

# The Billboard

FEBRUARY 9, 1952 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (AP) PRICE: 25 CENTS

## Radio Coming Back Strong With New Listeners, More \$\$

### Nets Refresh Medium With New Approach

Use Programing, Sales, Tie-Ins and Punchy Statistics

NEW YORK, Feb. 2.—While the competitive picture on the network radio level continued to give rise to the threat of further rate cuts (see story, this issue, on Columbia Broadcasting System's new contract revision), there was growing evidence that, in programing, sales and merchandising operations, the networks too were making successful efforts to revitalize radio and bring it out of the doldrums into which TV's ex-

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### Batoneers Buck Bookers, Won't Sign Contracts

HOLLYWOOD, Feb. 2.—Band booking agencies, which have been having a hard time the past four years with a descending business cycle, have found their latest headache in the failure of established names to re-sign with an office when management pacts run out.

Latest orkster to refuse to ink a paper is Tiny Hill, who last week gave Associated Booking Corporation a verbal okay to book his ork (The Billboard, February 2), but refused to legally bind himself, giving him a splendid opportunity

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### FIRE WITH FIRE, HUH?

## Price-Cutters' Enemy Forms Cut-Price Club

NEW YORK, Feb. 2.—A new fillip is being added to the present LP cut-price war, with an advertisement due to appear in the Sunday New York Times (3) by a local mail order disk "club" called "LP Records Unlimited." The outfit offers to sell any and all

### John Wayne Lariat May Lasso Hoppy

NEW YORK, Feb. 2.—The Columbia Broadcasting System this week began negotiations with John Wayne, one of filmdom's top b.-o. draws, to do a Western radio series next fall. CBS would like to slot Wayne in the spot now occupied by "Hopalong Cassidy" Saturdays, 8:30-9 p.m. "Cassidy" is expected to be canceled by General Foods at the end of this season.

### D. J. WHIRL OR GAB?

## WWJ, Bill Silbert in Tiff As Jock Turns Commentator

DETROIT, Feb. 2.—Bill Silbert, who has had a jockey show nightly from the downtown Wonder Bar over WWJ for the past nine months—the only regular cafe origination show in the area—received his termination notice Wednesday (3) from WWJ. Incident started Sunday morning (27) about 1:40 a.m., when Dick Contino, the accordionist who took a draft evasion rap, called Silbert to thank him for some kind words he had expressed in a recent broadcast, to the effect that Contino was a youngster who deserved pity and understanding, had probably

learned his lesson, and deserved a chance to go into the Army and "vindicate himself."

The Silbert side of the conversation, as with all his talks, went over the air, and drew a call from a feminine listener who identified herself as the mother of two boys in Korea. Silbert said she kept up a tirade for 15 minutes, until he finally had to ask to be excused to answer other calls on the other line, and asked her to call him following the broadcast. For the next 15 minutes, Silbert says, he got a series of calls from listeners wholly

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## Spectacular Power Shown by Stations

Local-Level Boosts Affect Nets, Show Older Medium Is "Greater Than Ever"

NEW YORK, Feb. 2.—This week saw several important new developments indicating that radio is going thru a period of revitalization (following more than a year of adopting a purely defensive position), and that this revitalization is showing solid signs of paying off.

This resurgence is most evident on a local level. But continuing network projects along similar lines hold promise that it will not be too long before the webs catch

up with the all-out "radio is greater than ever" drive of the local operations. (See network story in column one.)

See Editorial, "Radio War Not Over," in Radio-TV Department.

On the local level, this week, WOR here issued a Pulse study (following hard on the heels of a somewhat similar set of WNEU statistics last week), showing the AM medium's great continued strength in the New York market. WNBS revealed that sales for 1952 had reached new peaks, even surpassing the somewhat phenomenal figures racked up by the station last year. And The Billboard learned that Pulse, among other research organizations, is near completion on a

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## Foes Hit Juke Box Op Tax; ASCAP Attacked by Chaffetz

WASHINGTON, Feb. 4.—Foes of the Bryson-Kefauver juke box copyrights bill had their inning today (4) as the House judiciary subcommittee on copyrights and patents resumed its hearing on the bill. In the van of a big parade of witnesses appearing against the bill, Hammond E. Chaffetz, District of Columbia attorney, punctuated his testimony with a resounding blast against the American Society of Composers, Authors and Publishers, which had appeared at an earlier hearing in support of the bill.

Chaffetz denounced ASCAP for trying to characterize the juke box industry as "mysterious." In refutation he launched into a scathing denunciation of "high-handed" methods by ASCAP to "collect whatever the traffic will bear." He decried a "pressure" drive by

ASCAP to get the bill enacted so as to expand its own revenue, and he said passage would wreck the juke box industry which has been a boon to music.

Theodore Herz, certified public accountant of the firm of Price, Waterhouse & Company, revealed hitherto unpublished results of a newly completed survey of the juke box industry, showing that it is mostly "a small business" with relatively small profits and big operating costs.

Mitchell Miller, director of Columbia Records' popular records division, in a statement prepared for filing with the subcommittee, attacked the bill as a threat to music and hailed the juke box industry for its support of talent and the music industry generally. The Miller statement described juke boxes and disk jockeys as the two principal ways of promoting sales of disks.

Other witnesses scheduled to testify included other spokesmen for disk manufacturers and also an array of juke box spokesmen, including George A. Miller, president of Music Operators of America, Inc. The subcommittee, presided over by Rep. Joseph Bryson (D., S. C.), a co-author of the bill, is expected to give at least two days to the resumed hearing. The subcommittee has indicated that ASCAP will be given a chance at rebuttal. Chaffetz, reminding the committee that his testimony today is direct testi-

mony, said he hopes the committee will give him an equal chance at rebuttal too.

### Anti-Trust Actions

Chaffetz, a member of the firm of Kirkland, Fleming, Green, Martin & Ellis, which represents four juke box manufacturers, said ASCAP "in the past has been severely criticized by this committee (the House Judiciary Committee) for the high-handed way in which it has dealt with music users." He stated the Society has been the subject of some two or three anti-trust prosecutions brought by the Department of Justice, in addition to some private suits brought under the anti-trust laws. He added: "The radio industry was compelled in self-defense to organize a similar or-

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## Red Tape Ties Olympics TC; Delays Deals

NEW YORK, Feb. 2.—Television rights to next summer's Olympic Games, to be staged at Helsinki, Finland, are still unsold, altho the U. S. Olympic Committee originally had been given a February 1 deadline to dispose of the rights. No deal has been possible for the TV rights, which embrace the Western hemisphere, because the

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## '51 Excise Taxes Up On Disks, Phonos, Sets

WASHINGTON, Feb. 2.—Sharp gains were registered in receipts from all but two of the federal amusement excise taxes in 1951, according to official Internal Revenue figures this week. The year's total yields from excises on phonograph disks, phono sets, radio and TV sets climbed to record highs, leading a parade of advances chalked up for every amusement levy except taxes on theater admissions and coin-operated devices.

Uncle Sam's receipts from the phono disk tax soared to \$8,278,491 in 1951, a gain of \$1,485,169 over the previous year's \$6,793,322, which had been a sizable advance from 1949's total of \$5,936,489. Seen as reflecting sales volume, almost every month last year showed gains in disk tax receipts. Internal Revenue's latest figures this week showed \$644,818 as the December take from this levy, as compared with \$593,874 the previous December.

Biggest gain in amusement tax

revenue was chalked up for the levy on radio, TV and phono sets. The 1951 total soared to \$150,805,955, almost three times the previous year's \$52,594,621. Receipts in December alone ran to \$13,723,552, as compared to the previous December's \$5,483,962. A

(Continued on page 3)

### THING IN RAGE WITH MITH PAGE

MIAMI, Feb. 2.—For more than a year now Patti Page has been plugged in all her advertising and ballyhoo as "The Singing Rage." But a lispng copywriter fouled things up when he made table cards for the Clover Club here, where Patti is booked for a fortnight beginning March 5. The cards read: Patti Page, "The Thing In Rage."

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# Billboard Backstage

By JOE CSIDA

The few people seem to have any difficulty understanding why The New York Times (which in this newspaperman's humble opinion is the greatest newspaper in the world) runs a garden page in the same issue in which it comments on the most urgent and horrific international affairs, some Billboard readers persist in their puzzlement about why we cover such seemingly unrelated fields as legit and circuses, radio and amusement machines, of TV and concession merchandising.

Regular customers of this column are familiar with our answer: They're all part of the entertainment industry, and they all have a marked relationship, one to the other. A current development affords the opportunity to take off on this theme once more.

Video readers with the time and inclination to scan the back of The Billboard will have noticed in recent weeks an unusually heavy amount of news and feature coverage, as well as (praise the Lord) equally heavy amounts of paid advertising space on a new phenomenon of the coin-operated amusement machines industry, namely mechanical horses activated by insertion of a coin in a slot.

It takes no astute student of

amusement industry relationships to track down the metamorphosis of these silver-fed steeds. Along comes television and makes a millionaire (we hope) out of a has-been flicker range rider named Hopalong Cassidy (Bill Boyd, to you). Nipping at Hoppy's heels down the golden video trail come a long line of other cowpokes, some old, some new, some bewhiskered, but all contributing to making the nation's kiddies cowboy conscious as they haven't been for many a year. And pretty soon a handful of enterprising prospectors from the coin-operated amusement industry branch see the public interest going thataway, and bring out mechanical coin-operated horses.

In some cases, too, the practical development of the bronks was speeded by experienced men from the outdoor amusement industry, men who'd developed similar rides for the country's parks, carnivals and kiddielands, so here you have a rather neat example of why a single publication, and the only one in the world, chooses to cover the entertainment industry from stem to stern, indoors or al fresco, box-office or coin-in-the-slot.

And one of the manufacturers of the mechanical pintos is now

producing a coin-operated kiddie rocket ship. This, of course, stems from the newest craze of tots on tele, the Captain Video trend.

## Impact of Jukes

It's been a long, long time now since another coin-operated amusement device made its first dent on an important phase of the so-called "indoor" show business. That would be the influence of juke boxes in helping build big names on records, which big names subsequently become important attractions in theaters, night clubs, films and television. Most of this corner's readers will probably recall what the juke box play did for a record called "Bei Mir Bist Du Schoen," as cut by a new girl trio named the Andrews Sisters.

To a fellow whose function it is to keep a reasonably observant eye on entertainment in all its fascinating facets, examples of the affinity of one show business branch to another crop up week in and week out. And it is for this reason, as has been stated here before, does its hectic best to cover all of the entertainment industry. If you don't like the garden page, there's always a chance we can sell you a piece about how devoutly the Egyptians hate the British.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Feb. 2.—Gag-writers for General Eisenhower's presidential drive are mirthfully circulating a wisecrack ad-libbed by Walter Cronkite, Columbia Broadcasting System commentator, while emceeding a luncheon stunt this week for the Women's Division of the District of Columbia Ad Club. Stunt, titled "1952 Booms and Busts," was a distaff-version preview of the upcoming national political conventions. Candidates' names were introduced to luncheon audience by a scantily clad bathing beauty who literally tossed hats of the various rivals into the ring. When a fellow in the audience caught a battered felt hat, Cronkite told him to look in the lining for proof that Sen. Robert A. Taft had contributed "one of his actual campaign hats." The man hastily examined the hat and announced: "Yup, it's got his full name stamped there, President Robert A. Taft." Cronkite countered: "Now, all it says is his initials—'R-A-T.'"

## How About Delaware?

It's a State Too . . .

When Oscar Hammerstein II took the stand at the House Judiciary Sub-Committee hearing on the copyright "Manufacturing Clause" bill this week, Rep. Joseph

Bryson, of South Carolina, praised "Oklahoma!" as a masterpiece and said he hoped that Hammerstein could be persuaded to compose a new musical about another State or two. Continuing in a pleasant Southern drawl, Bryson said he wished "Oklahoma!" had been written instead about South Carolina. Sub-Committee members joined spectators' laughter when Rep. Byron G. Rogers (D., Colo.) fervently interjected, "as a former Oklahoman, I am glad to know that Mr. Hammerstein picked out Oklahoma."

## A Belgian TV Problem:

Bean's Crystal Ball . . .

The Federal Communications Commission, trying to wrap up a national TV allocations plan after years of labor, is getting a bit of comfort out of a Commerce Department disclosure this week that Belgian cabinet officials are in the throes of trying to set up two such systems for their land. Belgium needs the two systems because half the nation speaks French and the other half talks Flemish. Problem of how to set up bi-lingual TV has been plaguing the Belgian government more than a year. . . . Joe Borkin, D. C. amusement industry legalist and prominent new deal era anti-truster, may be in a

position to call the turn on this year's presidential election outcome. Borkin has a sideline book publishing outfit. A volume being prepared for publication is authored by Louis Bean, the only major professional soothsayer who didn't have to blush when the final count was tallied in the 1948 presidential election. Bean's forthcoming book will be: "The 1952 Election."

## Tape Is Official Now;

Drink Plugs Safe . . .

Tape recordings are now official members of the copyright "family" along with phonograph records and sheet music. The Library of Congress got its first acquisition of tape-recorded music the other day from Audio-Video Tape Libraries, Inc. Presentation consisted of 14 reels, representing seven hours of music and over 200 compositions ranging from classics to bebop. . . . Word around the House Interstate and Foreign Commerce Committee is that Sen. Edwin C. Johnson's (D., Col.) bill to ban broadcast of liquor plugs will be shelved in the House even if the measure gets thru the Senate. Johnson confidently expects the bill to pass the Senate but is making no prediction on what the House will do.

# Picture Business

By LEE ZHITO

HOLLYWOOD, Feb. 2.—A not uncommon movie plot calls for the villain to show his true colors toward the end of the picture and emerge as the hero of the tale. It's probably unwise—if not annoying to the guy in the next seat—to predict how a picture is going to turn out during the first reel, but the ending to "The Perils of Pictures" feature seems headed for the same old surefire snapper finish formula in which the villain (television) will turn hero to save the industry from itself.

Altho TV is being hissed by various sectors of the industry as an evil force, its good is already evident—and the whole story has yet to unfold. Thanks to the new entertainment medium, the motion picture industry has been stimulated to activities heretofore untold. TV has united the industry to a degree never before achieved. An industry that had grown smug and complacent about its future has now been awakened to the need for continuing improvement.

## Urge Closer Co-Operation

Of Exhibs and Producers . . .

Unity of purpose and interest within filmdom's ranks was evident this week during the winter sessions here of the Theater Owners of America. Closer co-opera-

tion between exhibitors and producers was called for and pledged by both camps. A concerted campaign to free films of discriminatory taxation will be launched, with both producers and exhibitors participating in the drive.

Before TV came on the scene, exhibitors were interested in making the most out of what they had with little thought of spearheading research to improve the projected image. Research was conducted by manufacturers whose eagerness to introduce new developments was spurred by the promise of increased sales. Talk of any major departures from standard methods which would mean acquisition of new equipment always met with resistance from exhibitors. This week, TOA itself set wheels turning on a research project to help perfect third dimensional projection.

Producers have benefited immeasurably from TV. The new medium has shown the movie makers how to trim millions from their budgets and still deliver top product. Much of the unnecessary waste that plagued motion picture production has been eliminated thru an over-all tightening of production reins. Hollywood today is delivering far better product than in the past with thanks again to TV. The current drive for new

faces and talents is the result of studios' fear of losing its audiences to TV.

## TV Responsible

For Many Improvements . . .

TV is responsible for the "Movietime, U.S.A." campaign thru which the industry seeks to rekindle interest in Hollywood, its personalities and product. TV itself has proved to be a potent sales medium thru which coming attractions could be sold effectively to potential theater-goers. And some producers are enjoying new gains by leasing old pix to TV.

Of course, the whole story has yet to unfold and one shouldn't try to pre-guess the plot, but there's another facet of our present villain's personality which is bound to turn him into the future hero, and that's theater TV. S. H. Fabian, during (of all things) a televised roundtable discussion, this week explained that large-screen television's horizons are unlimited, for it will allow the neighborhood exhibitor to exhibit top Broadway shows, sports and other box office attractions that would surely surpass the gross takes of yesteryear.

And then someday they'll wonder what would have happened to the picture business if the hero hadn't come along.

# Plenty Money This Year-- It Sez Here

NEW YORK, Jan. 2.—It will be a good year for all sorts of showbiz, including ball clubs. That is the conclusion that Look magazine makes after compiling answers to inquiries among 25 economists from government, industry, labor and universities.

In its issue of January 29, Look, quoting the boys who juggle economic trends, said that during 1952 pay rolls and other income will hit \$236 billion after taxes. Goods and other services available for the guys with a buck will total \$205 billion. The reasoning therefore is that the \$31 billion will be the surplus that will go toward buying away-from-home entertainment, theater (movies and legit), cafes and ball games.

Saving accounts, economists estimate, may whittle this \$31 billion down to about \$8 billion. But even that will mean a big year for all of showbiz.

Another reasoning why this chunk of dough will be spent for entertainment is that less and less consumer goods will be available as the defense demands cut down the number of cars, washing machines, refrigerators, etc., on the market. Wages, the trend explainers say, will go up. And with less and less goods for that

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# 75G Goes to T. B. Memorial

NEW YORK, Feb. 2.—The Will Rogers Memorial Hospital announced yesterday that the "Christmas Salute" total thru January 31 had reached \$75,361.23, with contributions on the tuberculosis drive still coming in. The fund-raising salute to the hospital was directed by Charles J. Feldman of Universal-International, and S. J. Switow, exhibitor in Louisville, Ky.

A. Montague, president of the Will Rogers Hospital, in announcing the figure, said, "The day is not too far distant when man can look to the elimination of this dread disease (TB). Thru the Will Rogers Hospital TB Research Program, that day can be brought much closer by dollars contributed to the Will Rogers Memorial Hospital Fund."

# Tokyo Mushi Mushi

By RALPH KRZYZAK

TOKYO, Feb. 2.—The sizzling Nissho Burlesque show in the heart of Tokyo fizzled out January 31, paving the way for a modern music hall, Toho Theatrical Company announced. Company's spokesman, Sakae Hamada, said the theater will be transformed into a 418-seat playhouse, modern in every respect. Toho plans to star Japanese and foreign artists of international note after renovations are completed.

The 23 beauties who made up the Nissho troupe told the company that "there are no hard feelings," and the majority of the Nissho troupers plan to stage shows in Thailand and Okinawa. Other strippers have been offered ready jobs by leading burlesque houses in Shinjuku and Asakusa, districts in Tokyo.

## First Newsreel Theater

Bows in Tokyo . . .

A newsreel theater, seating 375, has opened under the Mihara bridge in Tokyo. This is the first establishment of its kind in post-war Japan. Program consists of two American newsreels, one British news picture and one Japanese newsreel along with short sport subjects or cartoon. Admission will be 7 cents. The show runs for 45 minutes, with 11 shows a day.

"Black Narcissus" was the biggest box-office draw here for British films in 1951. The Isles film imports in 1952 will be 12 major films, including one from Australia and one from South

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# London Dispatch

By LEIGH VANCE

LONDON, Feb. 2.—The Film Censor threw a last minute hitch in MGM's plans for a ballyhoo send-off for that epic of epics, "Quo Vadis." A few days before its London preem, the censor announced that, unless the company took out some of the bloodier Christian-chewing scenes, it would award it that seal of box office blessing, the "X" certificate, which bans all who are under 16 from seeing the flick, even with their parents. Altho this meant a bill of several hundred pounds to Metro for changing the wording of bills already printed, they refused to make the cuts, went ahead with their preem plans in the fateful anticipation of the huge take an "X" always drags in. On the whole the critics were kind. Most made fun of the "biggest ever" ballyhoo which preceded the showing, all mentioned the troupe of Vestal Virgins who shivered in the cinema foyer to grace the occasion, but none condemned it outright. One man, Member of Parliament Christopher Mayhew, did register a complaint. He walked out of the preem in disgust, said some of the lion scenes were the most disgusting he had ever seen. Metro didn't care.

## Singer Sue Carson

Hits Fast Stride . . .

Britain has been lucky for singer Sue Carson. Originally over here from the States for a cabaret spot at the Colony, she was seen by impresario Val Parnell when she made a brief appearance on TV. He signed her up to take over Pat Kirkwood's role in his musical romp at the Prince of Wales, "Fancy Free." Then she went to the Crystal Room at the Empress Club to do a late night cabaret stint. Parnell was so impressed with her work he gave her Vera Lynn's spot in his revue, "Peep Show," when it shifted from the Palladium to the Prince of Wales just after Christmas. Now comes Sue's biggest

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# Paris Peek

By ANNE MICHAELS

PARIS, Feb. 2.—The United Nations will leave the Palais de Chaillot in a few weeks, and the building goes back to being Jean Vilar's National Populaire Theater. Vilar will start a new project in his spring season, a small theater, under the main one, seating about 300 people to perform "intimate type" plays, mainly of new authors thruout the world. The larger auditorium (3,000) will be used to present spectacle-type programs.

## Belgium Theater Will

Present "D. of Salesman" . . .

"Death of a Salesman" comes to Paris this week, tho not in the way that was expected. Instead of the Raymond Rouleau production due next season, the Belgium National Theater, which in the last few years has gained quite a reputation for itself, opens in its first Paris season with the Arthur Miller play. The play's adaptation is by Raymond Jerome and the lead is to be played by George Randel. The Belgium Theater has been playing an internationally assorted group of plays (24 French, 9 English, 7 Belgian, 3 American, 2 Italian, 1 Russian and 1 Mexican). Both classical and contemporary. If the initial show turns out well, they are hoping to present Christopher Fry's "Lady's Not for Burning" here next. Meanwhile, Dany Robin and Georges Marchel open in a new play of Guillaume Hanoutou's "La Grande Roue" (The Great Wheel) which if successful also will be brought into Paris.

## Colette Adapts 'Gigi'

For Paris Version . . .

Colette, celebrating her 79th birthday, busy making a French adaption of "Gigi," from the American version. The play has been done as a book and a film

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THEATER-TV---(IV)

200-House Web Could Create Own Programs

By SAM CHASE (Last of a series)

NEW YORK, Feb. 2.—The potential network of 200 houses for theater television events by later this year shows how far the medium has come since last May, when Theater Network Television, Inc., was incorporated.

Within a few weeks of its creation, TNT made its first deal. Nathan L. Halpern, TNT president, signed an agreement with James D. Norris and Ned Irish, president and executive vice-president, respectively, of International Boxing Club, for exclusive rights to a series of major boxing events to be held during the summer.

At this time there was only a handful of exhibitors with theater television equipment. These exhibitors, Halpern has emphasized, fostered the new medium thru its infancy, for it was this small nucleus that had the courage and foresight to back theater-TV in its initial box office tests.

First Tests

The first of these tests was the Joe Louis-Lee Savold outdoor match June 15, 1951—a test made more difficult because of two postponements due to rain. This was the first historic networking of an event to theaters, and it drew turnaway crowds. There were nine houses in the hook-up, and the audience reaction in each was identical. The crowd went for the showing in a tremendous way, as demonstrated both by the loud vocal rooting and by the comments written on cards distributed for the purpose of getting documented reaction.

The other five fights carried TNT link-ups were Jake LaMotta-Irish Bob Murphy, Rex Layne-Rocky Marciano, Joe Louis-Jimmy Bivins, Ray Robinson-Randy Turpin and Sandy Saddler-Willie Pep. The series, on the whole, was a smash box office success for a trial. Theater attendance was lifted far above the norm. Four bouts were sell-outs at prices usually well above each house's ordinary toll.

Besides lifting box offices in houses carrying the theater-TV events, the benefits were extended to other theaters in their neighborhoods, which picked up the overflow crowds. Of particu-

lar interests, too, was the uplift to gate receipts at the fights themselves, showing that theater-TV did not hurt gate attendance.

Dramatic Impact

Perhaps the most dramatic impact was registered by the Robinson-Turpin fight. Each house set its own price policy, and all advanced their admissions to over \$2, yet did absolute capacity business with an estimated 100,000 prospective ticket buyers turned away in front of theaters. Some houses grossed over \$9,000 that night. The State-Lake Theater in Chicago was the scene of a near-riot, with disappointed people in the long line smashing down the doors in an effort to break in and see the showing.

TNT's next deal was for college football games. Home TV had limited access to games because of the National Collegiate Athletic Association's policy of restricted airings, to test the effect of free video on the gate. NCAA put its blessings on a theater-TV test as well, and TNT contracted for a series of games involving such teams as Princeton, Cornell, Navy, Yale, Notre Dame, Columbia and Indiana. In all, 13 major colleges were included in the TNT football plan.

Grid Test

Comparatively small networks were used for the football test, varying from five to 10 houses. Admittedly an experiment, the showings indicated that the competition from free home TV of another major game was tough, but that good events will draw a crowd, particularly where a blackout existed under the NCAA home TV plan, and the theater had carried several consecutive Saturdays of football. Thus, the Embassy Guild Theater in New York, charging \$2.40 per head for the Princeton-Cornell game, was completely SRO and turned away as many as could get in.

The lack of full-season continuity, the wind-up of the hottest baseball race ever, interest in the world series and competition from the major home TV football showings all tended to limit theater-TV grid coverage this season. On the whole, however, considerable was learned by TNT and exhibitors about football showings and their future in theater television.

For the winter, TNT entered into an agreement with Madison Square Garden. It was planned to select a few major basketball games for showing in theaters where these would have local interest, and wind up with the national tournaments.

Defense Show

Apart from sports, theater television in recent months demonstrated its potential value to the nation in times of emergency. A special civil defense showing was held in which methods of coping with major catastrophes were demonstrated. Value of theater-TV as a mass training medium, by which people scattered in different locations can get identical, simultaneous instruction, was noted and highly lauded by top authorities. TNT also joined the TV industry pool to provide theaters with current news via theater-TV, such as President Truman's address to the nation on September 14, 1951.

The use of theater-TV also has been under consideration by private industry. The civil defense demonstration showed the practicality of conventions, with representatives gathering regionally in selected theaters rather than congregating in one city. Halpern had proposed this theater-TV usage, both industrially and governmentally, in his address to theater owners at Oklahoma City March 28, 1950, and had the satisfaction of seeing thru the first practical demonstrations.

But significant, regular programming still remains the top item on the TNT agenda. Still consid-

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LEGITIMATE

Behrman's "Jane" Sparkles Wit But Somewhere a Play Is Missing

By BOB FRANCIS

No playwright around these days can handle a comedy of manners better than S. N. Behrman, and it is a treat again to listen to polished, witty dialog. He has put a lot of it into his comedy "Jane." Conversationally, it sparkles a great deal of the time. But unfortunately its premise is frail and rather silly, and gets nowhere beyond engendering a certain genial warmth—certainly not enough to put the heat on the Coronet's b.o. for any protracted period.

Behrman's plot is based on a story of Somerset Maugham's about a middle-aged ugly duckling who belatedly takes on swan plumage. In this case, she is an elderly provincial widow who descends on a Mayfair menage and turns it end-over-end via sheer charm. She marries a lad half her age, lets him desert her, and angles herself into a third set of wedding bells with a tycoon as well known for his bedroom an-

tics as for his ability as a publisher. Along the way, she serenely arranges the marital happiness of a niece, utterly confounds a meanish sister-in-law, and almost snares a cynical brother-in-law. All of which is accomplished in the most noisily ingenious manner, even if it is quaintly unbelievable. It is, however, played for the most part on a wonderfully brittle, high-comedy plane by its principals.

Edna Best creates a delightful portrait of the guilefully guileless lady who charms by merely telling the truth. She is particularly adept at this type of comedy. Adept, also, is her co-star, Basil Rathbone. As a sort of bystander to the story, in which he gets involved in spite of himself, Rathbone plays one of Maugham's typical suave, cynical writing men. You do not often meet a man with such a singularly continuous flow of wit, but Behrman has given him amusing things to

say, and he gets all the best out of them. But it is Howard St. John's teaming with Miss Best which gives the play its best moments. The former's growing frustration as a self-confessed roue, as he falls under the lady's spell, are real high spots in an otherwise conversational evening.

Irene Browne contributes excellently as a Mayfair divorcee with all the silly conceits and deceptions of her class, and Philip Friend plays the selfish young husband who walks out on Jane with a fine relish. Adrienne Corri and William Whitman pair adequately in the secondary love interest which is the basis of the frail plot.

