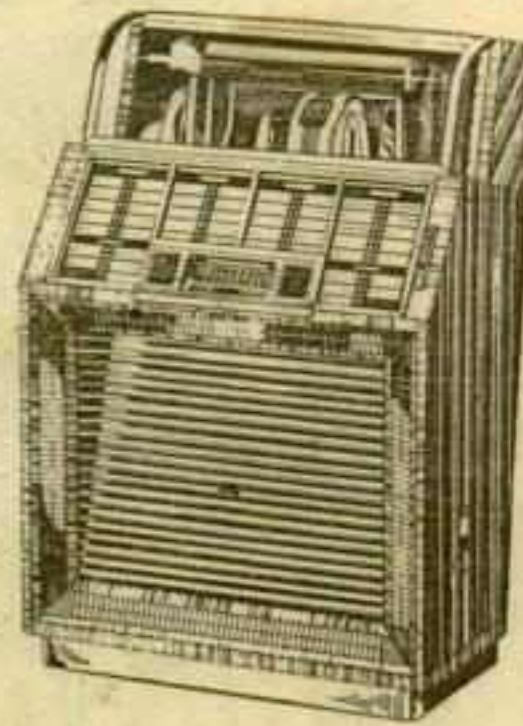




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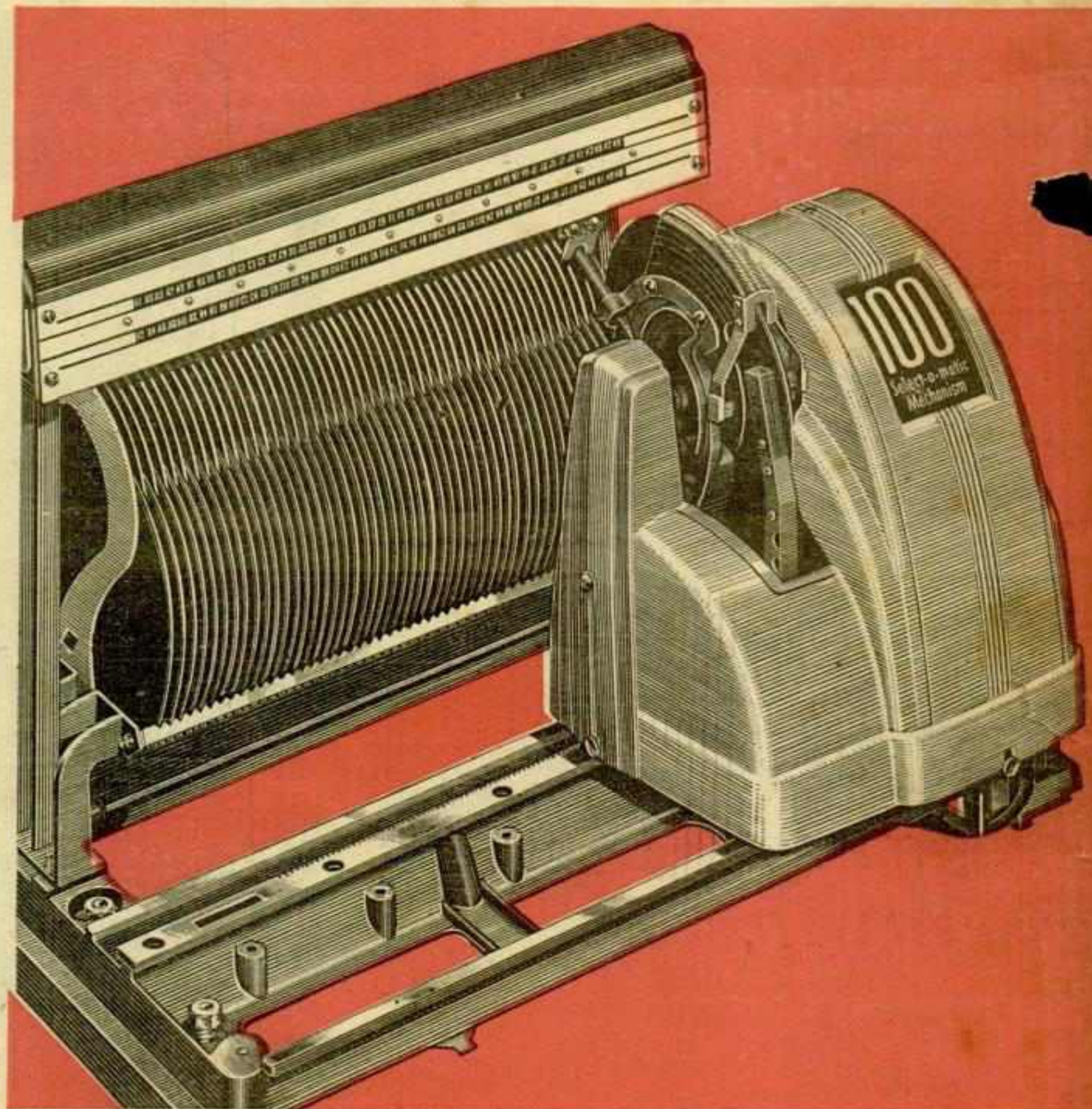


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