Having knowing players to work with, plus a high-comedy (Continued on page 51)

"Jane," reviewed at Coronet Theater, New York, Friday, February 1.

RADIO

WQXR Lets Hair Down With Jazz, But Gone Gremlins Ride the Dial

By JUNE BUNDY

The New York Times' usually super-staid station WQXR let down its long hair last week to permit the performance of hot jazz for the first time in its 15 years of operation. The precedent-breaking event took place on a seg of "Music Magazine," tagged "Whispers From the Roaring Twenties." While upper-brow dialers hunted for what must have sounded like "gone" gremlins raising havoc in their radio set, WQXR blared forth old diskings by King Oliver, Louis Armstrong, the New Orleans Rhythm Kings and such Gershwin frivolity as "S'Wonderful" and "Clap Your Hands" from "Okay."

However, commentator Fred Grunfeld made it quite clear that

the unorthodox musical items were only on the agenda because they sparked a trend for more serious composers to experiment with new rhythms. In line with this he played several classical selections by serious composers, wherein the jazz influence was more in the mind of the composer than in his music.

Light-Hearted?

Grunfeld made a valiant attempt to strike a light-hearted note in his commentary, but he never seemed really at ease with the subject. His dignified delivery (very right for the usual WQXR presentation) all too often bore an unintentional resemblance to the pompous spoofing on "Chamber Society of Lower Basin

Street." Grunfeld did, however, capture the "flaming youth" spirit with a brief reference to a mythical musical episode in F. Scott Fitzgerald's book "The Great Gatsby."

Musically the show was fascinating listening, with George Gershwin's own piano solo on "Rhapsody in Blue" striking a mid-mood between jazz abandonment and classical decorum.

Music Magazine

RADIO — Reviewed Monday (28), 9:05-10 p.m. EST. Sustaining via WQXR, New York. Writer-producer-commentator, Fred Grunfeld.

NIGHT CLUB

Queenie Leonard Hollywood Wow, Material Subtle, Delivery Tops

By JOHNNY SIPPEL

John Walsh unveiled his latest discovery, Queenie Leonard, former British music hall chanteuse who has been doing free-lance character parts in American films for the past four years, as a nifty attraction with tremendous possibilities for clubs which cater to a high i.q. clientele.

The blonde comedienne, who hadn't worked before nitery audiences since leaving the Isles, was completely at ease, and after opening with a relatives parody on "Be My Love," she was in. Her song titles are just as sock as the lyrics. Her repertoire in-

cluded: "Uncle Harry's Not a Missionary Any More," "A Latin in My Life," "You and Some Ju-Ju Beans" and "The Hiker's Song." Stuff is akin to an English version of the late Nan Blakestone's songs, only the nuances and innuendoes are more subtle. Her animated delivery complements the strong comedy material and she received huge hands for each of her numbers. Writers Bob Bard, Frances Hall and Dave Hunt can take a bow for the "Ju-Ju Beans" bit about an American stripper who gets latched and becomes the simple housewife. Harriet Davidson, who works

intermission piano, worked with two of the men from Dick Hazard's fine trio to do a sharp back-up job.

Deauville Supper Club, Hollywood

(Wednesday, January 30)

Capacity, 130. Price policy, no cover or minimum. Owner, John Walsh. Publicity, King Kennedy. Booking policy, non-exclusive. Estimated budget last show, \$1,750. Estimated budget this show, \$2,000.

Taxes on Sets Almost Triple, U. S. Reports

Continued from page 1

substantial part of the 1951 gain was attributed to the new TV sets tax, altho the figures are also seen reflecting fairly active turnover in sets and components.

The tax on theater admission yielded \$346,742,433 last year, slumping \$11,531,155 below the previous year. But the tax on cabaret admissions produced \$44,536,247 in revenue last year, a gain of \$3,010,354 over the previous year.

The federal liquor tax yielded \$2,359,807,803 last year, a rise of \$40,788,500 over 1950, while to-

Table with 2 columns: 1951 and 1950. Rows include Radio, TV, phono sets; Theater and concert admissions; Cabaret admissions; Phono records; Musical instruments; Coin-operated devices; Liquor; Tobacco.

bacco tax revenue totalled \$1,445,756,519 in 1951, a gain of \$97,662,640 over 1950. The tax on coin-operated devices produced \$19,296,204 in revenue last year, falling \$2,325,618 below the previous year. Yield from the musical instruments tax last year was \$10,260,538, a gain of \$551,526, despite a slump of \$14,299 in the December, 1951, collections.

Box-score on amusement tax receipts for 1951 follows:

The Billboard

The Amusement Industry's Leading Newsweekly Founded 1894 by W H Donaldson Publishers

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Vol. 64 No. 5

Review Index

Table with 2 columns: Record Reviews, Classical Reviews, Legit Reviews, Night Club Reviews, Radio Reviews, Television Reviews, Vaudeville Reviews.



# HOLLYWOOD ICE REVUE SMASHES

## NEW YORK Unanimously Acclaims the HOLLYWOOD ICE REVUE

The New York Times

### 17-YEAR-OLD GIRL IS HIT OF ICE SHOW

Andra McLaughlin and Miss Scott Receive Ovarions—

By LINCOLN A. WERDEN  
One of the most delightful figure-skating shows ever presented at Madison Square Garden opened last night when the Arthur M. Wirtz Hollywood Ice Revue made its initial appearance at the big arena.

The public has become accustomed over the years to viewing similar routines as spectacles of circus and show. But this one is different. A decided freshness of presentation combined to make a memorable occasion for the 8,000 skating fans on hand last night.

Around 9:30 P. M. the show took on added poignancy when New York did her interpretation of the "young lady's" rendition is likely to be the talk of the show from now until the final performance on Feb. 6. When she appeared later to do the hula dance that Miss Sonja Henie had made famous in past spectacles, there was no longer any doubt that the skating world had added another distinctive performer to its list.

High on the list of pleasant entertainment was the Hansel and Gretel fantasy that took the heroine, Miss Barbara Ann Scott, through a gingerbread house and finally to a happy ending when she was wicked witch was de-

Miss Scott's skating was delightful throughout the show. The 1948 Olympic champion received an enthusiastic ovation in her debut in the Revue.

Miss Carol Lynn's portrayal of Diana with Skippy Baxter as Mercury, which was enhanced by the introduction of dialogue. The comedians, led by the timing and Freddie Trenkler's timing and pantomime seemed even more effective than usual last night. In fact, the entire cast seemed to be enjoying the proceedings.

Interviewed between numbers, Miss Scott seemed to epitomize the show when she asked the question, "Isn't it fun?"

It certainly is. The charm and spontaneity of the production may lead Mr. Wirtz to call it hereafter the Happy Hollywood Revue.

### NEW YORK Herald Tribune AT THE GARDEN Hollywood Ice Revue

By WALTER TERRY

The speed and the splendor of the spectacle on ice are with us once again for the fifteenth annual Hollywood Ice Revue. The formula is always the same, as last evening's opening of a new season indicated, but nobody really cares as long as the skating is brilliant, the costumes gorgeous, the story-line rough and the pace fast. And this new revue possesses these attributes in good measure as it provides its public with precision ballets, farce, jazz items and displays of straightforward skating.

The special star of Arthur M. Wirtz's revue is Barbara Ann Scott, Olympic champion and a lovely one. Naturally, she is a virtuoso also, as her multiple spins, her easy jumps and superb sustaining of a long line of movement savors in the all-star quality which she brings to the ice. This quality was particularly in evidence in "Invitation to Waltz," a completely captivating ballet which found its focus in Miss Scott's lithe action and that of her superb partner, Michael Kirby.

The star was also seen in "Star of the North," an elaborate affair involving bevy of brightly clad and batches of Hansel and Gretel mounted with delightful costumes and a work of rather rambling choreography, and in the all-star finale, "Dixieland Jamboree." It was truly memorable. The list of principals for the revue was impressive.

John Walsh and her mischievous split-jump, her high leg extension and with the ever spritely Mr. Dexter Hail, an engaging production number which also featured a fine performance by Mr. Walsh as an engaging sorcerer.

Mr. Trenkler, of course, took care of comedy of a bouncy nature in his inimitable way and the Bruses tore the rink apart with a wonderfully raucous skit concerning three charwomen. Jazz and swing were capably and very attractively handled by Miss McLaughlin and Mr. Kirby gave the audience a "Admiration" for tricks, there were, among others, the Cooles who presented a remarkable adagio on stilts, aptly named "Hi-lo." The big ensemble had its inaccurate moments but was, in the main, lively and attractive.

The revue was choreographed by the late Catherine Littlefield and although her final effort as a great choreographer for shows on ice is perhaps her very finest, it does not boast many numbers representative of her enormous skill. The costumes, designed by Grace Houston, are spectacular lovely and amusing by turns and the little settings are pleasant indeed. The orchestra had its off moments and the lighting, on two or three occasions, appeared to be important aspects of production were effective.

### New York World-Telegram and Sun This Ice Revue Is Best Ever

By ED WALLACE Staff Writer

Water will freeze at 32 degrees. Last night in Madison Square Garden that became one of the most magical and beautiful facts of nature.

The Hollywood Ice Revue starring Barbara Ann Scott, with choreography and staging by Catharine Littlefield, is the most beautiful ice show I have ever seen. I will go a little stronger. It is the finest ice show anybody has ever seen.

New Form of Ballet.

In previous years skating had all but disappeared from the Hollywood Revue. Like some other ice shows it was a sort of cold storage of beautiful costumes. This year Miss Littlefield has brought the skating show to theatrical maturity.

For more than two decades ice shows have been trying to achieve the form of ballet, but with no success. In this 17th annual Hollywood Ice Revue the ballet form has begun to take definite shape. It is the beginning of a new art on ice. It is the end of hoop skirts and meaningless sliding about on figure skates.

Skates With Perfection.

Miss Scott, suffice it to say, did the finest skating last night which has ever been done in Madison Square Garden. She skates with her own special kind of perfection and probably no world's champion, a title she recently vacated, has ever surpassed her in precision. Many non-champs get more elevation in their jumps, for Miss Scott is not what is termed a strong skater, but no one on skates has yet matched her perfection.

It just happens, too, that she is beautiful and particularly lovely in the ice ballet of "Hansel and Gretel." In her "Star of the North" number she skates the world's number one figure skater's line which made her world champion, and the sit-spin sequence is so unbelievable that a person attempting to review the show should not try to describe it, just skip over it quickly and pretend it didn't happen.

A Rising New Star. The rising star of the show is the 17-year-old Andra McLaughlin, a Manhattan-born girl who in very short time will be rated one of the most great stars of skating. For a girl who has seen every star of the past 60 years, he is James A. Cruikshank, 84 years old, and a man who knows more about skating than all the other experts jumped together.

In my opinion Andra McLaughlin is the greatest entertainer skating has yet produced. Mr. Cruikshank said, "And I've seen them all from Charlotte Oelschlegel down to Hennie and all the rest. Barbara Ann has perfection. And she has a personality that floods up to the highest seats in the house."

Outstanding Choreography. A person reporting on the Hollywood Ice Revue soon finds himself in the silly position of having to praise everything and everybody.

The music, directed by Paul Van Loan, is in complete partnership with the choreography and especially effective in the ballet numbers. "Invitation to the Waltz" is probably the finest thing yet achieved in unity between skating, music and decor and Miss Littlefield, herself a dancer, has left the foundations on which ice shows will be built in years to come. She died in Chicago shortly after completing the choreography and staging for the revue, but in "Hansel and Gretel" and "Invitation" she gave meaning to costumes and decor and taught in movement and pantomime. Anything less will never be good enough again.

Skippy Baxter, one of the great skaters of all time, is even better than last year, and Freddie Trenkler, perennial clown, gets increasingly funnier by the year.

I would also like to state that the ice looks like ice, and is not done in popcicle colors as has been the pointless vogue in other years. The stage design are more beautiful than any used before and the artistic light of Miss Littlefield shines with pure luster in every moment and movement of the revue.

Hollywood Ice Revue will run through Feb. 6, giving ample opportunity for the biased to restore their faith in the skating show. The program never draws for a moment, something unique on Broadway. And one last word—everybody and everybody is either better or super. Even the bits "at mediocres are quite good.

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# MADISON SQ. GARDEN RECORDS!

New York Journal-American

The Hollywood Ice Revue:

## Barbara Is a Dream; The Best Show Yet

By John McClain

After a couple of nights with the tragic muse ("The Shrike," "Desire Under the Kims") it was a delightful change of pace to witness the opening of the Hollywood Ice Revue of 1952 at Madison Square Garden last evening. There is no symbolism, nobody goes nuts or gets murdered, and all the people are young and healthy, uncomplicated, handsome and extremely talented. I am not a great ice man myself (one lump in the highball will be enough, thank you), but this year's show impressed me as the best all-around spectacle on skates I've seen.

### Scores Heavily

Sonja Henie has of course dominated these productions for so long that we all began to think it would be impossible to build a show without her. But last night's proceedings seem to fare as well or better with Barbara Ann Scott in the star's spot and two other young ladies playing second leads—Carol Lynne and Andra McLaughlin.

### Choreography Fine

There are in addition to the same incredibly skilled leading men, John Walsh, Michael Kirby, and Skippy Baxter; the incomparably comical Freddie Trenkler and the usual assortment of specialty acts. The ladies and gentlemen of the chorus are strikingly and tastefully costumed and the choreography exceeds even the high standard of other years—a tribute to Catherine Littlefield, the director, whose tragic death occurred just before the show was scheduled to go on the road.

## The Show with the Stars

Produced by

# ARTHUR M. WIRTZ

Assistant Producer  
Choreography and Staging  
Costume Design

WILLIAM H. BURKE  
CATHERINE LITTLEFIELD  
GRACE HOUSTON

Starring

# BARBARA ANN SCOTT

CAROL LYNNE  
FREDDIE TRENKLER  
MICHAEL KIRBY  
JOHN WALSH

ANDRA McLAUGHLIN  
THE BRUISES  
SKIPPY BAXTER  
THE COOKS

New York Post

## CURTAIN CUES

By Vernon Rice

### Another 'Golden Girl' on Ice Here

Begging Sonja Henie's pardon, but Arthur M. Wirtz's 17th annual "Hollywood Ice Revue," which arrived last night at Madison Square Garden for its yearly visit, got along just fine without her. The show seems to go on without "The Golden Girl," feathers and plumes and her other assorted sundries.

In her place is another "Golden Girl," Barbara Ann Scott. Can't you see her? She's not the showman the skating belle from Norway was, but she's mighty pretty and young and can hold her own in the smile-as-you-whirl department. She's given enough specialties in which to wear a variety of form-fitting ballerina costumes, surrounded by enough people who can do all the tricks humanly possible to do on ice skates, so she still would come out all right. It so happens, she can do much more than that, and all of it gracefully on blades.

The formula for the "Hollywood Ice Revue" is so pat and so well-established at this point that it seems destined for eternal success. There are the usual mass solo specialists, the comedians, and as long as there are Skippy Baxter, Michael Kirby, Freddie Trenkler, the Three Bruises, or others like them, the Garden will always be packed each year for this show.

New in the feminine department are Carol Lynne and Andra McLaughlin. Black-haired Carol falls into the beauty-and-grace category while Andra gives her show routine and the Hula. You could say she shimmies even better than my sister Kate on ice skates.

For those who like to be scared to death as they are entertained, I give you Jean and Calvin Cook, adagio dancing with Calvin Cook, stills. Skippy Baxter gets his usual amount of impossible feats in his figure skating and Freddie Trenkler bounces and beams in his famous and familiar comedy routines.

Two acts and 19 numbers comprise the show, with a wealth of ensemble skating. An ice version of "Hansel and Gretel" gets every body into the arena for the first act finale. Glow-worms glow, butterflies fly and squirrels and chipmunks behave in the expected fashion.

I'm glad Grace Houston dreamed up those costumes for the old Vienna production, "Invitation to the Waltz." Ballerina Barbara Kirby were able to have floating around ladies while whirling were gowned, no less, in satin with mirrors the size of mother's best silver tray on their hoop skirts.

What ice skaters have to do these days for their art!



BROOKLYN EAGLE

## Curtain Time

By LOUIS SHEAFFER

### They Loved Andra Last Night In the Garden's Ice Revue

That annual show on ice is back at the Garden, without out in public, she isn't ungalant to say so right which happens to be the 15th edition, is bigger and more splendid, and it has three, not just one, funny number. Jean and Calvin Cook, with the latter on stilt skates, appear in acrobatic routines. Barbara Ann Scott, displaying the polished form that won her the Olympic champ who sails clean as a bird, in a brilliantly arrayed Canadian production, the chorus dark-haired Carol Lynne, crisp, in a brilliantly arrayed Canadian production, the chorus really rocked 'em last night at Andra's Hot Number Madison Square with her hula Michael Kirby's easy, clean-cut style is seen to fine advantage. Lynn and Andra they girls, a group of tall beauties, loved. They couldn't help themselves. Go ahead and accuse me of being a chauvinist, just be Lynn pretends to be Diane, you look at her this young, hot 1920s routine, and the crowd bubbly strawberry blond is kept applauding last night for pretty terrific. She has a happy, more, Freddie Trenkler, dem-contagious personality that onstrating why he's called "the she runs over with pep and vi-a fine old Mack Sennett flavor dancer along with being per-the Bruises, the same with As the friend with me last filling beauty and good roody night remarked, "She must be humor mixed in efficient pro-looks so comfortable on 'em," bill ends with a super-produ-Put all her qualities together, you have a new major star ness about Hansel and Gretel for the frozen end of show with the skaters variously the stuff. Miss McLaughlin has decked out as gliding fir trees, angels, chipmunks, bears, rab-bits, squirrels and there's even man-size, in the lot.

And so it goes, grace and eye-lingent, too, with a bunch of favorites present and giving expert accounts of them. The Bruises 'Trenkler and Michael Kirby, Skippy Baxter and John Walsh to handle the straight assignments. There show, for Arthur M. Wirtz, the his production associates have mounted it in lavish, imaginative taste, staged it at a fast, breezy clip, and they've given it just the right blend of big pro-duction numbers, solos and other specialty acts.

After a cleverly devised skating number in which the supposed to be ponies and boys are trainers, Geoffe Stevens and Monty Stott, two of the three Bruises, turn up as a pair of Scotsmen to put on a good and

Later The Bruises do their well-known washerwoman num-ber, some wonderfully timed slipstiek; old Vienna is recalled in a rich, tasty production featuring Mr. Baxter solos in finished style; Miss McLaughlin stirs the crowd with a graceful hula; Mr. Trenkler, with some roughs it up humorous in a street-cleaning act, and the show ends with a splashy New Orleans number. The large mixed chorus also deserves considerable praise for their just-about flawless precision. It's an excellent show, expertly performed and put on with first-rate showmanship.

DAILY MIRROR

## The Theatre

### New Ice Show Rates 'Extravaganza' Tag

By ROBERT COLEMAN

Arthur M. Wirtz brought the 17th annual edition of the "Hollywood Ice Revue" to Madison Square Garden last evening, and it proved a great rink show. Wirtz has come up with three terrific young skaters to replace her. Making their New York debuts are Barbara Ann Scott, Olympic figure-skating champion, and Andra McLaughlin. Carol Lynne has starred hereabouts at the Center and Roxy Theatres. They all have contrasting styles which makes for diversity in the latest Wirtz entertainment. And each is a whiz in her own field. Canada's Miss Scott is slim, dainty, pretty as a picture and a wonderful technician. Her grace and skill completely won the hearts of the first-nighters. Miss Lynne, also easy on the eyes, is a dynamic, exciting artist. She has admirable verve and vitality. Miss McLaughlin stopped the show with her jazz and rhythm pyrotechnics. She had the customary whistling and blistering and for the femme trade, there are three handsome male skaters: whirlwind Michael Kirby, dexterous Skippy Baxter and

dear John Walsh. They are excellent as solists and first-rate as partners. "The Hollywood Ice Revue" has marvelous comedy to complement its beauty. Freddie Trenkler, the incomparable clown black-knockabout Bruises—Geoffe Stevens, Monty Stott and Sid Spalding—garnered robust applause with their hilarious turns. Wirtz has spent over half a million dollars on the "Hollywood Ice Revue" this season. The Grace Houston costumes and the Becker Bros. sets are tasteful and gorgeous. A salute, too, is due Paul Van Loan's easy-on-the-ears orchestra.

There was a note of sadness for us at the Garden last evening amidst all the gaiety and glamping, because Catherine Littlefield died shortly after choreographing and staging the spectacle. I been on hand to witness the triumph of her masterpiece. For right appeal, you're not likely to see anything more dazzling this year than "ponies on Parade," "Star of the North," "Hansel and Gretel," "I Lost My Hat in Haiti," "I Lost My Boree." They are really thrilling. "The Hollywood Ice Revue" is an extravaganza to which you can take the entire family. If their seniors. It has everything. Don't miss it.

DAILY NEWS

## Garden's Ice Show Has a New Star

By ROBERT SYLVESTER

A brand new ice show, complete with brand new blonde to match, came sliding out onto the rink of Madison Square Garden last night. It's Arthur Wirtz' 17th annual Hollywood Ice Revue but it hasn't got the annual star, Sonja Henie, who used to come with it. This time it has Olympic champ Barbara Ann Scott.

Miss Scott is a lovely thing indeed and Wirtz has surrounded her with specialties calculated to appeal to childhood, second childhood and the dangerous ages in between. It was a big hit with a big opening night audience and, from all indications, there is enough ice for Wirtz and Miss Henie as well as between them.

Some old, familiar friends are in the new show. There is Freddie Trenkler with his amazing comedy numbers with Miss Scott. There is Carol Lynne, from the Roxy Theatre, and Skippy Baxter from the remembered Center Theatre extravaganza. There are the Three Bruises, who used to be four and named a hunky Brooklyn gal named Andra McLaughlin who does jitterbugging and hula-ing on skates.

For the Kiddies. There is also the occasional production number, like "Hansel and Gretel," which is pointed surely and simply at the kids' trade as well as semi-romantic numbers like "I Lost My Hat in Haiti" for older members of the family. Trenkler's comic idea of city street sweepers was a hit as ever and so was the colorful "Dixieland Jamboree" finale.

Even without La Henie, the new ice show is being offered at a \$6



## RADIO'S RESURGENCE SEEN IN LOCAL-LEVEL FIGURES

### Surveys at KMA, WOR; WNBC Sales Set Pace for Network Confidence

• Continued from page 1

number of grass-roots listener studies, which will further bear out that radio has continued to build as a major advertising force. Pulse is known to have found particularly spectacular listenership figures in a survey recently made for KMA, Shenandoah, Iowa, which the station plans to make public Tuesday (12) with much hoopla.

The WOR survey of radio in the New York area offered conclusive proof that New York radio is bigger today than in the pre-video era. According to the survey's comparative quarter-hour figures for 1951 and 1946, the New York radio audience has expanded 43 per cent during the morning; 15 per cent during the afternoon; and has dropped off by 17 per cent during the nighttime. WOR research director Robert M. Hoffman points out that this decline among nighttime radio audience amounts to less than 3 per cent during the early evening (6-8 p.m.); and, even with a decline of 24 per cent between 8 p.m. and midnight, New York radio delivers an average audience of 735,000 families in these hours. Study also shows that, during the last quarter of 1951, nighttime radio listening in video homes was 40 per cent above the 1948 level, and 36 per cent higher than in 1950. According to the survey, nine out of 10 families spend time listening to radio over a week's period, with more than seven out of 10 tuning in sometime each day. During this same average week, the study points out, 84.5 per cent of TV families listen to radio, while among radio-only homes the percentage goes as high as 98.4.

Daily breakdown on TV homes shows that more than 60 per cent spend time listening to the radio daily, and that the set attracts more than half of them each night. In line with this, survey shows that, among families owning a TV set for at least two and a half years, 30 per cent had purchased at least one radio since, and 25 per cent bought a radio to supplement working radios already in the home.

Local radio sales picture in New York was also bright with the National Broadcasting System's flagship, WNBC, here, chalking up biggest monthly sales record in its history last month, with January advertising buys showing a 21 per cent increase over the same period in 1951. As further proof of radio's potent sales appeal, WNBC General Manager Ted Cott says current figures for February indicate that

the station will enjoy an equally high sales increase this month. New advertisers include Bache and Company for H. V. Kaltenborn and the News on Saturday; Fischer Baking Company, Newark, Kenneth Banghart's 6 p.m. newscast; and an across-the-board news seg for M. J. Merkin Paint Company. Cott attributes peak sales record to fact that station has continued to place heavy

emphasis on radio, via his "chained lightning" merchandising plan, continuous consumer advertising, and advantageous promotion tie-ups with WNBT. Additional evidence of Cott's faith in radio was offered this week when WNBC returned to a 24-hour operation with a mid-night to 6 a.m. classical record program. (See story elsewhere in this issue for details.)

## MCA SIFTS ROSTER

### Looks for Talent To Make TV Leap

HOLLYWOOD, Feb. 2.—Music Corporation of America is currently sifting its roster of motion picture names for talent properties who are both willing and contractually free to make the tele plunge. Agency is already carrying on negotiations with tele webs on behalf of Joan Crawford, Barbara Stanwyck and Dennis Morgan, among others. Free-lancing pic celebs who want to try TV insist, however, on earning as much out of video as they would in picture making.

Miss Crawford, for example, asks \$200,000 per film. Following her departure from Warner Bros. beginning of this year, she's con-

tractually free for TV. However, MCA is asking a minimum of \$200,000 for a 26-week half-hour series. Furthermore, she insists on having shows filmed. (Actress for years was radio shy until transcriptions became prevalent.) Similar deals are being pitched at the webs on behalf of Barbara Stanwyck and Dennis Morgan, with latter having permission to make live TV appearances under terms of his studio contract but no telepix. Gotham-born reports that contracts were being rewritten to permit TV participation for Tyrone Power and Gene Kelly were denied both by the agency and the studios.

## TNT "SPECIALS" AHEAD

### Gov't, Sports Events Background to Future

• Continued from page 3

erably under one year old, the organization now is setting its sights on lining up fare for the period just ahead, when theater television finally will begin to come into its own. Feeling that the rate of growth has begun to reach the proper levels, TNT has started to develop the entertainment aspects of theater-TV, in addition to sports, news and non-entertainment industrial and governmental showing. Out of its negotiations with Broadway producers, entertainment agencies, talent and crafts are expected to

come the first concrete theater-TV entertainment shows. The TNT presentations of the past few months proved that the public will go for theater television. It enabled exhibitors in the infant medium to visualize what lies ahead. TNT now is devoting its energies to new and regular programming for the network, soon to be available, which will be large enough to enable the medium to move from sporadic into continually profitable operation.

## NEWS CAPSULES--COAST TO COAST

### Cantor Now Wine Salesman; "Man" East; "Norths" West

NEW YORK, Feb. 2.—Eddie Cantor yesterday announced he had signed a life-time contract as an active associate of the Welch's Wine Division of Quality Importers, Inc., national distributors of the brand. He termed the deal "one of the most important moves in my file." Col. Harry C. Kaplan, chairman of the board of Quality, said: "Now in 1952, with Eddie Cantor spearheading all of our bigger-than-ever advertising and promotional plans, we believe that our sales volume will soar to unprecedented heights. There is no business like show business—to show business how to sell." Cantor will continue his other show business activities in addition to working as a wine salesman.

**Camels to Film "Crime" Series in East . . .**

NEW YORK—Camel cigarettes, sponsor of "Man Against Crime" on Columbia Broadcasting System-TV, this week decided to film the series in the East. Ralph

Bellamy, the star of the show, has a decided preference for working here.

**FCC Puts Off Probe on Atlass' WKOW Buy . . .**

WASHINGTON—The Federal Communications Commission this week postponed until March 28 hearings to probe whether or not the Atlass Amusement Company had secured control of WKOW, Madison, Wis., without FCC authorization. Atlass Amusement is owned by the family of Leslie Atlass, veepee of CBS.

**Brickhouse Signs Excl. For WGN, WGN-TV . . .**

CHICAGO—Sports announcer Jack Brickhouse has signed a new contract with WGN, here, for his exclusive services. Brickhouse will work on the radio and TV station and on Mutual Broadcasting System and Du Mont nets. His most important assignment will be WGN-TV exclusives of the Cubs' and White Sox' home games.

**Brown to Celluloid "Norths" in H'wd . . .**

NEW YORK—The Colgate-optional "Mr. and Mrs. North" will be filmed for video by Harry Joe Brown in Hollywood. The series will star Jeffrey Lynn and Barbara Britton. John Loveton is the packager.

**Hollingsberry Co. to Rep. WQXI Starting March 1 . . .**

ATLANTA—WQXI, here, will be represented by the George P. Hollingsberry Company, beginning March 1. The station is an MBS affiliate.

**5-Mil TV Sets for '51 Under '50 by 2-Mil . . .**

WASHINGTON—In spite of material shortages and a summer sales slump, production of TV sets reached 5,384,798 units in 1951, the Radio-Television Manufacturers Association calculated this week. The output was 2,000,000 sets below the 7,463,800 figure in

## EDITORIAL

### Radio War Not Over

Evidence continues to pile up, slowly but surely, to indicate that the lunatic trend to attempt to down-grade radio has been slowed down, if not thoroely checked. In fact, the greatest danger probably lies in the possibility that some broadcasters may be lulled by events of recent weeks into a sense of false security, and may consequently let up in their efforts to sell radio for all it is worth. Radio has emerged victorious in a few recent skirmishes, but the war is far from won.

The Broadcast Music, Inc., clinic at the Waldorf Astoria in New York last week was a heartening sight. Fred Gamble, president of the American Association of Advertising Agencies, said some mighty kind things about radio's great power as a medium. And there is good reason to believe that some of Gamble's own major members are beginning to see the folly of attempting to beat to death one of their most productive (if not their most productive) advertising media . . . even under the most insidious pressures from clients.

#### WWJ's Upturn

And WWJ's (Detroit) Harry Bannister stood up like the big man he is and admitted that his 1947 theory that video would ultimately kill radio was all wrong, and that after revitalizing WWJ's efforts on radio, the station has experienced a sharp upturn in billings as of December, 1951, and continuing so far in 1952. BMI has been doing a good solid job on many fronts, and its New York clinic represented another contribution to radio's welfare.

Similarly, more and more studies are coming to light, dramatically highlighting radio's great and continuing strength in the toughest TV markets. New York, for example, is certainly one of these. Just last week, WNEW revealed a Pulse study which showed how solidly radio has held up in this seven-station, key network outlet video city. And this week WOR comes up with a study to prove further the same case. (See story this issue.)

But simultaneously with these healthy developments, comes the news of a Columbia Broadcasting System effort to revise its contracts with affiliated stations, so that, in effect, the network will be able to "adjust" rates as contingencies dictate and adjustments become necessary. (See story this issue.)

#### Meighan Stand

About a month ago, when CBS President Howard Meighan issued a statement saying that his web believed any re-evaluation of radio rates was premature, and that existing statistical data on which to base such re-evaluations were inadequate, many broadcasters took heart. At least, it seemed, CBS was not hastening to beat the National Broadcasting Company to a rate-cut punch. The present CBS effort, however, makes it clear that, while CBS still does not intend to rush a rate cut, it feels it must be prepared to meet immediately such cuts in given markets if they are instituted by its major rival, NBC, and CBS must cut to compete.

The CBS move, certainly sound from CBS's own competitive standpoint, again highlights the growing schism between the fundamental interests of the major radio networks and their affiliated stations. The networks, experiencing great difficulty selling time to national advertisers, are resorting to the desperation tactic of constantly cheapening the product, at the very same moment when great numbers of their affiliated stations are doing a most robust local and national spot business.

#### Action Needed

This situation points up the need for vital and urgent action along two lines:

(1) Local broadcasters, whether web-affiliated or independent, must program better than ever before, promote harder than they've ever dreamed of promoting and sell more solidly than they ever have in the past. In short, it is incumbent on local broadcasters to hold up and build radio values so effectively that the occasionally destructive moves of the web will be counteracted, and,

(2) Eventually someone, either on the network or local level, must come up with a solution to this dilemma, and a resolution of the apparently conflicting web - affiliate approaches. The finest thing we have seen or heard in this latter direction came in a speech Dick Shafto, head of WIS, Columbia, S. C., made before the South Carolina Broadcasters Association about a week ago. Shafto reviewed the network affiliate situation with a clarity, a judiciousness and a common-sense approach all too infrequently encountered. After clearly pointing up the glaring weaknesses of the formula in the NBC Economic Study Plan, which ties radio rates to television, Shafto proposed that selective network rates must bear a close relationship to selective spot rates. "It is unthinkable," he said, "that a national spot sales representative can sell his station to Young & Rubicam at twice the rate which the network asks the same agency for the station."

#### Shafto Plan

He proposed that the networks consider the adoption of each affiliate's national spot rate as the sale price for affiliate's facilities on a selective market network sales plan. And Shafto even suggested that it might be all right for the network to pay the affiliate a lesser portion of the total sale price—if the network makes important program contributions.

We don't know whether Shafto's plan is the ultimate solution. We do believe that kind of thinking demonstrated by Shafto is what is urgently needed. Other means than cutting rates must be found to sell radio, on every level, as the forceful, effective medium it is.

And every broadcaster must bend every effort to continue to win the skirmishes against down-grading the medium, and eventually win the war. It is not yet over.

1950. Radio production showed a similar drop with 12,299,146 in 1951 compared to 14,589,900 made the year before.

**"Choraliers," "Symphonette" Renewed by Longines . . .**

NEW YORK—"Choraliers" and "Symphonette" this week were renewed for 52 weeks over the CBS radio network by the Longines-Wittnauer Watch Company.

**NBC to Celebrate Oldest Sponsor's 25th Year . . .**

NEW YORK—In celebration of the 25th year that Cities Service has been a sponsor on the National Broadcasting Company, the web will air a special radio show for its oldest bankroller Saturday,

February 16, at 11:15 p.m. Feature of the show will be an interview between Ben Grauer and Ford Bond, which was taped initially as part of the NBC "Silver Anniversary."

**MBS to Retain Split Net For "Game of Day" . . .**

NEW YORK—MBS, in blueprinting the operation of its "Game of the Day" baseball broadcasts, has decided it will again have to operate on a split network. The web hoped it might be possible to utilize all its outlets for the baseball broadcasts, but technical and legal difficulties have forced MBS to revert to its double operations with one (Continued on page 18)



## TOP ADVERTISERS WHO USE TV AND MAGS, BUT NOT RADIO

NEW YORK, Feb. 2.—Following is a list of 28 leading advertisers who, in the first six months of 1951, used network TV and magazines, but who were not involved in network radio. Their combined expenditures totalled \$10,814,756 in magazines and \$7,307,401 in TV. They are expected to be the targets of radio sales drives by the National Broadcasting Company as well as the other AM webs (see story in adjacent column).

	EXPENDITURES	
	Magazines	Network TV
Anheuser-Busch, Inc. ....	\$ 148,412	\$ 551,170
Arnold Bakers, Inc. ....	1,376	120,188
Borden Co. ....	775,322	207,390
Borg-Warner Corp. ....	668,033	275,175
Canada Dry Ginger Ale, Inc. ....	464,332	270,052
Clinton Foods, Inc. ....	40,512	119,430
Cluett, Peabody & Co. ....	894,598	121,023
Congoleum-Nairn, Inc. ....	102,484	356,385
Eversharp, Inc. ....	530,477	88,240
Florsheim Shoe Co. ....	204,340	4,350
Ford Motor Co. ....	1,698,603	1,523,428
Goodrich, B. F., Co. ....	888,543	294,990
Green Giant Co. ....	325,819	187,815
Gruen Watch Co. ....	37,425	224,314
International Shoe Co. ....	378,126	333,491
Johnson, S. C., & Son ....	946,454	133,380
Lehn & Fink Products Corp. ....	463,623	174,290
Masland & Sons, C. H. ....	107,145	103,515
Montenia, Inc., Jules ....	120,880	234,297
Nash-Kelvinator Corp. ....	974,744	482,235
Packard Motor Co. ....	308,769	196,299
Riggio Tobacco Corp. ....	2,800	116,745
Standard Oil Co. of N. J. ....	18,055	179,340
Stokley-Van Camp, Inc. ....	330,961	477,980
Swanson & Sons, C. A. ....	5,200	89,971
Tide-Water Associated Oil Co. ....	111,185	66,067
Wander Co. ....	198,838	219,690
Welch Grape Juice Co. ....	67,500	166,141
	\$10,814,756	\$7,307,401

## KLAC-TV Buys Feature Pix From Television, Inc.

HOLLYWOOD, Feb. 2.—Five top films getting their TV first run are included in a batch of 30 feature films acquired this week by KLAC-TV for \$80,000. Station closed the deal with Motion Pictures for Television, Inc., leasing the 30 pix for one year.

Five foreign features include "Paisan," Roberto Rossellini film which got the National Board of Review's top film award; "Open

City," another Rossellini pic, which enjoyed favorable critical reception when it played the theatrical circuits; "Battle of the Rails," French Film Festival winner; "The Quiet One" and John Steinbeck's "Forgotten Village," both winners of the Academy Award documentary Oscar.

No starting date has been set for the pix at the already film-heavy station.

## WNBC NEGRO ACCENT

### Robinson to Direct Community Relations

NEW YORK, Feb. 2. — In a move to reach New York's extensive Negro market, WNBC here has appointed Jackie Robinson as director of community relations. The Brooklyn Dodger star will take an active part on programming, public relations, sports and merchandising plans of both WNBC and WNBT.

Altho New York's is one of the most important Negro markets (more than 1,000,000), it has proved one of the most difficult to reach radio-wise. In his new post, Robinson will attempt to change all that for WNBC, via special Negro programming on radio and TV and merchandising tie-ups with Negro dealers. Robinson's first project in the latter department will be to hold personal meetings with Negro grocers on WNBC's "Chained Lightning" promotion. In line with this, he will also supervise special surveys of the market and back up his promotional activities with personal appearances.

However, WNBC general manager Ted Cott thinks Robinson's biggest contribution will be in the public relations field, where he is expected to serve as a strong anti-Communist influence with his race, as the first Negro to hold down a top executive spot at a network station. Robinson is already active in several youth organizations and democratic groups, but he will extend his efforts even farther in this direction at WNBC. Many of his radio and TV programming efforts will center about public service pro-

jects, and he is expected to take an active part in them both as a speaker and co-ordinator. The powerhouse second baseman will operate from WNBC's studios in the RCA Building.

## 4-Mil Foot Library Of TV Film Planned

NEW YORK, Feb. 2. — Sterling Television, TV film distribution outfit, is setting up one of the largest TV stock-shot libraries in the field, according to Prexy Saul Turell.

Cataloged material will include more than 4,000,000 feet of film. Sterling will make rental service available to stations, networks and TV film production units.

# NETS BOLSTER RADIO WITH FRESH, VIGOROUS PLANNING

## Merchandising, Tie-Ins, Sales, Programs, Statistics Play Part

• Continued from page 1

pansion and other factors had hurled it.

The National Broadcasting Company this week, following building of a merchandising department and devising new sales plans, launched a drive to prove that radio, and radio alone could cover substantial portions of the population. At the same time, the Columbia Broadcasting System's radio web blueprinted a new merchandising tie-up with the Atlantic and Pacific grocery chain; and it was learned that the Mutual Broadcasting System's merchandising plan (long in the works) was due to be stepped up in the near future to meet competition from the other webs.

Mutual's new programing tie-up with Metro-Goldwyn-Mayer Radio Attractions also played a prominent part in this week's revitalized radio picture on the basis of its statistical evidence of creating large blocks of new and additional listeners for the web. A 12-city Pulse survey, made during the first week of MGM programming January 2-8, showed a general rating increase of 20 per cent for the web's 8-9 p.m. time slot, as compared to the same period in December, with the hour-long "MGM Musical Comedy Theater of the Air" (Wednesdays, 8-9 p.m. EST) chalking up a 32 per cent increase.

Mutual expects tabulations in grass-root areas to be even better, in view of the web's strong coverage in one-station markets. Once the over-all results are assembled, Mutual should have potent presentation material on radio's increased listenership.

### "Lost Homes"

The sales planning division of NBC's radio web came up with some potent presentation material of its own this week, via an estimate that 22,423,000 radio homes, representing 76 million listeners, are not reached by advertisers who use any combination of full network TV plus ads in Life, Look, Saturday Evening Post and Collier's magazines. Terming these "lost homes," the web said that not one has a TV receiver or buys any one of the four largest weekly magazines, but all have radios.

An advertiser using all five of these other media still would have available to him 2,046,000

fewer homes than he would gain if he added network radio. As a result, the web is believed readying a high-powered campaign directed at 28 top bankrollers who, in the first six months of last year, all used both network TV and magazines, to the tune of \$7,307,401 for video and \$10,814,756 for the publications. None was in network radio. (See box this issue.)

Basis for NBC's research estimates is the aggregate circulation of the four magazines: 15,707,000. A 57.7 per cent duplication of circulation of the four is deducted, amounting to 9,063,000. The unduplicated circulation of the four then is 6,644,000.

### Unduplicated Total

Starch reports on TV set ownership of magazine readers, by publications, finds a weighted average of 29.6 per cent of the readers of these four having a video receiver, or a total of 1,967,000. Thus, the total of unduplicated homes, either among the magazines or TV, is 4,677,000.

TV homes, as of January 1, were 15,700,000. This, added to the unduplicated magazine readership, totals 20,377,000, which is the grand total of unduplicated homes either reading one of the

magazines or owning a TV set. With radio homes as of January 1 up to 42,800,000, it is a simple matter of subtraction to arrive at the 22,423,000 radio homes not reached by TV, Life, Look, Saturday Evening Post or Collier's.

### Themes

NBC is believed to be readying two sales themes based on these figures. The first is to ask advertisers not in radio why they do not start their campaigns with network radio and build from there. The second is to suggest that, if TV is an essential part of the firm's advertising, the rest of the market cannot really be covered without network radio.

On the network merchandising front, CBS was readying a big promotion pitch on its new tie-up with A&P's 4,200 stores across the country. Plan gives to six non-competitive advertisers displays in all the super markets four weeks out of every 13 of sponsorship of "Musicland USA," which is to be expanded to an hour. The 10-minute package can be bought for \$9,400 time and talent. Before it can get under way, tho, three sponsors must be wrapped up so as to have the current half-hour "Musicland USA" fully bank-rolled.

## 50 CBS Affils Sign Flexible Rate Pacts

NEW YORK, Feb. 2.—About 50 Columbia Broadcasting System radio affiliates this week accepted the network's flexible rate adjustment plan and returned their revised contracts, according to William Schudt, national director of station relations for the web. The proposed revision puts on a percentage basis the dollar figures in the old contract, thus giving to the station the same share of the network rate whatever the upward revision of rates may be in the future.

Schudt made clear that the old CBS station affiliation agreements give the web the power to institute rate slashes without consulting the large majority of the stations. Twenty-six of its affiliates, however, have the right to

review their contracts under their former pact with CBS. Of these, several have already accepted the revision, according to Schudt.

The old contract, nevertheless, is so worded that a downward revision in nighttime rates automatically results in the daytime rates being cut proportionately. The new pact would enable CBS to cut nighttime rates, without the daytime rates being so affected and thus make for more complete flexibility.

### Eventuality

Schudt insisted that the new pact was being circulated not because CBS had any rate cuts in mind, but rather to give the network full mobility to cope with whatever eventuality presented itself by way of other web strategy. He indicated that in the event other webs did slash rates, CBS still would consider whether its affiliates in competing cities had coverage to compete with their rival's lesser time costs. Only as a last resort would CBS cut rates, he insisted. The move is considered by observers as the CBS effort to prepare to meet cuts proposed in the National Broadcasting Company Economic Study plan.

CBS has 194 stations thruout the country, 26 of which are bonus stations and seven owned and operated. The web has an additional 13 affiliates outside continental USA, but in USA territory.

## "Info Please" Gets in Early On Summer Slot

NEW YORK, Feb. 2.—Sponsors started their summer shopping early this year, when General Electric this week purchased "Information Please" to replace Fred Waring during hiatus time. Show goes into the Sunday night 9-9:30 slot on the Columbia Broadcasting System's TV web for eight weeks. Should "Information Please" click with viewers, GE is likely to keep it going during the winter.

Program's regulars on radio, John Kieran, Franklin P. Adams and Clifton Fadiman, will continue to match wits on TV. After years of network sponsorship, the radio program is still going strong as a syndicated feature. Batten, Barton, Durstine & Osborn is the agency.

## The Promotion Competition!

For 13 Years . . . . . promotion managers have valued this opportunity to put their work on display, to bring it to the attention of a board of executives from top advertising agencies and sponsors, and to bring home the plaque that says, "Outstanding achievement in promotion!"

The 14th Annual . . . Radio and Television Promotion is now in full swing. It features an important new division, PROMOTION OF RADIO AS A MEDIUM, as well as the standard two divisions AUDIENCE and/or SALES PROMOTION and PUBLIC SERVICE PROMOTION.

Details . . . . . of the competition have been 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.

Deadline . . . . . for all entries is MARCH 15, 1952. Don't miss this opportunity to PROMOTE YOUR PROMOTION.



**Stop Press!**

FIRST WEEK'S NATIONAL ARB RATINGS

18.0 Cumulative rating  
 5.3 daily rating average  
 1,129,000 average daily viewers  
 \$1.79 cost-per-M per commercial minute—

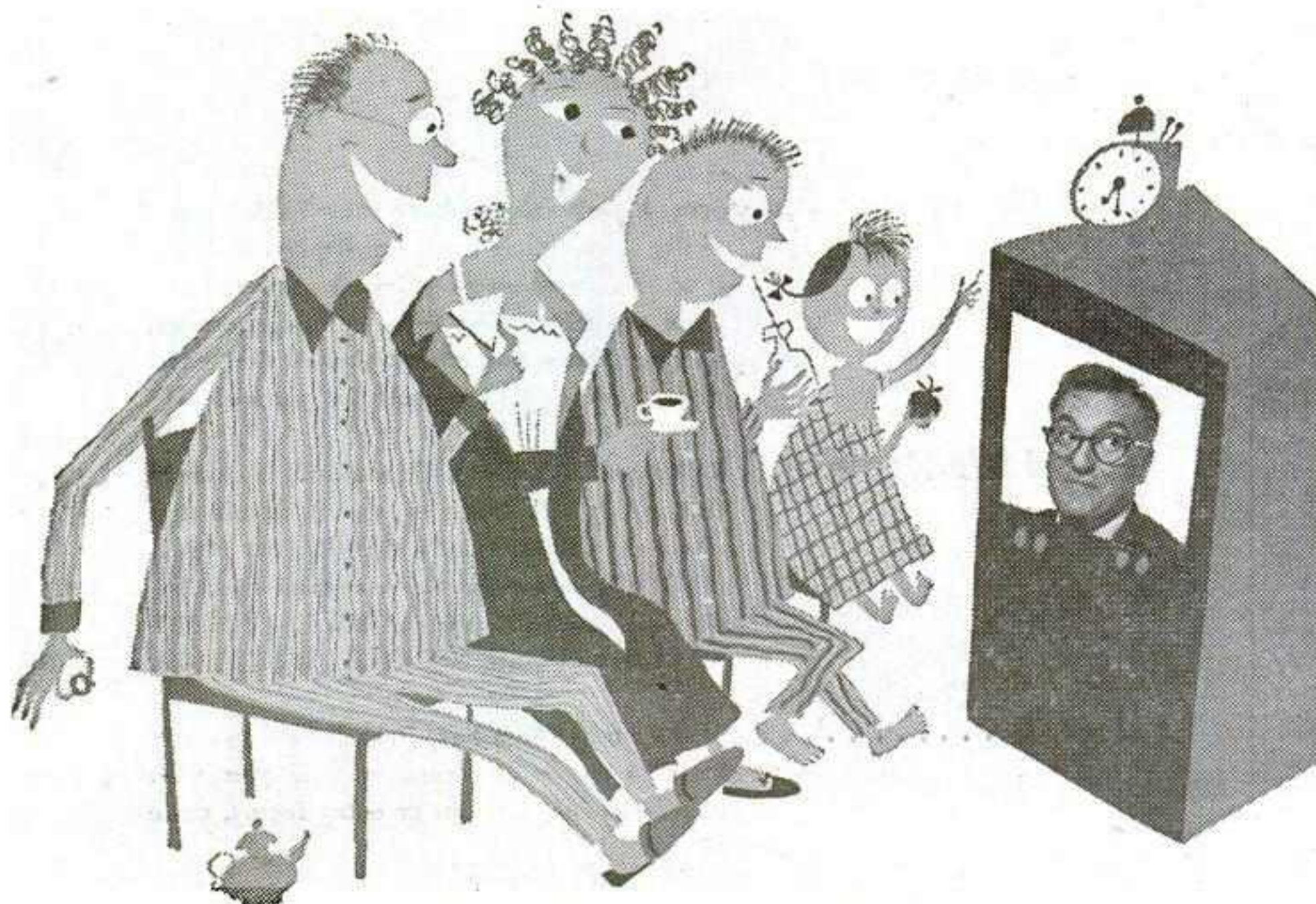
# today

7-9 AM EST

**the TV program that is changing the habits of the nation**

**20,000 mail requests** from an advertiser's announcement at 8:20 AM

in the morning ... and among these requests to Dave Garroway for a free issue of Kiplinger's "Changing Times," thousands of statements that people are actually changing their living habits to watch "Today."



*"You certainly started the day in this household with a smile..."*

**CHESTER, NEW HAMPSHIRE**





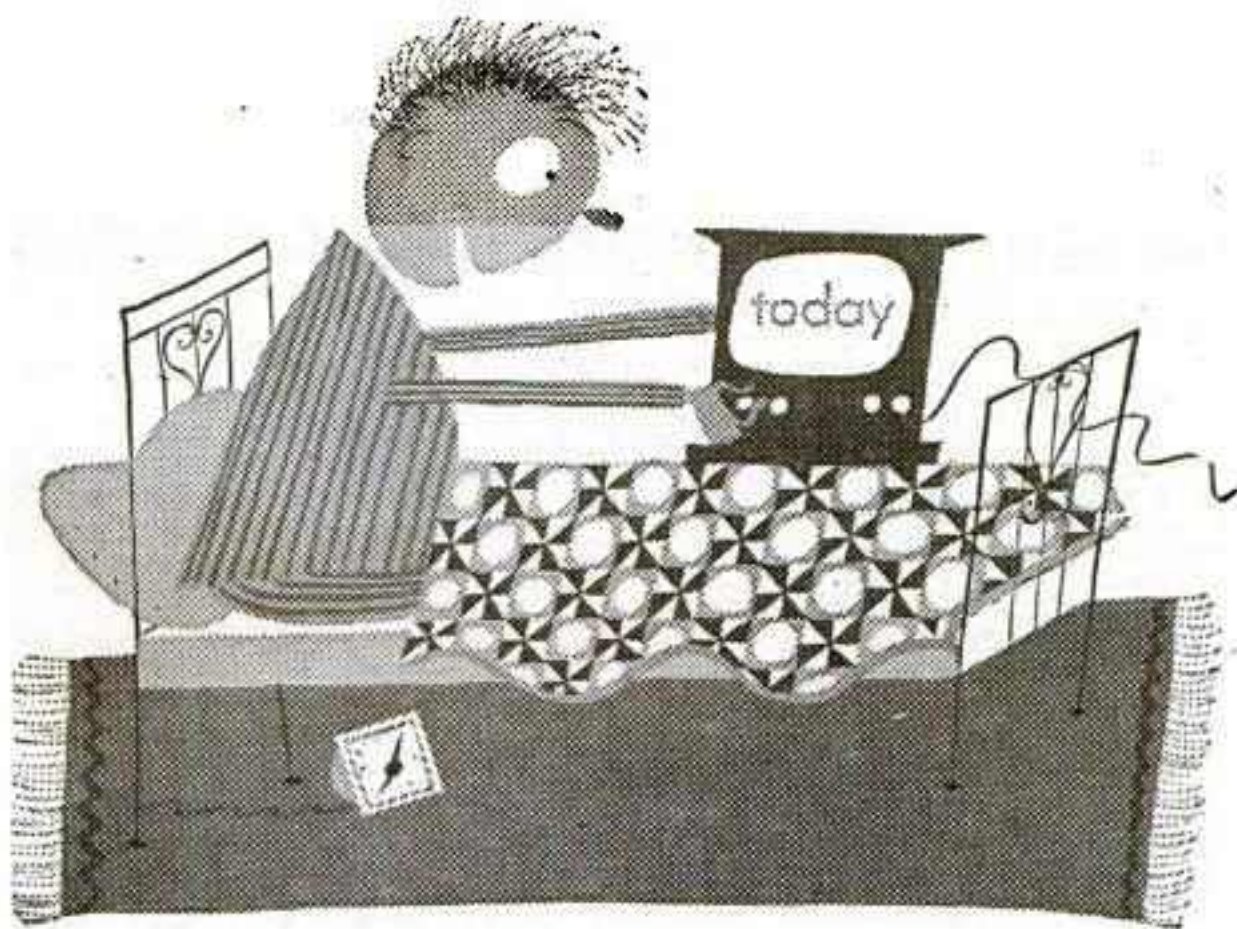
*"so I flew to the TV . . . to dress, of all places, in the dining room! . . ."*

BROOKLYN, N.Y.



*"Enjoying firsthand news—neglecting the wash! It's worth it! . . ."*

WALLASTON, MASS.



*"The pleasantest and most interesting 'waker-upper' I've ever seen . . ."*

EASTON, PENNSYLVANIA



*"glued to my TV set—as I have coffee on the floor . . ."*

NEW YORK, N.Y.



*"we are two old folks, 74 years . . . just care-takers on a farm . . . we'll be there each A.M."*

SOUTH LINCOLN, MASS.

**"TODAY" IS NETWORK TELEVISION FOR A SONG**

**MARKETS** are reached on a national scale, with 30 stations already taking the show live.

**RESULTS** start the day your first commercial hits the air and is seen by the entire family, before the shopping day begins.

**PRICES** start as low as \$2,000 for a participating sponsor.

**NBC** television

30 Rockefeller Plaza, New York 20, New York

A Service of Radio Corporation of America



# ABC JOINS IN DRIVE TO RELAX TV STATION LIMIT

Petitions FCC to Raise Ownership Maximum When Freeze Is Lifted

WASHINGTON, Feb. 2.—New and important industry impetus came yesterday (1) to a drive to give ultra-high-frequency television an unobstructed go-ahead when the TV freeze is lifted. Latest major support came from American Broadcasting Company in a petition to the Federal Communications Commission urging the commission to relax the present ownership limitation of five TV stations. In the second appeal by a major network, ABC proposed a seven TV station limit with not more than five on the very-high-frequency band. Even greater relaxation of the current limit was requested early last month by National Broadcasting Company which sought an unlimited quota for UHF stations while proposing that VHF stay at five. (The Billboard, January 2.)

A majority of the commissioners are known to be taking a sympathetic attitude toward the NBC proposal, and the ABC proposal is expected to get a good reception too. No formal decision has yet been reached on either the ownership issue or the question of whether UHF applications will be consolidated with VHF, but the FCC is known to favor a green-light approach on UHF. The Commission, meeting daily on a TV allocations plan, hopes to iron out these matters officially after a preliminary draft is completed on the new allocations.

Requesting that the seven sta-

tion plan be adopted simultaneously with the lifting of the freeze, ABC pointed out that it would result in no more concen-

## Also to Sub For Winchell

NEW YORK, Feb. 2.—Columnist Stewart Alsop this week was signed to replace Walter Winchell on the latter's radio series, while Winchell, on doctor's order, takes a complete rest from all duties.

Alsop moves in for Winchell starting tomorrow (3), in the 9:15 p.m. Sunday slot. This marks the first absence from his program by Winchell, apart from vacations, in 20 years.

tration of station ownership than that envisioned when the five station limit was imposed in November, 1945. With a limit of five stations in 1945, a broadcaster could own in excess of 1 per cent of the 400 TV facilities then available, while today with some 1,700 commercial TV assignments proposed, the quota of five would represent less than 1 per cent.

ABC also emphasized that a seven-station quota of TV ownership would represent far less concentration of ownership than is potentially possible under FCC's existing AM policy. ABC's brief called attention to the small number of applications for UHF compared to VHF (The Billboard, January 26), and added that ABC "desires to demonstrate its faith in UHF by applying for and operating UHF television stations."

## 5th TV Net, UHF, Seen as Possible

Idea Based on FCC's Favoring of New Band Grants, Separate From VHF Tiffs

WASHINGTON, Feb. 2.—Talk of the development of a new TV network—originating in the ultra high frequency part of the spectrum and perhaps staying there—is being heard in trade circles here as the Federal Communications Commission continues its push toward completion of a final TV allocations table. The talk is believed to be spurred largely by speculation over the possibility that UHF may get a chance to develop faster than the very high frequency band will be able to expand in the immediate years ahead. Speculation about the new TV web is in no way linked with trade talk about a fifth network looming from General Tire & Rubber Company's purchase of WOR-TV, in which Thomas O'Neil emerged in a major role in the Mutual Broadcasting System picture.

The UHF network idea is viewed by dopesters here as a strong possibility. If the FCC follows thru on present informal processing notions about uncontested UHF applications separated from VHF, UHF would thereby get an advantage which had been

denied to FM in the aural broadcast field.

The idea is not likely to get beyond a blueprint stage this year and much of 1953, under the FCC's current time table. FCC Chairman Wayne Coy's statement in Cleveland this week about a TV freeze decision possibly being issued "in a month or close to that" added nothing new. Nor was there news in his estimate that the FCC's tentative plan is to allow from 60 to 90 days for the filing of new applications and the amending of old ones after a national TV allocations plan is announced. The possibility of a May 1 or June 1 processing date has been in the cards for some time, and this would mean few grants this year.

President Truman, at a news conference this week, in response to questions, said he had no idea on when the TV freeze might be lifted, but he said he favored as many stations as possible because they would make it easier to get the truth over to the public. He added that this wasn't intended as a reflection on anybody.

## Politicos' Confab Code Limits Plugs, Leaves Door Open on Time Spots

WASHINGTON, Feb. 2.—Steering clear of time spot restrictions and leaving broad latitude to the broadcast industry on programming the upcoming national political conventions, the Democratic and Republican National Committees have reached accord with the major networks on a code governing the national political conventions in Chicago in July. The code, text of which runs less than a page, is slated for formal ratification next week, it was learned.

The code specifies that telecasts and broadcasts of important proceedings at the convention are not

to be interrupted by commercials, but it does not designate what time allotments are to be made for commercial spots. The document, in effect, leaves it up to the broadcast industry to follow the specific tenets of existing TV and radio codes promulgated by the National Association of Radio and Television Broadcasters.

### Latitude Left

The code leaves latitude to the industry based on its regular practices of good taste. The code makes no specific mention of what kind of commercial sponsorship will or will not be acceptable to the national party committees, but the document does specify that the national committees will have the right to approve or disapprove types of sponsors. No type of sponsor is defined in the document. A spokesman revealed that the code, which is the first of

## TOP ACTOR BUT LACKS BILLING

NEW YORK, Feb. 2.—"Cameo Theater" has signed a top legit actor for its show next Sunday (10), but the National Broadcasting Company TV performer won't be billed until the end of the program.

Actor consented to the unprecedented elimination from opening credits, because the script's main idea demands that his identity be kept secret until the close. Drama, which has an Abraham Lincoln theme, was penned by Harold Callen.

## CBS in Drive On Idea That TV Fits All Purses

NEW YORK, Feb. 2.—In a move to fight off charges of fantastically heavy TV costs, the Columbia Broadcasting System this week, circulated a presentation pointing out that its video shows come "in all sizes." Presentation stressed the fact that advertisers can buy programs to fit all pocketbooks. For example, "Mike and Buff" can be purchased once weekly for \$5,258.12 for time and talent; Frank Sinatra costs \$20,390 weekly for time and talent.

The presentation also highlighted the fact that two out of three homes within the 21 top market areas which constitute the CBS-TV basic network are TV homes. And annual retail sales in the 21 markets are \$3,459 per family as against \$3,177 for the rest of the United States.

## Cott 'Problem' Ainer Goes to NBC Network

NEW YORK, Feb. 2.—National Broadcasting Company is moving WNBT's local program, "It's a Problem," to the network beginning Monday, February 25. Show, which is currently aired at 10:30 a.m. locally, will be scheduled in a new time period 12:30 p.m., with "Strike It Rich" moving into the vacated slot.

Switch represents a victory for WNBT manager Ted Cott, who recently refused to let NBC program a network show, "It's in the Bag," in place of "It's a Problem."

## WNEW's Pack Is Named Program Head for WNBT

NEW YORK, Feb. 2.—In a surprise exec switch this week, it was learned that Dick Pack, program director of local indie WNEW, is moving over to WNBT here as program manager. Move re-unites Pack with WNBC-WNBT general manager Ted Cott, who formerly filled program director post at WNEW, with Pack at that time serving as indie's publicity head. Two execs first worked together in 1936, when they were both with WNYC.

Pack succeeds Ivan Reiner at WNBT, with latter reporting to him as supervisor of TV production. Peter Affee will report to Reiner in his new spot as director of TV operations. Staff expansion is part of WNBT's increased step-up on TV production, with local programming now operating on a 7 a.m. to 1 a.m. basis.

In his new post Pack is expected to apply his public service programming know-how in radio to the TV field. He will also dovetail WNBT programming with merchandising operations. Pack co-authored "Opportunities in Television" with Joe Ranson last year.

## Garon-Brooke To Handle TV Literary Biz

NEW YORK, Feb. 2.—Jay Garon - Brooke Associates this week was formed to handle literary properties for TV. The firm will concentrate on the video representation of the literary properties of top publishers and other literary agents. They will, in addition, manage writers for TV and the theater.

Thru their representation of publishers the combo enters TV with such authors as William Faulkner, Bellamy Partridge, A. B. Guthrie Jr., James Ronald and Carl Jonas in their portfolio. Garon, the head of the firm, formerly handled TV for Maxwell Aley. Joel Brooke has been with T. Y. Crowell and A. S. Barnes & Company.

## Post Adds 2d 'Posted' Stanza

NEW YORK, Feb. 2.—Curtis Publishing Company (Saturday Evening Post) is so pleased with rating gains made by "Keep Posted," which is aired over the Du Mont Television Network on Tuesday night against Berle and Sinatra, that it is arranging to sponsor the show twice a week via kine.

Original plans called for kine to be screened on Thursday at 10:30 p.m. over the Du Mont web beginning this week. However, union negotiations held up the deal, and kine may not be scheduled for a couple of weeks. Kine will be shown in New York area only. American Research bureau clocks the Lawrence Spivak-Martha Rountree package at 8.6 today, as compared to its starting rate of 3.

## Affils Group To Study New CBS Contracts

NEW YORK, Feb. 2.—Paul W. (Fritz) Morency, WTIC, Hartford, general manager and chairman of the All Industry Affiliates' Committee, this week sent out wires to all members of the committee's working board, asking them to attend a meeting of the group sometime around March 1. The committee, which now has the active support of more than 360 stations, a treasury of about \$21,000 and is credited with playing a major role in the battle to halt the trend toward downgrading of radio, plans to pursue its research considerations and examine the new Columbia Broadcasting System revision of its affiliates' contracts (see story this issue).

The committee took drastic issue with the National Broadcasting Company Economic Study Plan a few months ago, denouncing aspects of the plan as leading to "the destruction of radio."

Also on the affiliates' agenda is the question of whether the committee should request from National Association of Radio and Television Broadcasters' President Harold Fellows, a place on the NARTB convention program this spring. It is felt that the confab would afford the committee an opportunity to make a report on its efforts of the past year to the entire industry.

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

# WWJ

NBC AFFILIATE  
in DETROIT

Owned and Operated by

**THE DETROIT NEWS**

National Representative  
THE GEORGE P. HOLLINGBERG COMPANY

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



**There is  
no such thing  
as a  
television  
home**

*Proof? It's all in a startling new WNEW report,  
along with evidence of just how big New York radio is —  
of how fabulously big WNEW is today — after four years of television.  
Copies are available to advertisers and agencies upon request.*

**WNEW**

**1130 | ON YOUR DIAL**



# FCC HEARING OFF FOR THEATER-TV

## Non-or-Common Carrier Issue Puts Session in March, Maybe Later

WASHINGTON, Feb. 2.—The Federal Communications Commission's anticipated announcement yesterday of a deferment of the theater-TV hearings from February 25 to March 10 (The Billboard, February 2) left most trade folk here speculating on the likelihood of still another postponement in view of the FCC's broadening of the hearing issues to determine whether the service will be common carrier or non-common carrier, and to explore the whole field of movie producer, movie exhibitor and TV network relations. The Commission, in an-

nouncing its latest deferment of the oft-postponed proceedings, declared that the issues will be broadened to include the following completely new point:

"To ascertain the proposals of the parties with respect to the standards of licensee eligibility in any theater television service, if established, with special reference to such questions as to whether the public interest would be served by granting licenses for stations in such service to persons also engaged directly or indirectly in the furnishing of network or other programming for broadcast reception, to persons engaged directly or indirectly in the production of motion pictures or to other programs for a theater television service, or to persons engaged directly or indirectly in the exhibition of motion pictures or of the programs of such a theater television service."

The Commission pointed out that briefs filed by the various parties show that theater-TV proposes use of frequencies between 5675 and 7125 m.c., which includes frequencies already allocated to amateur, common carrier, fixed, land, mobile (except TV pick-up) international control, fixed TV pick-up and television services. In broadening the issues to take up the question of whether or not theater-TV would be a common carrier service, the FCC stated that the hearing would seek to determine, if on a non-common carrier service, what conditions would be established as to competition within a theater-TV service "and as between a theater television service and competitive services."

# Farr Asks FCC To Relax Rule On UHF Set-Up

CHICAGO, Feb. 2.—Mort Farr, president of the National Appliance and Radio Dealers' Association, in a letter to Wayne Coy, Federal Communications Commission chairman, this week urged the FCC to relax its rule which confines the maximum number of stations to five for a single ownership when Ultra High Frequency channels are opened. Stating that when the rule was first proposed it had the full backing of the NARDA as a monopoly curb, Farr said that subsequent events have shown that network-controlled stations have served their individual communities in a manner comparable to individually owned outlets.

Reasons advanced by Farr for relaxing the rule included: Bringing experienced television station management to the new UHF stations; putting adequate capital behind the new stations which would result in better programming; facilitate the exploration of UHF, and give the retailers a strong assist in introducing the new type TV receivers to the public, thus speeding the development of UHF audiences.

# WJBK-TV Airs 2d Telecourse

DETROIT, Feb. 2.—A second series of university-sponsored instruction was made available to Detroit viewers this week thru WJBK-TV's new series in "You Can Speak More Effectively." The first of its kind was the pioneer telecourse series launched a year ago last fall by the University of Michigan and WWJ-TV. The WJBK-TV series is aired at 1:30-2 p.m. Saturdays, in contrast to the Sunday afternoon time of the WWJ-TV series. The current series is scheduled to run nine weeks, directed by Dr. Rupert L. Cortright, chairman of the university's speech department, with Dr. Paul Rickard, head of university television activity, as producer. Viewers are invited to take an active part in the course thru supplementary speech material sent for \$1. The show is also carried by WKZO-TV, Kalamazoo, and WJIM-TV, Lansing, making one of the few educational television net hook-ups.

# "ANGEL" IS NEW GODFREY ROLE

NEW YORK, Feb. 2.—Arthur Godfrey this week became a Broadway angel when he consented to put up most of the dough for "Fire Sale," a new farce to be produced by Al Morris which was scripted by Hank Miles and Chuck Hunter, two of the redhead's scriptwriters. Godfrey's financial interest in the play is said to be around \$50,000, the large majority of the money needed to present it. "Fire Sale" will be produced late this season or early next fall.

# HAVE N'ORANGE, MR. EDWARDS!

NEW YORK, Feb. 2.—Ralph Edwards this week reportedly feels lucky that his latest guessing game didn't last any longer than it did. For about two weeks he had contestants on his National Broadcasting Company afternoon TV show trying to estimate how many oranges were piled in a big wire crate. With over 5,000 oranges loaded in, those on the bottom were slowly crushed to a pulp by the ones above, and during the second week the show's cast was fighting the resultant fumes while the show was on the air.

Fortunately, a kindly lady guessed 5,183, which Edwards deemed the closest to the 5,106 oranges, and quickly had the smelly citrus dragged away.

# OKAY OLD KINE

## TVA Allows "All Star" NBC Airing

NEW YORK, Feb. 2.—A special board meeting of Television Authority has granted permission to the National Broadcasting Company to air a kinescope of a five-month-old "All Star Revue" program on the West Coast tonight, waiving the 60-day limitation on kine use. The unusual action came about because tonight's edition, featuring Olsen and Johnson, will originate in New York and will not have access to the transcontinental microwave facilities, which are in use for the Columbia Broadcasting System's Ken Murray show.

Since early November, CBS has had the East-West leg of the transcontinental facilities in the 8-9 p.m. Saturday time, and the NBC shows have originated from the Coast, since NBC has had the West-East facilities. All editions sponsored by Snow Crop, which bankrolls tonight's "All Star" session, have been seen on the Coast since September 9. Because of this, the TVA board has acceded to the web's request that a kine of the September 9 show be aired in Los Angeles, San Francisco and San Diego.

# Philly Stations To Centralize Charity Plugs

PHILADELPHIA, Feb. 2.—Philadelphia Radio and Television Broadcasters Association took the first step this week toward centralizing the efforts of member stations in behalf of the many charitable campaigns which they are called upon to publicize each year. Bringing the program directors of the 12 local stations together, they heard plans whereby the PRBTA office, which Ruth Chilton Burns serves as executive secretary, will become a central clearing house for all public service programming to assure them of maximum co-operation.

Plan of public service was set forth by Benedict Gimbel Jr., WIP president, who is head of the association, and Donald W. Thornburgh, president of the WCAU stations.

# Tony Bavaar, To 'Those 2' For 2 Years

NEW YORK, Feb. 2.—Tony Bavaar was signed this week to replace Pinky Lee on the Procter & Gamble TV series, "Those Two," airing via the National Broadcasting Company. Bavaar, who is in the legit musical, "Paint Your Wagon," was signed to a two-year contract.

He will be co-featured on the series with Vivian Blaine, starting February 11, in the 7:30-7:45 p.m. slot, until next summer when Miss Blaine will bow out and Bavaar will handle the entire stanza himself. Agency is Benton & Bowles. Bavaar records for RCA Victor, which is expected to begin a promotion push behind him.

# Ex-Lax Buys Full NBC Seg

NEW YORK, Feb. 2.—Ex-Lax this week bought the 5:45 to 6 p.m. strip across the board on the National Broadcasting Company for a radio soap opera. To be titled "Doctor's Wife," the serial will tee off on March 3.

The sponsor bought the full NBC network for the show. Agency is Warwick & Legler.

# Balaban Tee-Off May Attest Free UPT Status

WASHINGTON, Feb. 2.—Barney Balaban, president of Paramount Pictures Corporation, will be lead-off witness, Monday (4), as Examiner Leo Resnick of the Federal Communications Commission resumes a hearing on the proposed American Broadcasting Company-United Paramount Theaters merger. Balaban's testimony is expected to stress arguments already advanced by the Paramount Pictures Corporation on the independent status of UPT born of the consent decree which stipulated divorcement of exhibitor and producer interests. Testimony will also stress qualifications in the TV field.

The new phase of the hearing is expected to last at least a month. Paul Porter, of Arnold, Fortas &

Porter, counsel to Paramount Pictures, said his examination of the Paramount witnesses could be concluded in much shorter time than that. However, cross-questioning is expected from Frederick Ford, chief of the FCC's Broadcast Bureau hearing division. At least half a dozen Paramount witnesses are slated to testify, including a return appearance by Paul Raibourn, vice-president of Paramount Pictures Corporation.

Meanwhile, the FCC is still weighing a motion by William Roberts, counsel for Allen B. Du Mont Laboratories, Inc., for severance of Du Mont license applications from the ABC-UPT merger proceedings.

# Don Lee's KHJ-TV Gets 800 Snader Telescripts

HOLLYWOOD, Feb. 2.—Don Lee's KHJ-TV, which this week acquired the 800-subject Snader Telescripts library, will use Zeke Manners as emcee of the three-minute musical film shorts. Under terms of the deal, closed between DL Prexy Willet Brown and Snader Coast sales topper Alan Foschler, KHJ-TV will share exclusivity of the 800 telescrip-

tions with National Broadcasting Company's KNBH. Similarly, the DL station will share cost of the film library.

KNBH, which held exclusive rights to the Snaders in this market, paid an estimated \$70,000 per year for the 800 Telescripts. With KHJ-TV sharing the cost, each outlet will enjoy full use of the library but pay only \$35,000 per year. In the event KNBH cancels its Snader contract, KHJ-TV will get first refusal to acquire exclusive rights to the library.

This marks the first time Snaders were sold to more than one station in a single market. If KHJ-TV-KNBH arrangement proves successful, Snader can be expected to try a similar set-up in other markets. Deal becomes effective March 1.

KNBH uses disk jockey Gene Norman as emcee on its Snaders. KHJ-TV will use Manners in a similar capacity. Manners, identified disk-wise for his rural cuttings, will drop the folk character and work as a straight tele personality.

# Loew's Agrees To Divorcement In Film Case

WASHINGTON, Feb. 2.—Rounding out the U. S. Government's court battle to divorce film distributors from theater interests, Attorney General J. Howard McGrath announced this week that the Department of Justice has consented to the entry in Federal Court in New York Wednesday (6) of a judgment for separation of theater and film activities by Loew's Inc. The judgment, which must be approved by Loew's stockholders by June 6, follows a court judgment charging Loew's with violation of the Sherman Anti-Trust Act.

Under the consent judgment, Loew's will also divest itself of some 24 theaters, mostly in New York, and will then shed theaters in other localities if it does not have competition there by a certain time. It is provided further that Loew's theaters limit the portion of films they acquire from the eight major film producers if independent operators cannot secure adequate supplies of films. Earlier court actions were obtained against RKO, Paramount and the Warner Fox interests.

# Burns-Allen TV Will Go Weekly

NEW YORK, Feb. 2.—The Columbia Broadcasting System's TV web plans to program Burns and Allen on a weekly basis next fall. The program currently shares the Thursday night 8-8:30 p.m. slot with Ronson's "Star of the Family," which will either be moved or canceled.

Carnation, the current client, will not pick up the weekly tab because of its heavy cost, but will share sponsorship with another advertiser. CBS-TV is already in receipt of an offer from a sponsor to take over the alternating sponsorship of the property. If "Star of the Family" can be shifted, the offer will be accepted.

# WIZE Group Sues Sawyers

SPRINGFIELD, O., Feb. 2.—Minority stockholders of Radio Voice of Springfield, Inc., operator of Station WIZE here, Tuesday (29) filed suit against Secretary of Commerce Charles Sawyer, Cincinnati, his wife, Elizabeth, and other directors of the firm.

The minority interests accuse directors of making improper salary allowances to the Sawyers, who own controlling interest in the company; ask that the practice stop and seek recovery for the company of \$112,080. The minority group which took the case to Common Pleas Court holds 112 of the firm's 250 shares.

Charging that directors voted for Sawyer's individual interests, the suit alleges that the firm has paid Sawyer, its president, \$70,000 in salary the past seven years for services that "were negligible in amount and cursory in nature"; that it paid Mrs. Sawyer \$16,800 as secretary, although she "performed no duties and rendered no service of any kind whatsoever to the company." Plaintiffs also seek recovery of \$21,000 paid in rentals for space for the firm in Sawyer's Cincinnati law offices, and of \$4,280 paid to Catherine E. Brown as assistant secretary.

# 'Out There' May Go to Hour Vs. Berle for CBS

NEW YORK, Feb. 2.—The Columbia Broadcasting System this week was considering converting its half-hour video sustainer "Out There" to an hour for summer consumption. The science-fiction dramatic program has importance because it may go into a top time slot opposite "Texaco Star Theater" or on Saturday nights.

Show was considered this season as a possible competitor for Milton Berle's kid audiences, but Sinatra was given the assignment. Now it may get a second crack at Berle. Show would have a \$30,000 budget.

CBS-TV also wants to bring "Junior Hijinks" over from WCAU-TV, Philadelphia, where it has gotten good ratings. The kid show is the story of a worm who lives on the University of Pennsylvania campus.

# Forms Science Research Org

NEW YORK, Feb. 2.—A new research outfit, set up to provide technical advice to advertising, TV, radio and films, has been established by Dr. Paul Ilton, who has served as technical advisor to Hollywood studios, his latest film being the RKO production of "Androcles and the Lion."

Called Research Arts, the firm will specialize in supplying authentic information on dates, customs, superstitions and other data concerning peoples and civilizations depicted by the arts. Ilton, an archaeologist by profession, has signed to have the William Morris agency represent his firm.

# KECA Is New ABC Indie Unit

NEW YORK, Feb. 2.—Following the move made last week with WJZ-TV in New York, the American Broadcasting Company this week set up as an independent unit the operation of its owned outlet in Hollywood, KECA-TV. The same policy will be put into effect with the web's other owned TV stations. A station sales manager for KECA-TV will be appointed shortly.

# Godfrey TV-er Hits 12.4 Rate

NEW YORK, Feb. 2.—Arthur Godfrey's 15-minute daytime TV show, Mondays thru Thursdays, 10:15-10:30 a.m., this week hit a surprising 12.4 in its initial American Research Bureau rating study. Rating was for the program's first week, January 7 thru 11. Lever Brothers is the happy sponsor.



# Liquor Ban Bill May Pass Senate

## Death of Drive to Keep Liquor Ads Off Air Seen in House as Industry Fights

WASHINGTON, Feb. 2.—Sen. Edwin C. Johnson (D., Col.) yesterday (1) predicted Senate passage of his bill to ban liquor air plugs, as the Senate Interstate and Foreign Commerce Committee neared a wind-up of its hearing on the bill. Johnson, chairman of the committee, told The Billboard that a favorable committee report on the bill is certain, and he added that he expects the Senate to pass the measure, but he said he could not conjecture the bill's fate in the House.

A big array of opponents of the bill is scheduled to appear when the hearing resumes Wednesday (6). Two days of hearings on the measure this week were climaxed by a letter to the committee from the Chamber of Commerce of the United States, characterizing the bill as "unfair" and declaring that it could lead to further restrictive legislation covering the entire advertising industry.

The Chamber declared that the proposed legislation to ban liquor advertising over radio and TV is unnecessary because of the distilled spirits industry's "self-improvement program" which restricts such advertising. The Chamber also called attention to the National Association of Radio and Television Broadcasters' new TV code which, the Chamber said, is "directly applicable" to the field covered by the bill. The Chamber asserted that advertisers should be given "a free choice" in selecting their media. Additional support is scheduled from broadcast and advertiser groups when the hearing resumes next week, with NARTB President Harold Fellows leading the parade.

Broadcast spokesmen will argue next week that the bill threatens to impose censorship restrictions on radio-TV programming in violation of the Constitution. NARTB

officials specifically referred to remarks to the committee this week by Sen. Johnson and Sen. Francis Case (R., S. D.), Johnson's co-sponsor of the bill. Johnson and Case, in urging approval of the bill, criticized "drinking scenes" on TV. Johnson declared that liquor interests already have a "toe in the door" via TV, and he urged a crackdown before "the whole body" gets in. Case said TV "drinking scenes" are setting "bad examples" for children. Chairman Wayne Coy, of the Federal Communications Commission, who has registered support for the Benton Bill to create a National Citizens Advisory Council on Radio-TV, has declined an invitation to testify on the Johnson bill.

With "dry" strength steadily growing, prohibitionists are apparently assured of a counting of noses in the Senate on the liquor ad ban bill this election year, but word on the House is that the bill may not even get out of committee there, if approved in the Senate. Heavy support for the bill was registered at the hearing this week by witnesses from several church and farm groups.

## NLRB Orders KTTV Election On Union Rep

WASHINGTON, Feb. 2.—The National Labor Relations Board this week ordered employees of KTTV, Los Angeles, to hold elections to determine whether they wished to be represented by a single union, or whether they wished to form two unions, one to be composed of employees in the engineering department, including lighting engineers.

The other would be made up of employees in the program department including stagehands, make-up artists, scenic artists, painters, sign painters, show card artists, carpenters, set erectors, property men, prop makers, set and scenic designers, set decorators, set construction workers, stage managers, studio managers and hair stylists, property custodians and wardrobe attendants.

## Kefauver Will Return to TV For Campaign

WASHINGTON, Feb. 2.—Backers of Senator Estes Kefauver (D., Tenn.) for the Democratic nomination for President are reportedly readying to negotiate for a big chunk of TV network time in the thick of the spring primary elections (see Kefauver review this issue). Kefauver, who soared to prominence during the telecasts of the Senate Crime Investigating Committee hearings, is figured a good bet to win support via the medium.

Kefauver campaign brass here are chuckling meanwhile over President Truman's comment at his news conference here this week that he didn't think TV would revolutionize campaign methods. Mr. Truman, in answer to questions, told the newsmen that he thought the campaign would follow along the lines of his successful "Whistle Stop" 1948 drive. Get out where everybody can see you and you win, the President said.

## NORGE NIX

### Leads NBC To Reduce Kate Smith

NEW YORK, Feb. 2.—The cancellation of the Kate Smith nighttime show by Norge this week shook the National Broadcasting Company into some action, and it hastily revamped the program. The show is to be shifted from the Center Theater to the Hudson Theater. The budget is to be cut sharply from \$52,000 to \$35,000, with emphasis to be on a more intimate type program.

Norge cancelled its four last half hours this season. The advertiser alternates with Babbitt in the 8:30-9 p.m. slot Wednesdays, with Reynolds sponsoring the earlier half hour regularly

## PLATO'S DIALOGS NEW AM SERIES

NEW YORK, Feb. 2.—Invading the upper-brow programming field, local indie WNEW is building a weekly dramatic radio series around "Plato's Dialogues." Half-hour readings will be aired Sundays at 10 p.m. beginning February 10.

Program will be split into two segs, with professional actors reading "Dialogues," followed by a discussion period relating the ancient Greek philosopher's theories to modern times. Plans call for series to carry a weekly "cliff-hanger" finish ("What is truth? What is duty?", etc.). However, WNEW program director Dick Pack denies that show will be tagged "Just Plain Plato."

## OLYMPIC SNARL

### Lack of Rights Ruling Holds Up TV Bidding

Continued from page 1

U. S. group received too little specific explanation of what the rights include from the governing International Olympic Committee.

Altho a number of TV film companies and networks have expressed interest, they were unable to make specific bids until some clarifications are made. These include whether the purchaser can send his own film crew to Helsinki to take the pictures he wants, or must use the material supplied by IOC; whether there will be customs concessions made on cameras, film, etc.; how much working space will be made available, and whether film can be processed and edited in Helsinki or must be sent here for the lab work.

J. Lyman Bingham, executive director of the American Olympic body, has sought answers to these points. He currently is en route to Oslo, Norway, where the winter Olympics are to be held, and will settle matters in Helsinki directly afterward. Once the definitions are secured, the rights are expected to be put up for sealed bids, with the highest taker getting the hemispheric rights.

## D. J. OR COMMENTATOR?

### WWJ, Jock Disagree; But Show Is Pulled

Continued from page 1

supporting his stand of sympathy for giving Contino another chance.

The irate listener evidently called station officials later. On Wednesday, Silbert received two weeks' notice from Don DeGroot, station manager, with word that the wire to the Wonder Bar would be taken out after February 15.

DeGroot told The Billboard that the Contino incident was not an isolated one in the station's experience with Silbert since he started on the show. The station, said DeGroot, had made it clear to Silbert at the time of the program's beginning that it simply wanted a disk jockey who would play records for the most part, and devote such chatter as he indulged in, to subjects musical. It was explained to Silbert, said DeGroot, that the station's policy, the conservative, was not one of avoiding discussion of controversial issues. It was merely that the station felt any controversial issues should be discussed by authorities or persons qualified to discuss such issues. The station did not, and does not now feel, that a disk jockey is qualified to discuss many national and/or international, or otherwise controversial issues.

Silbert chose to ignore these instructions and continued to devote less and less time to playing records, and more and more time to a discussion of all sorts of issues controversial and otherwise.

The Contino incident, said DeGroot, was at least the sixth in which the station considered Silbert to have used bad judgment in his choice of topics.

Silbert quoted a station official as saying the management felt he had "stepped over the bounds in stating a position which might be a reflection against the station and the newspaper (The Detroit News, owner of WWJ)," and that he was being let out "because the station management was not in accord with the position I had taken on the air."

He indicated DeGroot had said there was nothing personal in the action, and Silbert continues to do a couple of commercial announcing chores for shows on WWJ-TV, the video affiliate.

Silbert raised the issue of freedom of the air. His philosophy for a show of this type called for discussion of topics that will interest listeners late at night, and help to draw people into the spot to watch him work, in contrast to a straight jockey or all-music-type show.

The issue was promptly referred to the American Federation of Radio Artists thru Boaz Siegel, counsel for the Detroit local. Silbert contends that the order to take out the wire from the Wonder Bar takes away his livelihood.

The issue will probably have to be decided largely on hearsay, as the Silbert program has not been recorded.

## EDITORIAL

### Add Research Cuties

We had just finished reading a piece in the January 26 issue of Editor and Publisher, the trade paper of the newspaper business, headed "Pressure on TV's Weak Spots Advised," when along came a letter from Melvin A. Goldberg, director of sales planning and research for the Du Mont television network.

Goldberg's letter took us to task for an editorial we had written in our January 26 issue, called "Another Radio Formula," in which we ripped into what we considered a spectacularly cockeyed effort to downgrade radio on the part of a couple of researchers named Zeisel. He accused us of making an "impassioned plea for broadcasters to deny the existence of television," and "an ostrich-like attitude."

Before publishing, and commenting further on Goldberg's letter, we want to make it clear that we have repeatedly said we believe TV to be the most forceful, most potent medium for advertising, entertainment, education, etc. the world has ever known. Our regular readers know that. But let us permit Goldberg to have his complete say before we proceed to attempt to beat his ears off. Here's his letter:

"Your editorial in The Billboard, January 26, 1952, on the Zeisels' article in Printers Ink this week, appears to be an impassioned plea for radio broadcasters to deny the existence of television. You have taken the Zeisels to task for doing objective research on the impact of TV on national radio sets-in-use. In fact, you even mentioned the analysis printed in The Billboard on January 19 as an example of the contrary trend.

"You might be interested to know that your own figures in the seven cities bear out the contention of the Zeisels. In the table shown below, you will see that radio sets-in-use from 6 p.m. to 12 midnight in the January-February period decreased in New York 22.8% since 1946, 31.2% in Philadelphia, 32.3% since 1948 in Chicago, 18.2% in Boston, 44.5% in Cincinnati since 1948, 17.0% in Los Angeles since 1950, and 12.8% in Washington for the one year.

	RADIO vs. TV		Diff.	Decrease
	1946 or	1951		
New York	34.6	26.7	7.9	22.8%
Philadelphia	28.8	19.8	9.0	31.3%
Chicago	29.4 '48	19.9	9.5	32.3%
Boston	29.6 '47	24.2	5.4	18.2%
Cincinnati	38.0 '48	21.1	16.9	44.5%
Los Angeles	36.0 '50	21.6	4.4	17.0%
Washington	25.0	21.8	3.2	12.8%

Source: The Billboard, January 19, 1952.

"Is this the 'nonsense' you were referring to? I think you should realize that TV does have an impact that cuts into radio, and an ostrich-like attitude will not help the situation.

"Very truly yours,

"Melvin A. Goldberg,

"Director of Sales Planning and Research."

"P.S.—You might take a look also at page 8 of this week's Billboard for the share of total audience, radio vs. TV. New York, particularly 7 p.m. to midnight."

Goldberg, in truth, is being even cuter than the Zeisels... intentionally or otherwise, we don't know. He blithely takes the 6 p.m. to 12 midnight period, which everyone concedes is the broad time period in which television has its most powerful shows, its greatest impact on every other diversion with which people pass time: radio, reading, movie-going, etc. He carefully avoids all the other three time periods, in many of which radio sets-in-use percentages actually show increases.

But he gets even cuter than that. He expresses in shockingly large percentages (22, 31, 32, 44, etc.) the decreases in sets-in-use from 1946 thru 1951 in these hot TV markets. He is careful not to explain that in New York, for instance, the 22.8 per cent decrease in the radio sets-in-use figure from 1946 thru 1951 might actually be an increase in radio listening. Or if it isn't actually an increase, it is certainly an insignificant decrease. Or maybe he just doesn't know that that's the case.

Let us explain, Melvin: The percentage of sets-in-use is merely the percentage of the total sets in the area which were in use at any given period. Thus if the total number of sets in Market A in 1946 was 1,000,000 and 25 per cent of these were in use in 1946, that means 250,000 sets were in use. But if there was a total of 2,000,000 sets in Market A in 1951, and only 20 per cent of these were in use in 1951, this would mean 400,000 sets were in use in 1951. Even tho you, Melvin, using the "fat percentage decrease" technique might point out that the 5 percentage point decrease in the sets-in-use figures represents (horrors!) a 20 per cent decrease. And 47,000,000 additional radio sets were purchased by Americans from 1946 to 1951!

It is certainly not our aim (being rank amateurs in research) to give lessons in statistics to a Television Network Director of Sales Planning and Research, so let us pick up our introduction in which we referred to a story in the current Editor and Publisher.

John Moffett, advertising director of the Minneapolis Star and Tribune, told the Newspaper Advertising Executives' Association, among other things: "A fair number of advertisers have taken a fling at TV and pulled out; programming is an awful headache... 150 programs were canceled in 1951; most hopeful—the staggering cost of TV is scaring some advertisers out and other advertisers away from television. Therefore the committee believes that continuing pressure on TV's weak spots should prove effective. More specifically, the three most hopeful points of attack seem to be: the high cost of TV, the growing skepticism in certain cases as to whether television is paying off, and the still inadequate coverage provided by the medium."

What we're getting at, Melvin, is that newspapers are a far more rugged competitor for TV than radio; that radio is the ideal supplementary medium to TV. You've done a nice job in selling the Du Mont story about reasonable costs in video against a total atmosphere of high cost screaming. But concentrate on selling against the newspapers and the magazines. Don't waste your time trying to prove that when percentages are multiplied by percentages real bugaboo type figures can be developed.

Thanks for your letter.

## Strike Clouds Looming With CBS Clerical Help

HOLLYWOOD, Feb. 2.—Strike clouds blackened over Columbia Broadcasting System here this week as the Office Employees' International Union unanimously voted in favor of a walkout of approximately 175 clerical workers. CBS already faces a possible walkout of its 15 flacks after the Publicists' Guild voted to strike a few weeks ago.

After 10 meetings with CBS attorney Ned Marr and web's labor consultant, Eugene Purver, office employees' union kicked back the net's offer of a 5 per cent wage raise. Union has demanded raises of \$10 to \$15 per week. CBS minimums for clerical workers begin at \$34 per week. Maximum

salary is \$71, with only one person out of the 175 enjoying that classification.

If the threatened walkout materializes, it would affect the net's telephone operators, secretaries, bookkeepers and clerks and would be the first white collar worker strike in radio since office hands were first organized five years ago. Higher pay is similarly the basis for the flacks' strike threat, with publicists demanding \$130 per week minimum compared to the present \$77 weekly minimum. While the Guild here has based its arguments on the \$125 weekly minimum of CBS New York flacks, web won't budge over its 10 per cent increase offer.



# THE BILLBOARD Radio-TV Show Charts

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

## • NETWORK TV PRODUCTION FACILITIES AND SERVICES COSTS

\*Indicates that rates will be quoted on request

NET	STUDIO	Standard Facilities				Standard Personnel		Camera Rehearsal		Audio Rehearsal		Dry Rehearsal
		Cameras	Mike Booms	Tech-nicians	Stage Hands	(Including Asso. Dir. and Floor Mgr.)		(Gross chg. per hr.) Within 8 Hrs. of end of show	(Gross chg. per hr.) Prior to 8 Hrs. before end of show	(Gross chg. per hr.) Within 8 Hrs. of end of show	(Gross chg. per hr.) Prior to 8 Hrs. before end of show	(Gross chg. per hr.)
ABC	TV-1	3	2	10	4		\$350.00		\$250.00		\$225.00	
	TV-4	3	2	9	3		250.00		150.00		125.00	
	TV 5-6-7	2	2	7	3		225.00		125.00		100.00	
	TV-8	3	1	7	3		225.00		125.00		100.00	
	Ritz	3	2	9	7		325.00		225.00		200.00	
	58th Street	3	2	9	7		300.00		200.00		175.00	
	School of Radio Technique	3	1	9	4		275.00		175.00		150.00	
CBS	All	3	2	10	3		325.00	\$350.00	150.00	\$175.00	100.00	
	(Pro-rated to next quarter hour)											
Du M	Theater	3	2	15	5		200.00		150.00		100.00	
	Studio A	3	2	15	4		200.00		150.00		100.00	
	Studio D	3	2	15	2		200.00		150.00		100.00	
NBC	Center Theater	4	2	11	5		570.00	\$600.00	*	*	240.00	
	International Theater	3	2	10	5		350.00	385.00	*	*	80.00	
	Hudson Theater	3	2	10	5		350.00	385.00	*	*	80.00	
	8H	4	2	11	3		420.00	500.00	*	*	160.00	
	6B	3	1	9	3		320.00	350.00	*	*	80.00	
	8G, 3A, 3B, Uptown A, B & C	3	1	9	3		270.00	300.00	*	*	80.00	

NET	Rate	Extra Charge for Use of Theater	Rehearsal Hall
ABC	\$150 per hr. (Min.: \$75.00)		ABC \$7.50 per hr.
CBS	150 per hr.		CBS \$7.50 per hr.
Du M	125 per hr.		Du M \$7.50 per hr.
NBC	150 per hr. (Min.: \$75.00)	CBS \$450 per show	NBC \$5.00 per hr.

### Extra Facilities

FACILITY	ABC	CBS	Du M	NBC
Extra Camera	\$35.00 per Hr. (rate includes operator) Min: thruout show and rehearsal	\$50.00 per Hr. (rate includes operator) Min: \$200.00	\$40.00 per Hr. (rate includes operator) Min: 5 Hrs.	\$35.00 per Hr. for pedestal \$40.00 per Hr. for dolly \$4.75 per Hr. for operator Min: 6 Hrs.
Extra Mike Boom	\$17.70 per Hr. (rate includes operator) Min: thruout show and rehearsal	\$25.00 per Hr. (rate includes operator) Min: \$100.00	\$20.00 per Hr. (rate includes operator) Min: 5 Hrs.	\$20.00 per Hr. (rate includes operator) Min: 6 Hrs.
Extra Zoomar Lens	\$30.00 per Day	\$50.00 per Show	\$10.00 per Hr. Max: \$50.00	\$30.00 per Day
Rear Screen Projector	\$10.00 per Day (operator additional)	\$100.00 per Show \$38.00 for operator	\$30.00 per Hr. (rate includes operator) Min: 3 Hrs.	*
Extra Floor Monitor	\$17.50 per Day	\$25.00 per Show	\$10.00 per Day	\$15.00 per Day
Remote Facilities	\$800.00 per Day	\$1,250.00 per Day	\$1,000.00 per Day	*

### Deadlines . . . for ordering facilities

ABC	2 weeks before show
CBS	2 weeks before show
Du M	2 weeks before rehearsal
NBC	2 weeks before first studio rehearsal

### Extra Services

All rates are per man hour unless otherwise specified

SERVICE	ABC	CBS	Du M	NBC
Set Design	\$6.00	\$5.75	\$7.50	\$6.00
Set Painting	*	*	7.50	5.00
Set Construction	*	*	*	4.75
Prop Selection (expenses additional)	4.00	4.00	4.00	4.75
Extra Stagehands	4.75	4.75	4.75	4.75
Make Up	5.00 (Min: \$5.00)	5.00 (Min: \$5.00)	10.00 per Call	5.00 (Min: \$5.00)
Hair Dressing	5.00 (Min: \$20.00)	5.00 (Min: \$20.00)	20.00 per Call	5.00 (Min: \$20.00)
Costume Finding	4.00	4.00	*	4.75
Wardrobe Handlers & Dressers	3.00	3.00	*	3.00
Graphic Artists (for Telops, etc.)	5.00	*	*	5.00
Extra Technicians	4.75 (Min: thruout show & rehearsal)	4.75 (Min: 8 Hr. Day)	5.00 (Min: 5 Hrs.)	4.75 (Min: 6 Hrs.)
Extra Floor Manager	3.75 (Min: 1 Hr.)	3.75 (Min: 5 Hrs.)	5.00 (Min: 5 Hrs.)	3.75 (Min: 6 Hrs.)
Sound Effects Man	12.50 (Before 8 Hrs. back: \$18.75)	12.50 (Before 8 Hrs. back: \$18.75)	12.50	12.50 (Before 8 Hrs. back: \$18.75)
Extra Lighting Supervisor	*	5.25	no charge	4.75 (Min: 6 Hrs.)
Film Editing	10.00 (Min: \$10.00)	12.50	12.50 (Min: \$25.00)	12.50
Reference Kinescope Recording (single system)	1 Hr. \$450.00 30 Min. 225.00	1 Hr. \$500.00 30 Min. 250.00	1 Hr. \$540.00 30 Min. 270.00	1 Hr. \$525.00 30 Min. 285.00
Non-Scheduled Screening	*	7.50 per Hr.	5.00 per Hr.	*
Typing & Mimeographing of Scripts	50 copies per pg. \$1.25 75 copies per pg. 1.75 100 copies per pg. 2.25	50 copies per pg. \$1.25 75 copies per pg. 1.75 100 copies per pg. 2.25	50 copies per pg. \$1.25 75 copies per pg. 1.75 100 copies per pg. 2.25	50 copies per pg. \$1.25 75 copies per pg. 1.75 100 copies per pg. 2.25

### Deadlines . . . for changing facilities

ABC	noon, 2 days before scheduled use
CBS	noon, 2 days before scheduled use
Du M	penalty for any overtime
NBC	noon, 8 days before scheduled use

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## SERVICES & FACILITIES

### See Progress on Cost Problems for TV Shows

NEW YORK, Feb. 2.—Despite the feeling at some ad agencies that network charges for TV staging and production costs are excessive, the webs have advanced farther toward licking this problem in the past two years than the Hollywood studios did in 20 years. This is the opinion of Lyman Munson, who heads the National Broadcasting Company's staging and services division, and who held similar posts in the film business for many years. Munson said there is constant and continuing improvement in the field.

With some advertisers or agencies declaring their belief that they could cut costs by having their production problems handled by outside firms, rather than the network, Munson's reply is that the network would not mind at all if any sponsor or agency which finds it can get the work out cheaper elsewhere would do so, since NBC has all it can do merely to take care of its own shows.

#### Cost Problem

A substantial contribution to the increasingly high cost of TV comes from all the diverse elements of staging and production. The staging of virtually every TV show is now handled either by the TV networks or by a handful of legit production and staging outfits. The progress made by the webs in the past couple of seasons, as noted by Munson, is due in large measure to the establishment of a solid cost accounting system. Until two years ago, the regular procedure was for a network to add the total cost of all its shopwork, and send a pro rata charge to each of its sponsors. The specific cost of an individual flat, for example, could not be ascertained.

The present system has NBC and the American Broadcasting Company charging sponsors on the basis of the length of time it takes to ready the sets and props for a show. Both webs have integrated all costs and have come up with a sum which they figure includes both labor and materials. At NBC, it is about \$10 per shop hour, while ABC's charge is about \$6.85 per shop hour. The Columbia Broadcasting System and Du Mont webs operate differently. They offer sponsors an estimated cost covering design, construction, painting, labor and materials. After the show, a sponsor gets a specific itemized breakdown. At all four webs, services beyond the average incur additional charges (see accompanying charts).

#### "Pact Police"

Currently, several agencies have "contract policemen" whose function is solely to check web bills for staging services. Among agencies with such execs are Young & Rubicam, Benton & Bowles, and Batten, Barton, Durstine & Osborn. They are credited with effecting sizable savings, one agency claiming to have knocked off \$15,000 in overcharges in a 13-week cycle. Some of these savings are made thru the agency's performing functions not possible at the webs, such as drawing up time charts showing who is to be on stage when, including technicians as well as actors. This has cut overtime to the bone. The usual technique is for the agencyman to check the web's bills, then schedule a meeting with a network exec at which compromises are made by both parties where differences exist.

The network's feeling generally is that costs frequently are higher (Continued on page 55)

## • Top 25 TV Shows NATIONALLY

. . . According to American Research Bureau

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

Program	ARB Rating	Homes (000's)	% Men	% Women	% Kids	Viewers Per Set
1. RED SKELTON NBC, Sunday, 10-10:30	49.5	7,150	39	45	16	3.2
2. GODFREY'S TALENT SCOUTS CBS, Monday, 8:30-9	47.2	5,500	33	46	21	2.8
3. TEXACO STAR THEATER NBC, Tuesday, 8-9	46.2	7,200	32	42	26	2.8
4. YOUR SHOW OF SHOWS NBC, Saturday, 9-10:30	44.9	6,700	36	45	19	3.0
5. I LOVE LUCY CBS, Monday, 9-9:30	44.0	6,500	32	48	20	2.5
6. MY FRIEND IRMA CBS, Tuesday, 10:30-11	40.5	2,950	36	52	12	2.5
7. PABST BLUE RIBBON BOUTS CBS, Wednesday, 10-10:45	40.3	5,360	57	36	7	2.3
8. COLGATE COMEDY HOUR (Abbott and Costello) NBC, Sunday, 8-9	40.0	6,080	34	37	29	3.6
9. CAVALCADE OF SPORTS NBC, Friday, 10-10:45	39.7	5,550	52	37	11	2.4
10. KRAFT TV THEATER NBC, Wednesday, 9-10	38.0	4,870	40	50	10	2.5
11. GODFREY AND FRIENDS CBS, Wednesday, 8-9	37.5	5,500	36	42	22	2.7
12. AMOS 'N' ANDY CBS, Thursday, 8:30-9	37.3	5,120	37	31	32	2.6
13. MAMA CBS, Friday, 8-8:30	36.2	4,750	27	40	33	3.0
14. FIRESIDE THEATER NBC, Tuesday, 9-9:30	36.0	5,520	37	53	10	2.4
15. YOU BET YOUR LIFE NBC, Thursday, 8-8:30	36.0	5,500	33	44	23	2.8
16. ROBERT MONTGOMERY PRESENTS NBC, Monday, 9:30-10:30	34.9	4,340	37	54	9	2.3
17. ALAN YOUNG CBS, Thursday, 9-9:30	34.7	2,550	35	46	19	3.0
18. PHILCO TV PLAYHOUSE NBC, Sunday, 9-10	34.0	5,150	39	47	14	2.9
19. BIG TOWN CBS, Thursday, 9:30-10	34.0	4,080	38	49	13	3.5
20. WHAT'S MY LINE! CBS, Sunday, 10:30-11	33.9	4,400	43	53	5	2.5
21. PLAYHOUSE OF STARS CBS, Friday, 9-10	33.7	5,050	34	50	16	2.6
22. KEN MURRAY SHOW CBS, Saturday, 8-9	33.2	4,650	33	46	21	3.1
23. LUX VIDEO THEATER CBS, Monday, 8-8:30	32.7	4,070	33	50	17	2.6
24. THIS IS SHOW BUSINESS CBS, Sunday, 7:30-8	32.2	4,460	37	42	21	3.2
25. MAN AGAINST CRIME CBS, Friday, 8:30-9	32.1	4,370	31	43	26	2.9



**Minnesota Terrace,  
Hotel Nicollet,  
Minneapolis**  
(Monday, January 28)

Capacity 350. Price policy, \$1 cover charge. F. Resident, Neil R. Messick. Room manager, Fred Fets. Publicity Phyllis Lundquist. Booking policy, non-exclusive. Estimated budget this show, \$5,500. Estimated budget last previous show, \$1,500. Shows at 8:30 and 11:30.

His second time back, Billy DeWolfe is as big a hit as ever, and he's competing against sub-zero weather and the St. Paul Winter Carnival.

DeWolfe's comedy capers got roars, mits and cries for more. While his "Mrs. Murgatroyd" routine topped his 30-minute act, DeWolfe did just as well with his night club take-off on an emcee and a girl line. He drew yocks on his "Noel Coward" drama in which he played all the roles, as well as his Karloff impersonation of the Frankenstein monster.

Maurice and Maria, ballroom terpsiters, are fine dancers with good looks and a lot of know-how. She's a lovely blonde, he's a handsome black-haired fellow. Their fast twirls and spins and sudden stops are terrific. Got big mitting. Jack Weinberg.

**Ciro's, Miami Beach**  
(Thursday, January 24)

Capacity, 275. Two shows nightly, 9:30, 12:30. Price policy, \$3.50 beverage minimum. Operator, Maurice Pollack. Booking, non-exclusive. Publicity, Hal Pearl. Show played by Sid Stanley's band.

After a series of shows that embraced only one or two acts, this spot came thru with virtually a full-scale revue, with Joe E. Lewis in the top slot. He's "big," as usual, with a routine that's mostly new.

**Backing**

He's backed up with a George Hale production including warbler Bernice Parks, a line of six girls, Joe Bushkin at the piano and a dance team. But the show, of course, belongs to Lewis, with a flock of fresh Eli Basse material and a line of patter about his favorite stage subjects — wine, wimmin' and ponies.

Miss Parks, a vigorous type thrush, got a good hand for a versatile rendition of everything from serious to double entendre lyric tunes. Bushkin knocked off a selection of jazz at the spinet, and also took a turn at the trumpet. The girls didn't do much, merely paraded around the stage. Herb Rau.

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# Night Club-Vaude Reviews

**Paramount, New York**  
(Wednesday, January 30)

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

This stage show gives a heavy play to the Blue Barron band which, unlike other bands caught here in past months, is given ample opportunity to do bits instead of just backing the show. Result is a fast-paced production, commercially pleasant, if not particularly original.

Top billing goes to Jack Carter, who just about fractured them with his new and old material. Carter came on like a hurricane, kept hitting 'em fast and hard for tremendous yocks, winding up almost a show-stop.

Denise Darcel, sporting a new hairdo and a lush gown, didn't get started until she went into a new bit, a couple of minutes with Lew Hearn. Latter came up from the ork at Miss Darcel's request for a "volunteer." Hearn's high-pitched shyness highlighted the gal's contrived passes for some pleasant moments. The opening of her act, consisting of specials in French and English, didn't do much for her. Her lyrical plea that all she wants to do is sing and dance highlighted her lack of talent in both. Her bit with Hearn, however, pointed up the possibilities of a basic new format that could stand building for a real act.

The show teed off with Blue Barron's outfit pounding out "Down Yonder" for which his Blue Notes (five guys, who double on instruments, and a gal) did harmony vocals for good results. Then came Barron's trumpet man, Hal Greene, for some tricky horn work down front, including trumpet take-offs of various name leaders. Boy showed solid ability, technique plus assurance in minor chatter that marks him as one to watch. Bands' second number was a flashy, gimmicked-up "Cumano" with black light sight effects that also got fine returns.

Opening act was Harris and Shore's comedy ballroomology. Pair did a nice job, with Harris straightening for Miss Shore's comedy, hyping her contribution to make it a solid commercial turn. Pic, "The Las Vegas Story." Bill Smith.

**Copa City,  
Miami Beach, Fla.**  
(Wednesday, January 30)

Capacity, 700. Two shows nightly, 9 and 12. Price policy, \$3 beverage minimum with dinner. Owner-operators, Ned Schuyler-Murray Weinger. Booking, non-exclusive. Publicity, Irving Mandell. Show played by Dave Tyler's orchestra.

Only two acts are billed for this show, following last week's talent-heavy four-acter, but it packs sufficient entertainment to make the opening night crowd stand up and cheer the headliner.

That's what they did when Jimmy Durante walked out on this big stage. The customers gave him a tremendous ovation and Jimmy didn't let 'em down. He kept 'em laughing and applauding for more thruout his act, which included routines with strutting Eddie Jackson, drummer Jack Roth, trick-voiced Candy Candido, Dave Tyler's band and the octette of chorines.

The "Schnoz" kept up a fast pace, segueing from one song to another as he hopped from piano to mike. As he tossed out quips, he also tossed pieces of the piano, hats and sheet music toward Roth in the familiar try-to-break-the-mirror bit. The hat bit is new here. It involves perhaps fifty chapeaux which he dons, one at a time, and then throws at Roth or at any of Tyler's 12 bandsmen.

After the usual preliminaries of the chorus line, Billy Daniels opens the show. He's been here since the club opened in December and is as big as ever. With Benny Payne at the piano, they've been scoring since opening night, with the duo responsible for considerable return business for the spot. Daniels' "Black Magic" — which has become a trademark — gets a tremendous hand every time. Herb Rau.

**Cocoanut Grove, Hotel  
Ambassador,  
Los Angeles**  
(Thursday, January 31)

Capacity, 960. Price policy, \$1.50 cover. Shows at 10:30. Owner, Schine chain. Manager, Ashton Stanley. House booker, Ashton Stanley. Press, Tom Jones, Helene Lane. Estimated budget this show, \$4,500. Estimated budget last show, \$4,500.

Gordon MacRae, after establishing himself on records, radio and screen, shows promise as a top-flight nitery attraction. His Grove appearance is one of his relatively few bistro engagements, and the still rough in spots, displayed MacRae's winning personality and ability to hold the crowd. To please patrons, MacRae tried his hand at playing the clarinet, turning comic and even dancing, in addition to an overly generous selection of songs.

His uneasiness was evident only in his patter between tunes, but his singing seemed easy and relaxed. After a nervous opening, MacRae acquired a carefree attitude, letting slips of the tongue fall where they may. This added an informal touch to his performance which enhanced the show.

Selling each selection in his characteristic manner, MacRae clicked solidly with top hand going to "Soliloquy" from "Carousel." He opened the show with "Luck, by a Lady Tonight," and continued with "We Kiss in the Shadows," "The Little White Cloud That Cried," "I Have Dreamed" and "Body and Soul," and then went into vocal take-offs on Bing Crosby and Humphrey Bogart (got a solid laugh portraying Bogart as a church choir-master), among others. He tossed in a clarinet solo (which he can toss out) on "The Man I Love." Vocalizing was tastefully framed by Eddie Bergman's ork which also set the dance tempo.

MacRae needs more nitery work to polish off the rough spots of his patter and give him more confidence. He should have carefully written material that would provide laughs and give his performance a smoothness it lacks now. Lee Zhitto.

**Roxy, New York**  
(Friday, February 1)

Capacity, 6,000. Price range, 80 cents-\$2. Four shows daily. House booker, Sam Rauch. Producers, Arthur Knorr and Gae Foster. Show played by Paul Ash house band.

The new show was only fair. Headliner Johnny Johnston is a good salesman with lots of charm but not impressive vocally. He had a nice bit of business bringing out the chorus, warming them up and then leading into "Domino." And he made a good turn out of bringing up a couple of bobby soxers from the front row and serenading them with "Too Young." But in the closing production with "Shrimp Boats" his singing got lost. Nevertheless, his casualness, warmth and good looks sold him, and he kept getting bigger and bigger hands.

George Tapps did three dance numbers to tepid responses. His biggest hand was for a turn without music.

**Spanish Flash**

The show opened with a flashy Spanish production that had baritone Andrea Zannis singing "Graciosa" (Continued on page 53)

**Oriental, Chicago**

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows per day. House band under the direction of Brian Farnon. Exclusive booker, Charley Hogan.

With this show stretched to three weeks instead of the customary two, the Oriental will temporarily conclude its vaude policy in order to screen "Quo Vadis." To hypo the current show the management brought in two strong local draws, Connee Boswell, the Four Step Brothers, and Mickey Sharp, comedian, who is beginning to climb up.

Miss Boswell has always had a good following here. Gal sells strong with a medley of "Smile" tunes, then scores with "Begin the Beguine," "Little White Cloud." (Continued on page 53)

**Cafe Society Downtown,  
New York**  
(Tuesday, January 29)

Capacity, 210. Price policy, \$3.50 minimum. Shows at 10, 12 and 2. Operator, Lou Lewis. Booking, non-exclusive. Publicity, Virginia Wicks. Estimated talent budget this show, \$2,000.

The new show at the village bistro features Josh White, an old favorite here, plus chanter Lenore Korman, pianist-comic John Atherton and the Claude Hopkins ork. Actually the supporting acts seemed just a wait until Josh White appeared.

White is as great as ever, a real pro. He strides out on the floor and spreads his personality and charm around even before he swings into the "St. James Infirmary Blues." Then he displays his wonderful set of pipes by knocking out blues, spirituals, folk songs and ballads, all with an easygoing yet meaningful air. The songs are the ones he has done many times before, but they still sound bright from White. The guy even gets the audience into the act when he sings "Cindy" and "Bon Bons and Chocolate." The stillness in the room when he warbled a tender blues was a tribute in itself. The singer begged off after "Evil-Hearted Man," tho the crowd could have listened to many more.

John Atherton, a comic-pianist, started with a weak monolog, but picked up a bit when he sat down at the piano and played and sang a couple of cute satires. The lad's routine is light and occasionally funny. He needs stronger material. His act might register better if he opened at the piano, which he can play.

Lenore Korman, an attractive and prettily dressed thrush, sang two oldies, which didn't impress, plus "Don't Smoke in Bed" in which she sounded out of her depth. She seemed much more at home with her operetta type closer, "I'll Take Romance."

Claude Hopkins and the ork opened the show with two jazz oldies which rocked the room, and they gave strong backing to the rest of the show. The room was about half-full when caught at the 10 p.m. show, tho the place picked up a lot of bar standees while White was on. Bob Rolontz.

**Little Palm Club, Miami**  
(Monday, January 21)

Capacity, 125. Two shows nightly, 9:30; 12:30. Price policy, no cover or minimum. Booking, non-exclusive. Owner-operator, Arthur Childers. Estimated Talent budget, \$1,500. Show played by Val Olman's orchestra.

This plush spot opened with Luba Malina and now follows with Monica Boyar, whose calypso numbers proved a distinct patron-pleaser on opening night. The gal is beautifully gowned, projects her personality easily thruout the intimate room, and displays considerable vocal talent.

Altho Miss Boyar has been doing "All That Glitters Is Not Gold" for nigh on a decade, its naughty quatrains still tickle the people, and she makes the most of 'em, adding new lyrics as she (Continued on page 53)

**Olympia, Miami**  
(Wednesday, January 30)

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

Current show is a variety melange, consisting of a contortionist, a comedian and a canary, along with a dramatic skit and a folk singer. It's a lot of show, with the people voicing approval loudest for the comedian, Wally Brown. Doubling as emcee, Brown scored solidly with his unfinished-sentence style of comedy, and a couple of songs which brought guffaws.

The canary on the bill is Betty Reilly, who does her usual stint of songs in English, Spanish and Yiddish. She's got a bright new thing called "Molasses," which isn't as sticky as it sounds when she uses the number as a vehicle to knock out some slick impressions of Sarah Vaughan, Bette Davis and Margaret Truman. The contortionist is June Edwards, who gets her normal good hand for a routine involving back-breaking bends.

The folk singer is Elton Britt, dressed in typical cowboy fashion, strumming a guitar and yodeling a selection of Western-folk music. The dramatic skit is under the auspices of Long, Chaney and Company, the latter being musical comedy actor Charley Bang. They enact a tense scene about two test pilots in love with the same girl. Chaney fights in order to fly a mechanically imperfect plane, and crashes. It got a fair hand. Herb Rau.

**The Langs**



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## Gross Decline May Turn Cap, Warner Theaters to Flesh

### Vaude Subordinate to B.-O. Takes Needed for Subsequents' Pay-Off

NEW YORK, Feb. 2.—The problem of declining grosses at the Capitol, Loew's big one, and the Warner (ex-Strand) Theater, Warner Bros.' flag house, has toppers worrying and wondering if their decision to drop flesh wasn't a hasty one.

The Capitol is quietly making a search for attractions, and if it comes up with anything, it will almost certainly go back into live shows. The Warner has sold its house for March for the Sadler's Wells Theater Ballet, but once that unit completes its run, the theater will go back into stage-shows.

Loew nor Warner is interested in stage-shows. But they are interested vitally in grosses. So far neither the Warner nor the Capitol has shown any sustained success with its straight picture policies. While initially it may not be important, poor Stem grosses have an effect on subsequents where the pay-off dough is collected.

It's a ring around the rosv. sav insiders. "If you bring back stage-shows you lose money. If you don't, you lose more. It depends how soon you want to go broke," said one theater vet.

#### Acts Shortage

Basically, it is the continued shortage of solid attractions that prevents the Capitol, Warner or many another theater from using flesh. The sure-fire box-office bets are tied to pictures or television or both. Doing four-five or even two-a-day holds no attraction for them. There's not a talent agency in the business that hasn't cajoled, pleaded and even threatened with its top names in an effort to get them to come out. But so far it's been unsuccessful.

Of the Capitol and Warner, the former is in a more precarious potential position. Warner has some big pictures coming up and can count on at least big opening weeks. The Capitol, however, has little of importance set for it. Metro's big flicks either go to the Music Hall or are road shown on Broadway. With Loew's State also in the market for important pix, it leaves the Capitol with the second-grade products.

## Palace Vaude Stays After Judy Leaves

### New Show Opening Feb. 19, Policy Of 2-a-Day Holds

NEW YORK, Feb. 2.—The Palace will continue its two-a-day big time vaude after Judy Garland leaves. House has at least two acts set, with a third probably signing before the week's out.

New show, to start February 19, will have Jean Carroll and the Compagnons de Chanson, the French male singing group. Lauritz Melchior will probably be on the bill, tho so far negotiations haven't been finalized.

House policy set for the Judy Garland show will continue. House will do two shows a day, with a Monday all-day closing.

Final bill will consist of about five acts. In the meantime, the RKO booking office led by Sol Schwartz, RKO prexy, and assisted by William Howard, RKO veepee and Dan Friendly, chain booker, are dickering with name acts to follow, so policy of two-a-day will continue.

There's some hope that Martin and Lewis may come in but so far the hope is slim. However, RKO has set the two boys for its Cincy Albee on a three-day date starting March 1.

## Miss Carson Makes News In St. Louis

ST. LOUIS, Feb. 2.—Mindy Carson kicked off her 1952 road tour of top hotels and niteries at the Chase, here, with one of the heftiest string of newsbreaks in the town's dailies achieved by any performer in recent years. The chirp won front page space in practically every paper in town as a result of small hassle over a benefit performance she wanted to play for the March of Dimes under Y.M.H.A. and Y.W.H.A. auspices. The American Guild of Variety Artists forbade the appearance unless Miss Carson received payment for it. A local chain store topper paid Miss Carson, who promptly turned the money over to the charity group.

In addition to the page one treatment of the story by all the top dailies, one paper, The St. Louis County Leader, carried a lead editorial on the singer, headed "Marvelous Mindy."

Miss Carson is now on stop number two on the trek, the Baker Hotel in Dallas, Texas.

## SAME CLUB, BUT DIFFERENT NAME

PHILADELPHIA, Feb. 2.—Common practice here is for night clubs to have multiple changes of owners. But as for Label Spiegel, he changes the names of the night clubs. Lease holder with some seven years still to go on the center-city site that was originally called the Little Rathskeller, Spiegel changed the name to the Rainbow Room and then to the Ebony Room. Latter folded on New Year's Day, so Spiegel announced the reopening of the room—this time as the Blue Angel.

## Music Hall In AGVA Pact For Pay Hike

### House Cast Gets Raises of From \$10-\$17 Per Week

NEW YORK, Feb. 2.—Radio City Music Hall will pay its house cast, about 100 people, raises that will range from \$10 to \$17 per person. House has been in negotiation with the American Guild of Variety Artists for the past few months. Last week all parties agreed on the new terms, and a contract embodying the new pay scales and other conditions will be entered into in the immediate future.

New scale will be \$70 to start for ballet, singers and Rockettes. After six months, salary will be \$75 and \$2.50 raise every six months thereafter until \$87.50 is reached. Music Hall has also volunteered to give the cast one week's vacation with pay for all who have been with the house for a year or longer. Rehearsal pay will start after 15 hours, tho latter will be broken into various categories. Cast will do 28 shows weekly. For all over 28 shows each member will get \$3.50 additional per show. Contract, when signed, will be retroactive to December 16 when negotiations started.

On the old basis, the starting salary was \$60. Second year the rate was \$67.50; third year to fourth was \$72.50 and for the fifth year and thereafter the salary was \$77.50. Prior to the new arrangement, rehearsal hours ran up to 25 hours free.

In its 19 years of business this is the first time the Music Hall has signed a contract with AGVA.

## Collins Ogles "High" for TV

CINCINNATI, Feb. 2.—At the suggestion of Frank Sennes and Barney Rapp, of the Sennes Theatrical Agency here, Ted Collins, manager-producer of the "Kate Smith Show"; Barry Wood, of NBC-TV, and two directors of the Kate Smith TVer made a flying trip to Cincinnati today to catch "Shooting High," a miniature musical produced by Merriell Abbott, currently in the midst of a four-weeker at the Lookout House, Covington, Ky.

If Collins buys, it is planned to use "Shooting High," intact, on the "Kate Smith Show" at an early date.

The Sennes office books the bulk of the talent for the Lookout House. Barney Rapp, ex-name-band leader, is a brother to NBC's Barry Wood. Following the Lookout House engagement, "Shooting High" is slated to hop to the Desert Inn, Las Vegas, Nev., for four weeks, with the Sennes office busy trying to fill in the two weeks of open time between the two stands.

Night Club-Vaude Reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Pocus and Burlesque Notes, appears on page 53. Radio-Television Reviews on pages 16, 17 and 18.

## NAME SHORTAGE HITS BK FLAGSHIP

### B.O. Lag May Force Chicago Theater To Switch to Production-Type Shows

CHICAGO, Feb. 2.—Shortage of top draw name acts, together with a general public lethargy which has resulted in consistently low box office, has Balaban & Katz execs studying the possibilities of a shift in policy for the firm's flagship here, the Chicago Theater. Now on a straight vaude presentation, which only on occasion has made money, house may turn to a production-type show, similar to that at Radio City Music Hall, New York, sometime later this year.

Such a policy switch has been mulled for some time, but the thinking has been only cursory. In the past week, New York representatives have been closeted here with Chicago executives of the chain, with the primary purpose of the meetings said to center around such a switch.

Further indication that a move was being considered is the fact that several local agents have been pitching singers, ork frontiers, etc., at the house for what was said to be a "long-term contract deal." However, there have been no commitments made for any of those submitted, and none are expected in the near future. Continuation of the present shows are almost certain thru Easter, when Danny Thomas will bring in a package for the holiday show.

Most observers here believe the switch to production shows is a plausible one. Theater is ideally suited to this type show, with much scenery now stored which could easily be used. Too, there is enough "carriage" trade here to support such a house, and the switchover, it is believed, would be a tremendous magnet for the millions of out-of-towners who come here annually on conventions, business and vacations.

Recent months have shown there are not enough names around to build strong bills for both the Chicago and the Oriental. Latter, which drops its live shows for approximately eight weeks start-

ing February 14 when "Quo Vadis" moves in, plans to return to vaude when its special run pic is thru. Too, the Palace, which housed some vaude last year, then reverted to a straight pic policy, later cutting flickers to show the musical comedy, "Gentlemen Prefer Blondes," is now back on a double-feature film policy, but could house live package shows if the opportunity arose.

To date there has been no confirmation of a policy switch at the Chicago, nor has anyone within the official family indicated that such a move is contemplated.

## Four Aces Face Hassle Over Cleveland Date

PITTSBURGH, Feb. 2.—A situation similar to the Tony Martin versus the N.Y. Copa case, wherein the singer was forced to pay the club for failure to appear, has cropped up here involving the Four Aces and Moe's Main Street, Cleveland.

The Four Aces were to play a two-weeker starting February 8 for Moe Nahas, owner of Moe's Main Street. Their manager, Herb Kessler, had asked and obtained a postponement because of a possible New York Paramount booking.

Rocky Sennes, of the Frank Sennes office, who books Moe's, not aware of the postponement, saw ads announcing a Four Aces concert in Cleveland February 9. He immediately phoned Nahas and learned that opening had been pushed back for possible Paramount date but a new date had been agreed upon, which was later discovered to be during Holy Week.

Sennes notified Music Corporation of America, Four Aces' agent, that the act fulfill their cafe date and postpone the concert. The American Guild of Variety Artists were notified. Neither MCA or AGVA have received complete details to comment on the tangle.

### GOOD NEWS

## Look Sees '52 \$\$ Plentiful For Showbiz

• Continued from page 2

extra money to buy, the loose cash will go into amusements and recreation.

According to Look, Eliot Janeway, consulting economist, sums it up this way: "We will have more to spend but less to spend it on. Metals, chemicals, construction and machinery will go into war production. Instead of buying cars, building houses and getting better roads and schools, we will eat and dress better than ever..."

## Toronto Enforces Clean Acts Rule

TORONTO, Feb. 2.—An edict to keep the acts clean has been issued to all night clubs and lounges by the Ontario Liquor Control Board. Any deviation will result in the rooms being closed up.

Already the board has closed two gin-mills. During the most profitable fortnight before Christmas, the Brown Derby, located in the town's center, was shuttered for its obscene acts. Then following the holiday period, Le Coq D'Or had its license suspended for two weeks. Other spots were threatened with closure, but they knuckled under fast, and thus were given a clean bill of health.



## Foes Hit Juke Box Op Tax; ASCAP Attacked by Chaffetz

### Bryson-Kefauver Bill Opponent Cites 10G Check for Pro Forces

Continued from page 1

organization known as Broadcast Music, Inc."

Denouncing earlier ASCAP testimony on the Bryson-Kefauver Bill as "untrue," Chaffetz said that ASCAP's objective in pushing for passage of the bill is to widen its authority, gain power over the juke box industry, expand its income. He said this situation would leave the music industry "in a mess." Chaffetz rebuked ASCAP for seeking to leave an impression that the juke box industry operates in an "aura of mystery," and he went into sharp detail describing the operations of the juke box industry, which he pointed out was comparable to any other American enterprise.

#### Harbach Letter

Chaffetz read into the record a letter addressed to Otto Harbach, president of ASCAP, to Mrs. Ada Holding Miller, president of the National Federation of Music Clubs, dated last July 16. Attached

For additional news of the Bryson-Kefauver Bill hearings see the Coin Machine Section of this issue, beginning page 77.

to the letter sent by Harbach to Mrs. Miller were the following: A copy of the original Kefauver anti-juke bill, a copy of ASCAP's memorandum summarizing arguments for the bill and a \$10,000 check. Harbach's letter declared that "passage of this bill would make it possible for ASCAP to increase its revenues substantially and thereby permit it to participate more liberally in matters musical—such as the splendid work in which the National Federation of Music Clubs is now engaged."

"That being the fact," continued the Harbach letter, "I both selfishly and unselfishly urge that group co-operate with us in any possible way to see that S-1553 (the Kefauver Bill) becomes law."

The letter went on to state that

the ASCAP board since April, 1949, has been considering establishing a foundation to encourage creative musical talent, but "lack of funds has delayed action." "However," continued the letter, "if and when S-1553 becomes law, it is my intention to urge the ASCAP board to set aside a certain percentage of the increased revenues that would be derived from this source for the immediate passage of such a foundation."

"In the meantime," concluded the letter, "it is with great personal pleasure that I enclose check from the American Society of Composers, Authors and Publishers for \$10,000 to help continue the grand work you are performing."

Chaffetz told the committee: "I read this letter at the outset to give your committee some idea of what we are up against in op-

posing this legislation.

"We do not know to how many organizations checks of \$10,000 or even more may have been sent," he said. "If members of this committee should be approached in writing or otherwise by members of various musical organizations, you may well inquire whether their interest is entirely that of the composer and author, and whether they expect themselves to share in the proceeds to be derived from this legislation through handouts from ASCAP."

It would also occur to you to ask on what basis ASCAP is here demanding to be allowed to collect more for their performance rights if they already have such large sums available for free distribution to other than composers whom they purport to represent. Mrs. Miller got \$10,000 and has lent support to the bill. Bob Mer-

(Continued on page 46)

## Columbia Files Suit Against 'Jolly Roger'

### Louis Armstrong Co-Plaintiff in Action; Fox-Abeles and Disk Ass'n May Also Act

NEW YORK, Feb. 2.—Action against disk pirates, simmering a long time, crystallized this week when Columbia Records, Inc., and Louis Armstrong filed suit in New York Supreme Court against Paradox Industries, Inc., and its president, Dante Bolletine, who issue "Jolly Roger" disks.

Industry-wide move against record bootleggers was tipped in The Billboard months ago when it was stated that the American Federation of Musicians had revoked the recording license of Paradox.

The action by Columbia Records is expected to set in motion other actions against suspected disk pirates. Harry Fox, publishers' agent and trustee, is expected to initiate a case shortly, on behalf of both publishers and diskeries. Fox's suit would be based upon violation of the Copyright Act, whereas the Columbia-Armstrong case is essentially based upon property rights.

The action initiated by Columbia and Armstrong charges that six "Jolly Roger" records now on sale in retail outlets were dubbed or re-recorded from disks cut by Armstrong for Columbia between 1925 and 1932. The complaint charges this is a violation of a property right, and, in the case of Armstrong, an invasion of privacy inasmuch as his picture and name were used on the album covers. Columbia and Armstrong, on February 6, will ask a temporary injunction pending trial.

Jim Conkling, Columbia president, pointed out that since the advent of the Long-Play record, pirating has become more ag-

(Continued on page 50)

## HOT TAPE A HOT BIZ

## Piracy Off the Air Sells Cheaply to LP Diskeries

By BOB ROLONTZ

NEW YORK, Feb. 2.—As the competition among the independent LP firms becomes more intense, the method of obtaining classical material for release becomes increasingly weird. Europe, up to and including the Iron Curtain countries, is still the fount of most classical tapes issued here. Means of getting the European music includes holding actual recording sessions, taping broadcasts of concert performances, as well as plain out and out swiping.

Some American diskeries use the network of European agents who record any symphony, opera, concerto, etc., that a company may desire for a specific fee. These agents will arrange for the orchestra, conductor, concert hall and engineer, and will ship the finished tape to the diskery that ordered it. In this case, the diskery has no recourse if the finished product is not up to a certain standard, but since it has already paid for the job it is forced to accept the tape as is. In

order to forestall this, some indie now send their own engineer and musical director overseas to supervise the recording session. Some of the agents who perform this perfectly legitimate long-distance operation, in which the musicians, performers et. al., are paid their regular European recording fee, are Conductor Rene Leibowitz in Paris, who specializes in modern music, and Conductor Johananathan Sternberg and Imre Rosa in Vienna. The latter makes tapes for the large LP firms, too.

Not only can these tapes be made in Germany, Austria, France, Switzerland and other Western European countries, but with enough money they can be obtained in Russian Europe as well. One of the larger LP indies recently received a letter from a man in Prague, who wanted to sell tapes of Czech music for American release.

The price for European tapes made at a recording session vary with the work performed, but it is known that a 40-minute sym-

phonic work, with a full concert orchestra, led by a well-known conductor, can be purchased as low as \$1,000 to \$2,000 in American money.

Another way of securing material for release in the States is via tapes made at concert performances, or authorized off-the-air tapings of concertos. In Europe it is a custom to record all broadcast concerts. These tapes can be, and are purchased legally, from the radio station that recorded them, by various American diskeries. Contracts are signed, and the tape is not supposed to be sold more than once. However, some tapes which are not authorized for sale, eventually enter the American market.

#### The Pirates

Probably the cheapest method of getting tapes is to purchase them from obscure individuals who happen to have a few dozen choice tapes of well-known symphony orchestras. These charac-

(Continued on page 40)

## ET TU, MITCH!

## Miller Vs. ASCAP Stand on Measure

WASHINGTON, Feb. 4.—Plugging the power of juke boxes to stir up a wide public demand for disks that sends money tumbling into pockets of record manufacturers, publishers and composers alike, Mitchell Miller, director of Columbia Records' popular record division, termed the Kefauver-Bryson juke box royalty bill as "bad" in a statement prepared to be placed in the record of the House judiciary subcommittee on copyrights and patents hearing today.

Miller's appearance marked the first time an artist and repertoire exec has appeared at the hearings. The occasion is noteworthy, inasmuch as Miller is a musician and, in his capacity as Columbia pop a.&r. chief, has a close relation with publishers and writers, many of whom are ASCAP supporters. Miller's appearance, therefore, is a break from the traditionally accepted relation between a.&r. men and publishers and writers.

Miller attacked the bill on the grounds that it might cut down the number of coin machines or the number of records purchased by the machine operators. He traced in detail the adverse effect such an event would have on the whole music industry. Pointing out that the publishers and the composers already receive what amounts to a "royalty" from music machines, Miller said: "I can think of no other single group which purchases as many records as the machine operators, and for every record they buy, both the publisher and the composer are

paid a royalty by the record manufacturer."

The statement also emphasized that coin machines and disk jockeys are the two principal ways of promoting sales of records, and that "writers also recognize that without the phonograph record they cannot hope to make any money from their music."

Miller said that many popular music writers, including some most successful, do not even go to a publisher with their songs first, but to a record company, knowing "that if they can obtain a

(Continued on page 50)

## Anthony Ork To Get 40G For Solid Feb.

NEW YORK, Feb. 2.—Coming out of the Cafe Rouge of the Hotel Statler here, orkster Ray Anthony took his troupe into a solidly booked month of February which guarantees the organization a bottom of \$40,600, aside from the potential of percentage takes. The key to the big money month are three \$5,000 Friday-Saturday college dates—Michigan State University, Lansing, February 8 and 9; University of Virginia, February 15 and 16, and Uni-

(Continued on page 50)

## Cap Signs Symp in Longhair LP Drive

### Full-Fledged Entry Into Field Marked By Skedding Session for Pittsburgh Ork

NEW YORK, Feb. 2.—As the first big step in a full-fledged drive into the classical disk market, Capitol Records will announce Tuesday (5) that it has signed the Pittsburgh Symphony Orchestra, conducted by William Steinberg, to an exclusive recording contract. And the diskery execs will only admit to being "in negotiations" with the ork's management, it is known that the first session will be held in Pittsburgh next week-end (9-10), and the first disks will be released early in April.

Diskery brass in Hollywood did announce this week the beginning of a full-scale program of inking leading American classical artists for the label's new "Full Dimensional Sound" longhair catalog. Execs have also inferred that Cap will not only ink new American vocal and instrumental orks and artists, but will also make an effort to snare established longhair names from other diskeries.

Up to now, Capitol has been from imported Telefunken masters cut in Europe. It is expected that the diskery will continue to release material from this source under the Capitol-Telefunken tag. "Sound" is the product of the combined work of Dick Jones and Bob Myers, of the classical artists and repertoire wing, and chief recording engineer Ed Uecke. It is said to realistically approximate the actual concert hall performance sound. Capitol intends to increase the regular release of longhair wax under the new program.

## Herman Signed For Statler

NEW YORK, Feb. 2.—Woody Herman will bring his band into the Cafe Rouge of the Hotel Statler here April 7 for the first location job the Herd has played in this city in about four years. Herman's last location hereabouts was in the Century Room of the Hotel Commodore, a spot which has for several years suspended the name band policy.

Herman will stay at the Statler for a four-week stretch. The orkster has been redesigning the style of his crew for the past few months away from the progressive jazz kick to follow a more commercial dance ork styling. Herman will follow Blue Barron into the Cafe Rouge; Barron follows the current podium-holder, Tex Beneke.

## Coral Boosts Talent Roster, Revamps A&R

NEW YORK, Feb. 2.—Coral Records, the wholly owned subsidiary of Decca Records, has made a series of artist and repertoire changes and talent additions designed to expand the diskery's over-all recording operations, most particularly in the specialty fields. Heaviest activity was stoked in the Coral country and Western wing where Owen Bradley was named to head up the recording operation and nine new artists were inked.

Bradley has been a Coral artist for the past two years. He also is musical director of radio station WSM, Nashville. He will retain his radio post in addition to his new Coral position. Bradley has been in New York during the past week to discuss plans and set a country program for Coral with the diskery's recording boss, Jimmy Hilliard.

Coral's new country artists in-

## McConkey Sets Uruguay Deal

CHICAGO, Feb. 2.—McConkey Artist Corporation set a \$110,000 package deal with the government of Uruguay this week, with Perez Prado and his orchestra, just signed to a McConkey pact, and Migulito Valdez each playing four weeks in that country.

According to terms of the contract, Prado opens a one-month tour of fiestas, with options, February 16, while Valdez starts a similar stint, also with options, on March 1. The \$110,000 figure covers only the original 8 weeks for both bands.







**FORECAST**

WHEEL OF FORTUNE  
by  
Arthur Frysock  
27967\*

**DECCA DATA**

YOUR WEEKLY GUIDE  
TO  
AMERICA'S FASTEST SELLING RECORDS



GOODBYE SWEETHEART  
and  
WISHIN'  
by  
Russ Morgan  
and His Orchestra  
27975\*

TO BUILD SALES

Vol. II

Published in the Interests of Decca Dealers and Music Operators

No. 6

TO BUILD PROFITS

**THIS WEEK'S BEST SELLERS**

Your guide to the top records based on actual sales

WEEKS ON LIST	COUNTRY	RECORD NUMBER
8	TOO OLD TO CUT THE MUSTARD I'M IN LOVE WITH MOLLY Ernest Tubb and Red Foley	46387*
4	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTBREAK RIDGE Ernest Tubb	46389*
10	WONDERING NEW SILVER BELLS Webb Pierce	46364*
33	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
8	BEER BARREL POLKA STARDUST Grady Martin	27838*
40	JUST A CLOSER WALK WITH THEE STEAL AWAY Red Foley	14505*
3	YOU KNOW I'M STILL IN LOVE WITH YOU I'M GONNA SEE MY BABY Webb Pierce	46385*
14	IT IS NO SECRET He Bought My Soul At Calvary Red Foley and Andrews Sisters	14566*
3	RAGTIME MELODY TUCK ME TO SLEEP IN MY OLD 'TUCKY HOME Rex Allen	27876*
11	I'M STEPPIN' OUT OF THE PICTURE DRIFTWOOD ON THE RIVER Ernest Tubb	46377*
<b>SEPIA</b>		
1	** A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT Arthur Frysock	27871*
20	SMOOTH SAILING Love You Madly Ella Fitzgerald	27693*
10	BLUE VELVET The Morningside Of The Mountain Arthur Frysock	27722*
18	TRUST IN ME COCK-A-DOODLE DOO Louis Jordan	27784*

\*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 THIS WEEK	POSITION LAST WEEK	POPULAR	RECORD NUMBER
2.	1.	OLD PAINT WIMOWEH The Weavers and Gordon Jenkins	27928*
3.	2.	FLYING FINGERS DIZZY FINGERS Bill Snyder	27907*
12.	3.	I'LL SEE YOU IN MY DREAMS GOOD NIGHT SWEETHEART Guy Lombardo	27911*
10.	4.	PLAY ME A HURTIN' TUNE I'M ON A SEESAW OF LOVE Andrews Sisters and Guy Lombardo	27910*
4.	5.	OOPS! NECESSARY EVIL Ella Fitzgerald and Louis Armstrong	27901*
11.	6.	PLEASE, MR. SUN If I Forget You Bill Kenny of the Ink Spots	27946*
6.	7.	TELL ME WHY SLEW FOOT RAG Roberta Lee and Grady Martin	27926*
7.	8.	BERMUDA THE LITTLE WHITE CLOUD THAT CRIED Roberta Lee	27893*
5.	9.	YOU BETTER GO NOW Baby Did You Hear? Jeri Southern with Music by Camarata	27840*
8.	10.	LAY SOMETHIN' ON THE BAR No Sale Louis Jordan	27898*
-	11.	TRY ME ONE MORE TIME BABY WE'RE REALLY IN LOVE Roberta Lee	27936*
-	12.	YOU'RE THE APPLE OF MY EYE BIG BUTTER AND EGG MAN Louis Armstrong and Velma Middleton	27931*
-	13.	STOLEN LOVE MARSHMALLOW MOON Guy Lombardo	27962*
-	14.	ROUGH RIDIN' I DON'T WANT TO TAKE A CHANCE Ella Fitzgerald with Ray Charles Singers Ella Fitzgerald	27948*
-	15.	ALLEGHENY FIDDLER MOUNTAIN LAUREL Jane Turzy	27949*
<b>COUNTRY</b>			
3.	1.	LETTER FROM MY DARLIN' RAW HIDE Bill Monroe	46392*
6.	2.	THE COTTON WALK HAVE YOU EVER BEEN LONELY Lenny Dee	27891*
1.	3.	IS HE SATISFIED I'VE GOT SO MANY MILLION YEARS Rex Allen with Anita Kerr Singers	46390*
4.	4.	SOMEONE TO CARE? I WON'T HAVE TO CROSS JORDAN ALONE Jimmie Davis	14596*
5.	5.	SEARCH ME LORD NOW DIDN'T IT RAIN Jordanaires	14602*
-	6.	I AIN'T GONNA GIVE NOBODY NONE O' THIS JELLY ROLL FOREVER'S A LONG, LONG TIME Jimmie Davis	*46396*
<b>SEPIA</b>			
1.	1.	I DO BELIEVE LOVED ONE Lincoln Chase	48270*
-	2.	I'M GONNA JUMP IN THE RIVER 'TIL MY BABY COMES BACK Buddy Johnson	27947*
-	3.	WHEN THE SWALLOWS COME BACK TO CAPISTRANO SHE'S A REAL LOVIN' BABY The Ray-a-Vacs	48274*
2.	4.	IT IS NO SECRET THANK YOU JESUS Harmonizing Four of Richmond	48272*

\*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	RECORD NUMBER
9	TELL ME WHY A GARDEN IN THE RAIN Four Aces	27860*
21	A KISS TO BUILD A DREAM ON I Get Ideas Louis Armstrong	27720*
5	WHISPERING SHADOWS CRAZY HEART Guy Lombardo	27888*
4	WHEN IT'S SLEEPY TIME DOWN SOUTH IT'S ALL IN THE GAME Louis Armstrong and Gordon Jenkins	27899*
2	BLUE TANGO Belle of the Ball Leroy Anderson	27875*
3	BE MY LIFE'S COMPANION Love Lies Mills Brothers	27889*
1	** DANCE ME LOOSE River in the Moonlight Russ Morgan	27906*
25	PEACE IN THE VALLEY SAY A LITTLE PRAYER Red Foley	27856*
12	SHRIMP BOATS More! More! More! Dolores Gray with Music by Camarata	27832*
14	ALABAMA JUBILEE Dixie Red Foley	27810*
15	SLOW POKE I Wanna Play House With You Roberta Lee	27792*
10	UNDECEID The Lie-De-Lie Song Guy Lombardo	27835*
10	CHARMAINE When I Grow Too Old To Dream Gordon Jenkins	27886*
13	COLD, COLD HEART BECAUSE OF YOU Louis Armstrong	27816*
6	SNOW FLAKES Green Sleeves Guy Lombardo and Evelyn Knight	27892*

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

**NEW RELEASES**

**SINGLES**

Bundle Of Southern Sunshine Moodlin' Rag	Guy Lombardo 27971*
Tulips And Heather You'll Never Walk Alone	Fred Waring 27964*
Heaven Drops Her Curtain Down	Music by Camarata 27909*
Only Fools	Connee Boswell 27945*
Begin The Beguine Believe It Beloved	Jerry Gray 27966*
Cry Adios	Sy Oliver with Trudy Richards 27972*
The Blacksmith Blues Any Time	

My Sentimental Heart I'll Sing To You	Don Cherry 27944*
You Left Your Brown-Eyed Baby Blue	Tommy Dorsey 27943*
Aggravatin' Situation	Sonny Burke 27970*
I Wanna Love You I'll Always Be Following You	Arthur Frysock 27967*
Wheel Of Fortune 'Til All The Stars Fall In The Ocean	Bill Darnel 27968*
The Blacksmith Blues Salty Dog Rag	Jack Rowe 46398*
Bomb Bosh Boogie Texas Stomp	Lonzo and Oscar 46399*
Charming Betsy High Heels	

Silver And Gold The Senator From Tennessee	Hardrock Gunter 46401*
(There'll Be) Peace In The Valley (For Me) Sister Rosetta Tharpe with the Anita Kerr Singers	
Near The Cross Wheel Of Fortune	Helen Humes with Gerald Wiggins 48280*
All Night Long	

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

**ALBUMS**

GALLOPING GUITARS LES PAUL and His Trio	DL 5376-\$3.00
	A-901-\$3.30

**NEW IN 45 RPM AND LONG PLAY**

MILT HERTH TRIO  
Organ - Piano - Drums  
9-268-\$3.75 DL 5359-\$3.00  
Also available in: A-539-\$4.15

**NEW ON LONG PLAY**

SOPHIE TUCKER  
A Collection of Songs She Has Made Famous  
Orchestras under Direction of  
Ted Shapiro and Bob Haggart  
DL 5371-\$3.00  
Also available in: A-396-\$3.30 • 9-54-\$2.90  
(Does not include: SOME OF THESE DAYS and LOUISVILLE LOU)

BORRAH MINEVITCH  
and His Harmonica Rascals  
DL 5347-\$3.00  
Also available in: A-236-\$4.15 • 9-244-\$3.75



**YOU BROUGHT ME LOVE**  
and **PERFIDIA**  
sung by  
**The FOUR ACES**  
Decca 27987 (78 RPM) and 9-27987 (45 RPM)

**2 SENSATIONAL SPECIAL RELEASES**

**MILK BUCKET BOOGIE**  
and  
**SALTY DOG RAG**  
sung by  
**RED FOLEY**  
Decca 27981 (78 RPM) and 9-27981 (45 RPM)





## FIRE WITH FIRE, HUH?

# Price-Cutters' Enemy Forms Cut-Price Club

• Continued from page 1

but also offers the standard 30 per cent discount to non-members. (The total dealer discount is usually only 38 per cent.)

### Gist of Ad

The forthcoming New York Times advertisement reads in part: "One of the greatest money saving opportunities in the record industry when you join LP Records Unlimited. Now for an annual membership fee of only \$10 you will be entitled to buy an unlimited number of ALL LP RECORDS, Decca, Capitol, MGM, London and other leading companies." The ad then lists the list prices of LP's, the price at 30 per cent off and the price at 38 per cent off. The insert concludes with "You can buy most LP's at the prices quoted, and by becoming a member of LP Records Un-

limited, and Buying at Member's Prices, you will save many times the \$10 annual fee in the course of a year. We also carry a full stock of 45 r.p.m. albums and offer them at the same discounts—30 per cent to non-members, 38 per cent to members."

Lichtman, of the Whirling Disk Shop and the ARD, when reached by a Billboard reporter, stated, "We have set up LP Records Unlimited, because if there is a price war we want to be in on it. If dealers don't join together to stop price-cutting then price cutting will become even more severe."

### Music Masters

Meanwhile, the Music Masters, a local shop which has been selling LP disks at 30 per cent discount for quite a while, has sent out a mailing to customers, advertising most of London and Haydn Society disks at an average of 37 to 40 per cent off list prices. This "special offer," according to the circular, is to last only until February 15, and the circular is to be presented at the store.

A spokesman for London Records told The Billboard that "this store does not get any special deals or discounts from us. However, once he has the merchandise in his store we can do nothing about his price-cutting." A Haydn Society exec stated, "We do not countenance this price-cutting, and we had no knowledge whatsoever that this price-cutting on our records would happen."

## New English Firm to Sell Disks in USA

NEW YORK, Feb. 2.—The second independent diskery with a talent roster of English artists exclusively is expected to be set up here shortly. Parent company of the new label will be Polygon Record Company, Ltd., an English firm which issued its first platter only 13 months ago. Arrangements for the label are now being made by Alan Freeman, president of Polygon, who has just arrived in the United States.

A few years ago, English Decca started the London label here with an exclusively English talent roster. After experiments with American talent, London went back to its original premise. Polygon had previously leased several of its masters to American diskeries, including Commodore and Rainbow.

The English firm will concentrate on three artists for the American market—Jimmy Young, Petula Clark and the Ron Goodwin ork. Young's platters, which have been big sellers in England during the past year, include "Too Young," "Because of You" and "Vanity." His version of "Little White Cloud That Cried" is currently a big item in England, along with the Johnnie Ray platter. Miss Clark is a video star on the British Broadcasting Corporation, while Goodwin handles arrangements and orking for the label. Plans call for the use of both American and English songs. Freeman will return to England next Wednesday (6).

## Film Co. Files Suits Vs. Gabor Diskeries

NEW YORK, Feb. 2.—Berna Films, Inc., this week filed two suits in New York Supreme Court over the use of the sound tracks from seven of its short films. The firm charged Remington Records with recording and marketing without licenses, disks taken from the sound track, on the music, and also charged Continental Records with failing to make an accounting or any payments on a contract between the diskery and the film company. Latter deal is alleged to have been made in 1950 allowing the diskery to record the music.

Both Remington and Continental are owned and operated by Don Gabor. Moritz Greunstein is president of Berna. His suit asks for a restraining order against Remington.

## VICTOR-BOAC "BERMUDA" TIE

NEW YORK, Feb. 2.—A unique disk jockey promotion was started this week by RCA Victor to hype the firm's pressing of the Bell Sisters' "Bermuda." The deejays on the Victor list received a letter and an illustrated travel folder from the British Overseas Airways Corporation extolling the glories of Bermuda, and pushing the waxing of the same name.

The letter tells about the "magic of sultry sea breezes and moonlit nights," and ends with "You will bring three minutes of Bermuda to your fans thru the Bell Sisters' exciting Victor recording. BOAC will transport your listeners there in three hours." Let's join together to plus "Bermuda on wax and Bermuda by air."

## GOSPEL FOURS

# McCormick Marks Banner Yr., Plans '52

TALLAHASSEE, Fla., Feb. 2.—R. Loy McCormick, the gospel quartet concert promotion man in the Deep South, said recently that with a record year of promoting the nation's leading quartet just closed, he has a banner tour planned for 1952.

McCormick put six to eight of the greatest quartets in the business on the roads in Alabama, Florida and Georgia last year before 200,000 persons at a price ranging to \$1.50 per seat.

In Thomasville, Ga., alone, where he had consecutive all night gospel stands, the attendance reached the record total of 21,000, including 14,500 out-of-town customers.

### 43½G a Year

He figures the income from Saturday nighters at \$43,500, plus his own rent, secretarial and other costs at \$5,000 annually. That figure does not include the talent, which runs to \$1,500 weekly for some quartets.

McCormick promotes the Harmonizers (RCA Victor), the Le Fevre Trio and Homeland Harmony (Bibletone), Sunshine Boys and Blue Ridge (Decca), Statesmen (Capitol) and the Rangers on Rangers label.

One night stands in Miami, Tampa, Jacksonville, Macon, Savannah, Tallahassee and other cities in the tri-states, ran upward of 21,000. McCormick's quartets played 273 stands and traveled 112,000 miles doing it.

## Jung Hotel to Run Top Bands

NEW ORLEANS, Feb. 2.—The Jung Hotel will open a new room on February 20 which will run a strong name band and music personalities policy. Room will break in with Tony Pastor's band featured, along with the Modernaires' vocal group. Unit will stay at the hotel for two weeks, which is the duration of the average date slated to be played in the new room. Spot currently is in negotiation for other names, with Rosemary Clooney prominently mentioned for one of the shows.

The Modernaires, in order to make the engagement, will have to tape seven "Club 15" radio shows. Sponsor permission to do this was being awaited at press time.

Opening of the Jung will give New Orleans two class band spots, the other being the traditional Blue Room of the Hotel Roosevelt.

## 3 Chi Musicians Hurt in Collision

CHICAGO, Feb. 2.—Three musicians were injured in an auto wreck here over the week-end when a car driven by Jimmy Bowman, pianist at the Airliner, smashed into a car on icy streets. Denzil Best, drummer with George Shearing, now at the Blue Note, sustained a broken leg, and Johnny Pate, bass with Eddie South's orchestra, also at the Airliner, broke his shoulder.

## TV-PHONO MERCHANDISING:

# RCA Victor Cuts Prices \$20-\$30 on Some TV Sets

NEW YORK, Feb. 2.—In a move to place its higher-priced video receivers in a more competitive position with similar sets of other manufacturers, RCA Victor dropped the prices of four such sets from \$20 to \$30. The announcement was made by H. G. Baker, vice-president in charge of the home instrument division. The new prices include federal excise tax, one year warranty on the picture tube and 90 days on all other parts. The advertised price will be the full price, said Baker.

The 17-inch Colby table model dropped \$30 to \$229.95, the 17-inch Glenside to \$279.95, including base; the 21-inch Selfridge to \$379.50, including base, and the 21-inch Meredith console was cut to \$399.50. So that no losses are sustained, dealers will be rebilled.

CHICAGO, Feb. 2.—Webster Chicago Corporation, manufacturer of phonographs, record changers and magnetic recorders, this week added 32,500 square feet of floor space to its facilities by leasing a two-story plant here. R. F. Blash, president, said the additional space was needed because of increased government work and heavier demand for civilian products made by the firm. Firm will add 200 employees to its present list of 1,700 for the new quarters. Full operations in the additional space will be under way in 30 days.

### Effect of Freeze Lift On RTMA's Agenda . . .

WASHINGTON, Feb. 2.—Effect on the radio and TV manufacturing industry of the expected spring thawing of the TV freeze, and the proposed new trade prac-

## McConkey Inks Terry Vance, Brand, Harris

CHICAGO, Feb. 2.—McConkey Artists Corporation this week signed Terry Vance and her unit after the latter had received her release from Music Corporation of America. Also inked by McConkey were the Gene Harris and Ray Brand units, the Cheno Blanco Trio and two name flick actors, Arthur Lake and Preston Foster. Org's drive to build up its large band stable also continues, with Perez Prado and his mambo ork being signed this week, and Don Reid and Machito also being pacted. Firm is dickering with Tiny Hill (The Billboard, February 2). Office will headquarter its band activity here, under Dick Shelton, head of the Chicago office.

With Mac McConkey, firm topper, in Chicago this week, a deal was closed with the Continental Assurance Company to set up a pension-retirement plan which will cover all McConkey employees. McConkey and Shelton said the retirement payments will be based on two factors—longevity and earnings.

## Decca Signs Ives for 2 Years

NEW YORK, Feb. 2.—Burl Ives this week finally signed a two-year recording contract with Decca Records, after the folk singer had just about had the Mercury diskery completely convinced that he was about to become one of its talent properties. Ives first recordings were made for Decca. He left Decca in 1947 to go with Columbia Records, where his contract ran out January 31.

Ives was reported to have signed with Mercury two weeks ago. In fact, Mercury's Joe Carlton had made preparations for the folk singer to slice his first sides for the waxery Monday (4). Mercury had gone even further; the diskery had had a couple of children's record vehicles especially written. The folk singer notified Mercury Thursday (31) that he had signed with Decca.

Decca will make the same use of Ives that Mercury had planned for the warbler. He will do pop, kiddie, folk and sacred recordings. Decca currently is readying an initial date for the singer.

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## ALWAYS 2D

# "Ivory Rag" Gets Lost in Hit Shuffles

NEW YORK, Feb. 2.—Ardmore Music's "Ivory Rag" has the distinction of being a song which has twice been issued on records, sold over 250,000 disk copies each time and still remains a song which not many people have heard—at least in this country.

Chronological history of the tune goes like this: It was written by Jack Elliott and Lou Busch, published by Ardmore, the Capitol Records affiliated pubbery, and originally recorded on Capitol by Joe (Fingers) Carr, disk pseudonym for Busch. The other side of the disk was "Sam's Song," and "Ivory Rag" got lost in the action on that one. In due course, the disk was distributed in England, and English pubber Jimmy Phillips took over "Ivory Rag" for exploitation there. Hit side on the platter was "Ivory Rag."

As a result of the English activity, Capitol decided to reissue the Carr version of his own tune. This time they backed it with "Down Yonder." Nuff said?

## Rene to Stay With Victor

HOLLYWOOD, Feb. 2.—Dave Kapp, new overseer of a. & r. operations for Victor, emphatically denied this week that he or Victor was considering a replacement for Henri Rene, Coast diskery's a. & r. topper. This puts at rest rumors which have persisted ever since Kapp took the Victor helm early last November. Kapp pointed out that Rene has consistently turned out top sessions with the firm's artists and has always come up with new ideas on tunes and artists. Kapp cited the Bell Sisters of "Bermuda" note as his latest move.

Kapp spent his two weeks here primarily getting acquainted with various Victor artists and cutting sessions with some of them. He cut the following sides during his visit: Tony Martin, three releases; Spike Jones, two; Bell Sisters, two, and a piano album and four singles by Frankie Carle. Carle used Johnny Prophet, former niter y single, as boy vocalist on the session. Rene will cut two more sessions featuring Prophet and a studio band next week. Prophet goes on the road with Carle late in February.

## BMI Issues First Sketch Book as Tele Stations Aid

NEW YORK, Feb. 2.—Broadcast Music, Inc., this week issued its first BMI Television Sketch Book to all video stations. Beginning March 1, BMI's station service department will issue supplements to the volume on a monthly basis. The 164-page book contains scripts for 44 standard tunes published by 13 BMI pubbers. Sketches were written by Stephen Hunt White and Stephen Falk Krantz. The book was compiled and edited by Henry M. Katzman and William Hansen.

BMI-affiliated publishers represented in the Sketch Book are Acuff-Rose, American, Broadcast Music, Campbell, Duchess, E. B. Marks, Hill & Range, M. M. Cole, Mellin, Peer International, Porgie, Republic and Vogue. The book contains two sketches for each song. The sketches were pre-tested at 16 TV stations.

## PITCH TO DJ'S

# Deane Notes Lines Used By Pluggers

NEW YORK, Feb. 2.—Deejay Joe Deane, who spins 'em at WHEC, Rochester, N. Y., has compiled a list of cliché phrases and actions with which he is constantly being romanced by music publishers and disk exploitation men. List runs something like this:

- (1) "Caught you in the car on the way up here. You're terrific! What'ya doing in this burg? You oughta be in New York."
- (2) "If anyone can make this a hit—you can."
- (3) "We'd like to get your considered opinion of this tune. So play it for three or four weeks, and let us know what you think."
- (4) "This one is breaking big in El Paso." (They always break big 1,000 miles away.)
- (5) "You start this, and it will make you a big man."
- (6) "This one is a sleeper." (They usually stay fast asleep and never wake up.)
- (7) "With your talents you ought to be on TV."
- (8) About once a week 12 copies of the same disk arrive, and every one is marked "exclusive."

## Palladium Sets Hefty Ork Sked

HOLLYWOOD, Feb. 2.—The Palladium here is lining up a potent array of summer bands, altho only Jimmy Dorsey has actually inked his pact with Sterling Way, dancery chief, for an April 15 to May 11 stint.

After the sax-playing Dorsey closes, it's likely that his trombonist-brother will be in from May 13 to June 22. Benny Strong will play his first date at the important terpery, probably following TD. Les Brown will probably do his third engagement in 12 months at the Sunset Boulevard terpalace, starting August 12 for five weeks. Russ Morgan is tentatively skedded to follow Brown. The Brown pact, it's rumored, carries the highest guarantee paid an orkster in the past four years by the spot. Brown leaves the Bob Hope radio show June 13, after which he'll probably do a stint at the Paramount, New York, sandwiched in between one-nighters, before he opens at the Palladium.

## Hull Buys Style; Palitz to Coast

CHICAGO, Feb. 2.—Russ Hull, Country Music Enterprises, Inc., topper, this week completed the purchase of Style Songs, Inc., from Al Kennedy (The Billboard, January 19). Latter becomes a subsidiary of Country Music effective immediately.

Hull also reported that Matty Palitz, artist relations, has resigned and will move to the West Coast. Taking over his duties will be Lige Levy and A. Baldine.



Versatile  
Vaughn  
comes up with

2 great sides

Vaughn  
Monroe  
and the MOONMAIDS

"MOUNTAIN  
LAUREL"  
and

"OOH! WHAT  
YOU DID"

RCA VICTOR 20-4479 (78 RPM)  
47-4479 (45 RPM)

the **BIG** <sup>New</sup> **HITS** are on . . .



 **RCA VICTOR RECORDS** 



**VERSATILE**

**All 'Round Lawrence on Many Fronts**

NEW YORK, Feb. 2.—Within the past seven days orkster Elliot Lawrence demonstrated the versatility required of a band leader in these days of so-so band business. On January 25 Lawrence played a straight dramatic role on the Du Mont television network's "Not for Publication" series. On January 27 he conducted the lush studio ork on the "Philip Morris Playhouse" radio series. On January 31 Lawrence opened at the Copacabana night club here to direct the house band while comic Jan Murray worked. Last night he did a guest spot on the NBC-TV "We the People" show as part of the polio fund raising campaign.

Meanwhile Lawrence continues to front his dance band on college dates and one-nighters. The orkster wrote special material music for Murray's night club act. The dramatic role played by Lawrence on the Du Mont show called for him to make like a psychopathic musician.

**Fined for Mailing Obscene Records**

MILWAUKEE, Feb. 2.—Dominic P. (Jack) Rizzo and Joseph M. Fooden, of Milwaukee, were fined \$500 each and placed on probation by Federal Judge Robert Tehan Monday (28) for sending obscene phonograph records via interstate commerce. Pair were nabbed with 2,000 dirty disks last June and had been under grand jury indictment since March.

Judge Tegan declared that he was being lenient with them because, at the time of arrest, obscene phonograph records were not specifically included in the federal statutes.



**BREAKING BIG!**  
**"GOODBYE MARIA"**  
(I'm Off To Korea)

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

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

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

**Another BMI Pin-Up Hit!**  
**SILVER AND GOLD**  
Published by Blue River  
Recorded by  
Alan Dale ..... (Decca)  
Pee Wee King ..... (Victor)  
Mills Brothers ..... (Decca)  
Jack Haskell ..... (Coral)  
Billy May ..... (Capitol)  
Rusty McDonald ..... (Intro)  
Exclusively licensed by  
**BROADCAST MUSIC, INC.**

**MUSIC SALES OFF FROM '50**

WASHINGTON, Feb. 2.—Sales by radio and music stores in December fell off 1 per cent and 4 per cent respectively from sales in December, 1950, the Department of Commerce reported this week. December music store sales, however, jumped 35 per cent above sales in November, while December radio store sales climbed 23 per cent.

**Chi AFM Hikes Class A Spots Scale by 10%**

CHICAGO, Feb. 2.—American Federation of Musicians here has upped the Class A location scale, and, in effect, hyped the earnings in Class B and C spots with a new ruling which is effective immediately. Under the new scale, Class A rates are up 10 per cent, rising from \$3.60 to \$3.96 per hour.

While the rates in Class B and C locations remain the same, the minimum working hours per night have been increased from 5 to 6. Class B scale is \$3 per hour, while Class C locations pay \$2.40 an hour.

**H. Bluestone Quits Standard**

HOLLYWOOD, Feb. 2.—Harry Bluestone, for the past four years general production manager of Standard Radio Transcriptions, resigned this week. Bluestone, who was chief SRT talent buyer and recorder, told The Billboard that he hasn't made definite plans as to what field he'll follow in the music business, but will take a more active part in his Blue River Music, a BMI affiliate, which he co-owns with pubber Charley Adams.

Frank Evans, who served as assistant production manager for SRT and Western sales manager of the firm during the past year, will replace Bluestone. He was general manager of KSDR, San Francisco, for five years before joining SRT a year ago.

**Ziggy to Front V. Monroe Band**

NEW YORK, Feb. 2.—While the boss is in Hollywood making with the celluloid, singer-comic-saxist Ziggy Talent will take over the helm of the Vaughn Monroe ork to play a series of dates. Talent, a mainstay of the Monroe organization since its inception in 1939, will take the crew into Frank Dailey's Meadowbrook for four successive three-day week-end jobs beginning March 7. He will front band of about 14 musicians.

Boss Monroe leaves for his movie-making chore March 10 and will take the Moon Maids, his gal vocal group, with him. Monroe will do his Camel radio show from Hollywood with a studio band backdrop. Primary reason for the move to make Talent an orkster is to keep the regular toolsters of the Monroe organization working.

**Derby Into Pop Field**

NEW YORK, Feb. 2.—Derby Records, indie diskery which had been specializing in rhythm and blues platters until it hit the pop field with the Sunny Gale-Eddie Wilcox disking of "Wheel of Fortune," is getting set to move into the pop market with additional artists and releases.

Derby topper, Larry Newton, this week signed Jackie Brooks to a long-term waxing pact, and is on the verge of making additional commitments with pop artists. According to Newton, the label will continue to turn out r.&b. disks, tho thrush Sunny Gale has been working in the pop field on personal appearances. The sleeper hit, which created much coverage recording activity among the larger disk firms, stirred up more action as a pop disk than it did as an r.&b. item.

**Showbiz Wants Copyright Bill**

WASHINGTON, Feb. 2.—Supported by a delegation of showbiz spokesmen at this week's hearing before the House Judiciary Subcommittee on Copyrights and Patents, a bill to revise the "manufacturing clause" in the copyright law is expected to be reported favorably to the House. The bill, sponsored by Rep. Emanuel Celler (D., N. Y.), would remove the law's present requirement that any foreign works of music or literature be printed in U. S. before qualifying for copyright.

Entertainment industry spokesmen told the committee that removal of the ban is needed to discourage foreign powers from imposing reciprocal barriers on U. S. works. The amendment was described as advisable also to bring the nation's law in line with language of the model universal copyright pact fashioned by the United Nations Educational, Scientific and Cultural Organization. UNESCO is planning final action on its model pact next fall in Geneva.

Herman Finkelstein, general attorney for the American Society of Composers, Authors and Publishers, told the subcommittee yesterday (1) that the Celler Bill "is necessary if American authors and publishers are to secure adequate and dependable copyright protection for their works in foreign countries."

**ASCAP for Bill**

He said that this has not been particularly troublesome so far, because of protection granted in Britain and Canada by the Berne Convention which, however, specifies that the protected works acquire British or Canadian nationality "and are protected as such in most countries of the world." Finkelstein said: "It is neither dignified for us, nor fair to other countries, for our works to masquerade under false national colors."

Sam Bass Warner, former register of copyrights in the Library of Congress, appeared on the opposite side. Dr. Luther Evans, Librarian of Congress, and Arthur Fisher, Warner's successor as register of copyrights, strongly supported the Celler Bill, but Warner not only stoutly opposed the measure but also assailed the Government's support of the manufacturing clause in the model global copyright pact fashioned by UNESCO.

**Stryker Asks For Accounting**

HOLLYWOOD, Feb. 2.—Fred Stryker, op of Fairway Music, a BMI affiliate, this week demanded an accounting and immediate payment of first-quarter royalties due from Tennessee Records, the Nashville diskery, for their unauthorized use of his published ditty, "Mine, All Mine."

Stryker alleges that this tune, which is used as backside to "Down Yonder" on the waxery's hit disking by pianist Del Wood, is his property. Stryker showed The Billboard a copy of the Tennessee hit disking, which label fails to show any writer or publisher credit. Stryker said that Allen and Reynolds Bubis, owners of Tennessee label, had never sought nor received a license from him to use the tune.

Stryker is asking a royalty of 2 cents per record. The ditty is reportedly past the 600,000 mark in sales. Stryker said that his attorney, Harold Orenstein, New York and Nashville (The Billboard, February 2), has contacted the Bubises for the past six weeks, but no satisfactory agreement has been reached.

**Parade to Issue \$1.69 Operatic LP's**

NEW YORK, Feb. 2.—Parade Records, indie LP diskery, this week will issue 12 disks of arias from such operas as "Faust," "Carmen" and "Aida." Each 10-inch platter will retail at \$1.69. The opera excerpts are performed by the "State Opera" soloists with symphony ork and chorus.

The diskery's other operatic excerpt series, with Milton Cross as narrator, have been reduced from \$4.85 list to \$3 each. Firm recently completed its move from Brooklyn to Manhattan.

**Granz's Jazz Gets Regular Merc Release**

HOLLYWOOD, Feb. 2.—Norman Granz's Jazz series, distributed by Mercury, which up to now has had a total of 200 releases, including a dozen albums, will become a regular release of the Mercury line, starting in March. Granz, who has opened a Hollywood office in addition to his Gotham outlet, intends to spend more time in the future pushing his jazz line. Granz's 200 releases with the Chicago diskery gives that firm the largest jazz catalog among major diskeries. Granz intends to release five singles per month and two albums from among the 20 artists he now has under contract. Two field reps, Irv Granz, his brother, who is operating in the West and South, and Joe Guercio, who covers the Midwest and East, will work closely with Merc distributors.

Granz intends to release four of his "Jazz at the Philharmonic" series albums per year and is skedding a Ralph Burns and Oscar Peterson collection for next month. He and Ralph Gleason, San Francisco newspaperman, are also preparing a monthly news mag for distribution in the trade and primarily among the 1,000 d.j.'s whom Granz services with releases.

Granz has set an Eastern-bound concert tour, built around Billy Eckstine, heading out of Los Angeles, and a JATP unit heading west out of New York, for September. He inked Anita O'Day, who cut her first sides with Chico O'Farrell's ork.

**Iowa Reformatory Weighs Instrument Repair Shop Plan**

CEDAR RAPIDS, Ia., Feb. 2.—A band instrument repair shop will be added to activities of the Iowa State Reformatory at Anamosa, near here, if plans now being considered by Warden Foss Davis are culminated. It will be a part of an expanded prison industries program calculated to give the 1,200 inmates an additional opportunity to learn a gainful occupation.

Davis said the suggestion came from a representative of one of the nation's largest band instrument makers. He asserted that every school in Iowa would be a potential customer, as nearly every school in the state and many fraternal organizations maintain bands.

**French, Spier Swap Songs**

NEW YORK, Feb. 2.—Publisher Larry Spier has unveiled a Broadcast Music, Inc., subsid to his recently launched publisher business as the result of an unusual and reportedly unprecedented international song swap. The new firm is known as Montauk Music. It was set up primarily to handle a new ditty called "Beware," an adaptation of a current French hit, "Escales A Victoria."

To obtain the French copyright, Spier swapped his current hit, "The Little White Cloud That Cried," with French publisher Raoul Bretton as exchange for the Gallic hit. No cash was involved in the transaction. Spier's exchange deal was the most enticing of five American bids for the Yank rights to the "Escales" copyright. Spier obtained an English lyric for the song, and it's new title is the above-mentioned "Beware." The BMI arrangement is a straight licensing deal and offers no advances or guarantees to Spier.

**Lauder for RCA Collectors' Series**

NEW YORK, Feb. 2.—RCA Victor will add a Sir Harry Lauder album to its collectors' series this spring, when it issues a package of six Scottish ditties recorded by Lauder in 1926 and 1928. The album will be available on both 45 and 33 1/2 speeds.

Included in the album will be "Roamin' in the Gloamin'," "Sossie MacLean," "A Wee Deoch an' Doris," "Breakfast in Bed on Sunday Morning," "When I Meet MacKay," and a "Scotch Memories" medley.

**Cap Continues Staff Shifting**

NEW YORK, Feb. 2.—Capitol Records moved to strengthen its promotion set-up this week with the addition of a children's record promotion exec and the switching of some of the diskery's promotion and sales field men. When complete, the realignment of promotional staffers will have one set operating out of the Capitol Records, Inc., Hollywood office and another set working out of the Capitol Records Distributing Corporation headquarters here.

Kidisk promotion out of New York will now be handled by James Chapin who has been employed by Capitol for the past few years for the Bozo exploitation campaign in the East. Chapin has been the Eastern stand-in for Pinto Colvig, the actual Bozo, and has also worked on other children's campaigns.

With the addition of Chapin, the Capitol line-up has Hal Cook, the promotion topper in the East, with a staff consisting of Dick Linke, national publicity manager; John Coveny, classical promotions; Chapin; Don Ovens, district promotion manager; Don Forman, district promotion manager.

Gene Becker continues to head up the West Coast promotion office which includes Marvin Townsend on pop; Bob Meyers on classical; Merrilyn Howard, staff assistant; Bud Freeman, in charge of publications, and Joe Nathans, district promotion manager. Townsend was recently switched to his new post from his position as field sales rep in the Cincinnati area. Bob Russell, moved from promotion to the Cincinnati spot. His switch is part of the diskery's plan to acquaint its execs with both the sales and promotional ends of the business.

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# "WHEEL OF FORTUNE"

and "I WANNA LOVE YOU"



Record No. 1964





# Don Cherry



Sings ...

Two Great Sides  
Headed for Hitdom!

"I'll  
Sing  
to  
You"

MY  
SENTIMENTAL  
HEART

and ...

Written by Tolchard  
Evans, Composer of  
"If" and "Unless"

DECCA 27944  
(78 RPM)  
and 9-27944  
(45 RPM)



America's Fastest-Selling Records

## THE BILLBOARD Music Popularity Charts

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

### HONOR ROLL OF HITS

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart. Based on reports received January 30, 31 and February 1.

Last Week | This Week

1. 1. Cry

By Churchill Kohlman—Published by Mellow (BMI)

RECORDS AVAILABLE: E. Barton, Coral 60592; 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; V. Lynn, London 1169; B. McLaurin, Derby 785; J. Ray, Okeh 6840; C. Singleton, Atlas 1003; C. Taylor, Mercury 8262; J. Valli & H. Winterhalter, V 20-4388; E. Williams, V 20-4406.

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

3. 2. Tell Me Why

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

RECORDS AVAILABLE: H. Bailey, Coral 60625; E. Fisher & H. Winterhalter, V 20-4444; Four Aces-Alberts, Dec 27860; Four Tunes, V 20-4427; N. Kaye, Cap 7779; R. Lee & G. Martin, Dec 27926; R. Marlerie, Mercury 5767; S. McDonald, Cap 1967; Swallows, King 4515; D. Washington, Mercury 8267.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Siravo, Associated.

2. 3. Slow Poke

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

RECORDS AVAILABLE: R. Flanagan, V 20-4373; A. Godfrey-Cherodette, 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; Fee Wee King, Standard; Glen Osser, Associated.

4. 4. Little White Cloud That Cried

By Johnnie Ray—Published by Larry Spier (ASCAP)

RECORDS AVAILABLE: L. Dinning, Cap 1892; H. Lance, Mercury 5761; R. Lee, Dec 27893; J. Ray, Okeh 6840.

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

7. 5. Any Time

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

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

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

6. 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. Schell, V 20-4405; J. Stafford-P. Weston Ork, Col 39581; Tex Williams, V 20-4409.

5. 7. (It's No) Sin

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

RECORDS AVAILABLE: S. Churchill, V 20-4230; D. Colt, Deatur 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; M. Katz Ork, Cap 1961; 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 Ork, Associated.

8. 8. 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 Ork, 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; B. May, Cap 1919; V. Monroe, V 20-4375; L. Morgan Quintet, Atlantic 953; 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: Airline Trio, Lang-Worth; Davis Dennis, Associated; Allen Roth, Thesaurus; J. Sodja, Lang-Worth.

9. 9. 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 Trio, MGM 11057; E. Smith, King 986; C. Stone, Cap 7-40161; C. Watts and A. Trace, Mercury 5695; G. Willis, V 21-0420; U. Wolf, Rich-R-Tone 1022; D. Wood, Tennessee 775.

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

10. Tiger Rag

By Harry De Costa and the Original Dixieland Band—Published by Leo Feist Inc. (ASCAP)

RECORDS AVAILABLE: G. Barnes, Dec; Mr. Goon Bones, Mercury; L. Cook, Abbey; L. Paul-M. Ford, Cap; A. Tatum, Dec.

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Capitol Records Distr. Corp.  
4623 Woodward Ave.
- Minneapolis 1, Minnesota  
Capitol Records Distr. Corp.  
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- Kansas City 8, Missouri  
Capitol Records Distr. Corp.  
1527 McGee St.
- St. Louis 3, Missouri  
Capitol Records Distr. Corp.  
1407 Pine St.
- Billings, Montana  
Central Distr. Co., P. O. Box 1551
- Omaha 8, Nebraska  
Mueller & Selby, 1024 Farnam St.
- Newark 4, New Jersey  
Capitol Records Distr. Corp.  
83 Lock St.
- Buffalo 9, New York  
Capitol Records Distr. Corp.  
1066 Main St.
- New York 29, New York  
Capitol Records Distr. Corp.  
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- Syracuse 3, New York  
L. Gordon Distr. Co., Inc.  
1718 Erie Blvd. E.
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614 W. Morehead St.
- Cincinnati 2, Ohio  
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Capitol Records Distr. Corp.  
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- Pittsburgh 19, Pennsylvania  
Capitol Records Distr. Corp.  
1007 Forbes St.
- Scranton 3, Pennsylvania  
Capitol Records Distr. Corp.  
500 Wyoming Ave.
- Knoxville 2, Tennessee  
Chapman Drug Co., 516-518 State St.
- Memphis 8, Tennessee  
Glen Allen Co., 1146 Union Ave.
- Dallas 2, Texas  
Capitol Records Distr. Corp.  
1801 N. Industrial Blvd.
- El Paso, Texas  
Boyd Distr. Co., Inc., 2209 Mills St.
- Houston 2, Texas  
R. Warncke Co., 3445 Leeland Ave.
- San Antonio, Texas  
R. Warncke Co., 121 Navarro St.
- Salt Lake City, Utah  
Mountain States Distr. Inc.  
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- Seattle 9, Washington  
Capitol Records Distr. Corp.  
620 Eastlake Ave.
- Milwaukee 2, Wisconsin  
Capitol Records Distr. Corp.  
1434 N. Farwell Ave.

## NEW RELEASES

	78	45
"I WANNA LOVE YOU," "WHEEL OF FORTUNE" Kay Starr . . . . . 1964		
"LET OLD MOTHER NATURE HAVE HER WAY," "GIVE ME MORE, MORE, MORE" Margaret Whiting and Jimmy Wakely . . . . . 1965		
"BLUE TANGO," "PLEASE, MR. SUN" Les Baxter . . . . . 1966		
"YOU WILL NEVER GROW OLD," "YOU WEREN'T THERE" Nat "King" Cole . . . . . 1968		
"NORTH DAKOTA, SOUTH DAKOTA," "THE BOOK WAS SO MUCH BETTER THAN THE PICTURE" Jerry Lewis . . . . . 1969		
"WALKIN' IN THE SUNSHINE," "THERE ARE TWO SIDES TO EVERY HEART-ACHE" The Four Knights . . . . . 1971		
"YA SURE, PLEASE EXCUSE ME," "DON'T PUT OFF CHASING WOMEN" Yogi Yorgesson . . . . . 1972		
"BE MY LIFE'S COMPANION," "TELL ME WHY" Skeet's McDonald . . . . . 1967		
"STINGY," "TRADE WINDS NEVER LIE" Ramblin' Jimmie Dolan . . . . . 1970		

## TOP COUNTRY & WESTERN

	78	45
"THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson . . . . . 1942		
"POSTAGE DUE," "ALL I DO IS SIT AND CRY" Jack Hunt . . . . . 1934		
"MISSING IN ACTION," "JUST A LITTLE MORE WAITING" Jimmy Wakely . . . . . 1936		
"HEARTBREAK RIDGE," "TENNESSEE ROSE" Wesley Tuttle . . . . . 1916		
"SATISFIED," "HIDE ME, ROCK OF AGES" Martha Carson . . . . . 1900		
"I'M GONNA FIND ANOTHER SWEET-HEART," "LET ME CHANGE YOUR NAME" Gene O'Quin . . . . . 1943		
"HONEY, HONEY, HONEY," "CRY BABY BLUES" Rod Morris . . . . . 1946		
"A NICKEL FOR A DOZEN ROSES," "ONE MORE BEER" "Big Bill" Lister . . . . . 1909		
"TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson . . . . . 1870		
"BLUE WEDDING BELLS," "TEARS ON MY GUITAR" Eddie Dean . . . . . 1915		
"CAROLINA WALTZ," "DEAD END STREET" Cliffie Stone . . . . . 1960		
"BE MY LIFE'S COMPANION," "TELL ME WHY" Skeets McDonald . . . . . 1967		
"TRUCK DRIVERS BOOGIE," "MY MAIL ORDER MAMA" Jess Willard . . . . . 1963		
"LIFETIME OF SHAME," "TRUE OR FALSE" Jimmy Heap and Perk Williams . . . . . 1958		
"BOOGER BLUES," "YOU'RE A LOVIN' WOMAN" Leon Chappel . . . . . 1954		
"TIME," "I WANT YOU SO" Terry Preston . . . . . 1947		
"HOLY LIFE INSURANCE," "WHEN THE BOOK OF LIFE IS READ" Jimmie Skinner . . . . . 1935		
"LIPS THAT KISS SO SWEETLY," "I'VE GOT A BROKEN HEART TO HEAL" Jimmie Lee . . . . . 1924		

## TOMORROW'S HITS—TODAY

	78	45
"WHEEL OF FORTUNE," "I WANNA LOVE YOU" Kay Starr . . . . . 1964		
"WISHIN'," "GOODBYE, SWEETHEART" Gisele MacKenzie . . . . . 1983		
"BERMUDA," "BROKEN HEARTED" Ray Anthony . . . . . 1956		
"WHEN YOU'RE SMILING," "MUSIC MAKIN' MAMA FROM MEMPHIS" Joe "Fingers" Carr . . . . . 1974		
"LET OLD MOTHER NATURE HAVE HER WAY," "GIVE ME MORE, MORE, MORE" Margaret Whiting and Jimmy Wakely . . . . . 1965		
"BLUE TANGO," "PLEASE, MR. SUN" Les Baxter . . . . . 1966		
"UNFORGETTABLE," "SILVER AND GOLD" Billy May . . . . . 1955		
"SINGIN' IN THE RAIN," "I LET A SONG GO OUT OF MY HEART" Ray Anthony . . . . . 1957		
"MAGGIE," "TELE-VEE-SHUN" Stan Freberg . . . . . 1962		
"COME WHAT MAY," "BABY, WE'RE REALLY IN LOVE" Helen O'Connell . . . . . 1944		
"CALL ME A DREAMER," "I WAS LUCKY" Norman Kaye . . . . . 1945		
"THAT'S ALL, FOLKS!," "WON'T YOU EVER GET TOGETHER WITH ME" Mel Blanc . . . . . 1948		
"TULIPS AND HEATHER," "TAVERN IN THE TOWN" Benny Strong . . . . . 1952		
"OOPSI," "ROUND AND ROUND" Margaret Whiting . . . . . 1939		

## TOP SELLERS—POP

	78	45
"TIGER RAG," "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford . . . . . 1920		
"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole . . . . . 1808		
"SLOW POKE," "I WANNA PLAY HOUSE WITH YOU" Helen O'Connell . . . . . 1837		
"JUST ONE MORE CHANCE," "JAZZ ME BLUES" Les Paul and Mary Ford . . . . . 1825		
"A WEAVER OF DREAMS," "WINE, WOMEN AND SONG" Nat "King" Cole . . . . . 1925		
"DOWN YONDER," "IVORY RAG" Joe "Fingers" Carr . . . . . 1777		
"WHEN I TAKE MY SUGAR TO TEA," "CHARMAINE" Billy May . . . . . 1919		
"SUGAR BLUES BOOGIE," "I JUST LOVE AFFECTION" Clyde McCoy . . . . . 1937		
"CRY," "CHARMAINE" The Four Knights . . . . . 1875		
"THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse . . . . . 1922		
"ROCK CITY BOOGIE," "STREAMLINED CANNON BALL" Tennessee Ernie and the Dinning Sisters 1911		
"I'LL SEE YOU IN MY DREAMS," "AT LAST" Ray Anthony . . . . . 1912		
"RACTIME MELODY," "SNOW DEER RAG" Joe "Fingers" Carr . . . . . 1876		
"TENNESSEE SATURDAY NIGHT," "SENSATIONAL" Ella Mae Morse . . . . . 1903		
"TRUST IN ME," "I'LL STILL LOVE YOU" Lou Dinning . . . . . 1927		
"SIN," "THE GLORY OF LOVE" The Four Knights . . . . . 1806		
"HEARTBREAK HILL," "NO! NO! NO! NOT THAT!" The Dinning Sisters and Jan Garber . . . . . 1858		
"MY DOWNFALL," "JUNGLE" Bob Savage . . . . . 1918		
"SIN," "HERRING BOATS" Mickey Katz . . . . . 1961		
"ANY TIME," "CRAZY HEART" Helen O'Connell . . . . . 1895		
"CHINA DOLL," "TENNESSEE CENTRAL" Cliffie Stone . . . . . 1861		
"SHRIMP BOATS," "JALOUSIE" Dick Beavers and Les Baxter . . . . . 1873		
"MISS ME," "HERE'S TO MY LADY" Nat "King" Cole . . . . . 1893		
"I'M HURTIN'," "WALKIN'" Nat "King" Cole . . . . . 1863		
"MAGGIE," "TELE-VEE-SHUN" Stan Freberg . . . . . 1962		
"WISHIN'," "GOODBYE, SWEETHEART" Gisele MacKenzie . . . . . 1983		
"I LOVE THAT FEELIN'," "PARADISE" The Voices of Walter Schumann . . . . . 1933		
"UNTIL," "MY HEART HAS FOUND A HOME NOW" Dean Martin . . . . . 1938		
"SAD," "GIVE ME TIME" Lou Dinning . . . . . 1940		
"GREEN ACRES AND PURPLE MOUNTAINS," "BABY DOLL" Gordon MacRae . . . . . 1941		
"THE WAY I FEEL," "I WISH I HAD A GIRL" The Four Knights . . . . . 1930		
"I'LL ALWAYS BE FOLLOWING YOU," "DON'T PLAY THAT SONG" Helen O'Connell and Bob Eberly . . . . . 1931		

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# THE BILLBOARD Music Popularity Charts

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

## Records Most Played by Disk Jockeys

... Based on reports received January 30, 31 and February 1

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

POSITION	Weeks	Last	This	Tune	Artist	Label
Weeks	to date	Week	Week			
12	1	1	1	CRY	J. Ray	Okch(78)6840; (45)4-6840—BMI
9	3	2	2	TELL ME WHY	Four Aces-A. Alberts	Dec(78)27860; (45)9-27860—BMI
11	2	3	3	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Okch(78)6840; (45)4-6840—ASCAP
4	4	4	4	TIGER RAG	L. Paul-M. Ford	Cap(78)1920; (45)F-1920—ASCAP
9	8	5	5	ANY TIME	E. Fisher-H. Winterhalter	V(78)20-4359; (45)47-4359—BMI
5	6	6	6	TELL ME WHY	E. Fisher-H. Winterhalter	V(78)20-4427; (45)47-4427—BMI
4	16	7	7	BE MY LIFE'S COMPANION	Mills Brothers	Dec(78)27889; (45)9-27889—ASCAP
11	9	8	8	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489—BMI
10	10	8	8	SLOW POKE	R. Flanagan	V(78)20-4373; (45)47-4373—BMI
5	11	10	10	BERMUDA	Bell Sisters	V(78)20-4422; (45)47-4422—BMI
13	5	11	11	SHRIMP BOATS	J. Stafford-P. Weston	Col(78)39581; (45)4-39581—ASCAP
5	22	12	12	CRY	E. Barton	Coral(78)60592; (45)9-60592—BMI
7	13	13	13	DANCE ME LOOSE	A. Godfrey	Col(78)39632; (45)4-39632—ASCAP
1	—	14	14	KISS TO BUILD A DREAM ON...	H. Winterhalter	V(78)20-4455; (45)47-4455—ASCAP
1	—	15	15	AT LAST	R. Anthony	Cap(78)1912; (45)F-1912—ASCAP
1	—	16	16	PLEASE MR. SUN	J. Ray	Col(78)39636; (45)4-39636—BMI
1	—	17	17	COME WHAT MAY	P. Page	Mercury(78)5772; (45)5772X45—ASCAP
20	7	18	18	SIN	E. Howard	Mercury(78)5711; (45)5711X45—BMI
4	23	19	19	I WANNA LOVE YOU	Ames Brothers	Coral(78)60617; (45)9-60617—ASCAP
6	—	19	19	CHARMAINE	P. Weston	Col(78)39616; (45)4-39616—ASCAP
13	17	21	21	JALOUSIE (Jealousy)	F. Laine	Col(78)39585; (45)4-39585—ASCAP
3	26	22	22	(Here Am I) BROKEN HEARTED..	J. Ray	Col(78)39636; (45)4-39636—ASCAP
2	29	22	22	RETREAT	P. Page	Mercury(78)5772; (45)5772X45—BMI
1	—	22	22	PLEASE MR. SUN	T. Edwards	MGM(78)11134; (45)K-11134—BMI
2	—	25	25	BLUE TANGO	L. Anderson	Dec(78)27875; (45)9-27875—ASCAP
2	30	26	26	STOLEN LOVE	E. Howard	Mercury(78)5771; (45)5771X45
12	12	27	27	UNFORGETTABLE	Naf (King) Cole	Cap(78)1808; (45)F-1808—ASCAP
1	—	27	27	BE MY LIFE'S COMPANION....	R. Clooney	Col(78)39631; (45)4-39631—ASCAP
1	—	29	29	CHINATOWN, MY CHINATOWN..	B. Maxwell	Mercury(78)5773; (45)5773X45—ASCAP
11	17	30	30	CHARMAINE	Mantovani	London(78)1020; (45)45-1020—ASCAP

## VOX JOX

By JUNE BUNDY

### Preems

Dave Rosehill has switched from WDEM, Providence to WGSM, Huntington, L. I. . . . Norman Lenhardt, ex-WXYZ and WWJ, Detroit staffer, is moving to WJBK, Detroit, where he will pilot a daily two-hour morning show and double as a TV stand-by announcer. . . . Phil Christie, WLAW, Boston, launched a new hour show, "Commuter's Special," last week from 5 to 6 p.m. daily. . . . Al Ross, WBAL, Baltimore, has a new two-hour show, 9-11 p.m., on Fridays. . . . Jack Lacey, WINS, New York, last week started a new time schedule (12:30 p.m. to 6 p.m.), giving him a total of 33 hours per week on the air. . . . Alan Courtney, WGBS, Miami Beach, Fla., moves his show (11:20 p.m.-2 a.m.) into the Buttery at the Allison Hotel this month. . . . Howard Tinley Jr., WBTM, Danville, Va., is adding another 15-minute seg to his nightly disk show. . . . Joe Rico, WWOL, Buffalo, promoted an evening jazz concert at the Erlanger Theater Sunday (27) with proceeds going to the March of Dimes. . . . Bob Sullivan has replaced Dick Stadler at WMRN, Marion, O. The latter joins WMAN, Mansfield, O. . . . Jack Lynn, KVER, Albuquerque, N. M., has taken over a new early morning stanza, on which he "blows wild" from 6 to 7 o'clock, playing "soothing" stuff like Kenton. . . . Jerry Nesler, KGGM, Albuquerque, N. M., plugged the No. 1 song in his area when guested on Robert Q. Lewis' show.

### Gimmix

MGM Records' publicity, advertising and exploitation manager Sol Handwerker is going all out to push the "Quo Vadis" album, via a three-speed series of the Miklos Rozsa film score, and multi-station tie-ins with local movie house bookings of the flicker. . . . Jimmy Trippe, WKUL, Cullman, Ala., who recently launched a "Kiddie Klub" show from the stage of the Cullman Theater, has opened his disk shop, "The Record Mart," and "invites offers and promotions" from disk flacks and distributors. . . . Bob Wallace and Steve Fitz, WSNY, Schenectady, N. Y., netted a record take of \$3,125 Wednesday (23) on their fourth annual March of Dimes marathon broadcast from 6 p.m. to midnight. Guesting city and State officials were billed as "competing disk jockeys." . . . Bob Poole, Mutual Broadcasting System and Armed Forces Network, has developed a new presentation format for legit musical albums, which he hopes will give his listeners "a real at-the-performance type of feeling, something which you usually don't get with some disk jockey yacking away a mile a minute between show tunes." Thru the laborious clearance routine, Poole devotes one broadcast to playing a musical's entire score, supplemented by info and interviews spotlighting as many of the original cast as possible, plus off-stage execs ranging from director and choreographer to the box office manager and prompter. . . . Larry Lyon back with KNOR, Norman, Okla., after 15 months active duty with Naval Reserve, is pushing a March of Dimes drive via a stunt whereby the station contributes a dime every time a listener requests a record that isn't in the library. "Most of the requests," says Larry, "fall in the 1938-1945 bracket. Perhaps the most startling was a request for the Billy Jones-Ernest Hare diskling of 'Down Yonder,' which I happened to have in my own collection. We'll close the campaign by broadcasting the presentation of our check covering total contribution to local MOD chairman. Gimmick is a terrific mail-puller and can be used on other drives as well." . . . Larry Welch, who joined WARD, Jamestown, Pa., recently as emcee of a two-hour disk show, "Voice of the Tur-

(Continued on page 40)

## Best Selling Sheet Music

... Based on reports received January 30, 31 and February 1

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

POSITION	Weeks	Last	This	Tune	Artist
Weeks	to date	Week	Week		
13	1	1	1	SLOW POKE (R)	Ridgeway
8	2	2	2	CRY (R)	Mellow
7	2	3	3	LITTLE WHITE CLOUD THAT CRIED (R)	Larry Spier
20	4	4	4	DOWN YONDER (R)	La Salle
9	5	5	5	SHRIMP BOATS (R)	Disney
20	6	6	6	(IT'S NO) SIN (R)	Algonquin
6	7	7	7	CHARMAINE (R)	Lion
4	9	8	8	ANY TIME (R)	Hill & Range
6	8	9	9	TELL ME WHY (R)	Signet
13	10	10	10	DOMINO (R)	Pickwick
15	13	11	11	UNDECIDED (R)	Leeds
4	11	12	12	DANCE ME LOOSE (R)	Erwin-Howard
3	12	13	13	BERMUDA (R)	Goday
18	15	14	14	AND SO TO SLEEP AGAIN (R)	Paxton
1	—	15	15	I'LL SEE YOU IN MY DREAMS (R) (F)	Feist

## Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The Index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. This music checked is preponderantly (over 60 per cent) alive.

(F) Indicates tune from a film; (M) Indicates tune is from a legitimate musical; (R) Indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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Tune	Artist	Label
A Garden in the Rain (R)	Melrose	ASCAP
Any Time (R)	Hill & Range	BMI
Be My Life's Companion (R)	E. H. Moris	ASCAP
Bermuda (R)	Goday	BMI
Cry (R)	Mellow	BMI
Dance Me Loose (R)	Erwin-Howard	ASCAP
Down Yonder (R)	La Salle	ASCAP
Gloria (R)	Life	BMI
Grand Central Station (R)	Harms	ASCAP
How Close (R)	Life	BMI
I Could Write a Book (R)	T. B. Harms	ASCAP
I Talk to the Trees (R) (M)	Chappell	ASCAP
If You Catch a Little Cold (R)	Bregman-Vocco-Conn	ASCAP
It's All in the Game (R)	Witmark	ASCAP
Little White Cloud That Cried (R)	Spier	ASCAP
My Concerto (R)	Block	ASCAP
My Love (R)	Life	BMI
Never Before (F) (R)	Paramount	ASCAP
Please, Mister Sun (R)	Weiss-Barry	BMI
Shrimp Boats (R)	Walt Disney	ASCAP
(It's No) Sin (R)	Algonquin	BMI
Singin' in the Rain (R)	Robbins	ASCAP
Slow Poke (R)	Ridgeway	BMI
Solitaire (R)	Broadcast Music	BMI
Take Me Home (R)	Remick	ASCAP
Tell Me Why (R)	Signet	BMI
Trust in Me (R)	Advanced	ASCAP
Tulips and Heather (R)	Shapiro-Bernstein	ASCAP
Undecided (R)	Leeds	ASCAP
Unforgettable (R)	Bourne	ASCAP

## England's Top Twenty

POSITION	Weeks	Last	This	Tune	Artist	Label
Weeks	to date	Week	Week			
15	1	1	1	LONGING FOR YOU	Sterling	Ludlow
32	2	2	2	LOVELIEST NIGHT OF THE YEAR	Francis Day	Robbins
18	3	3	3	BECAUSE OF YOU	Dash	Broadcast Music
8	4	4	4	SOME ENCHANTED EVENING	Williamson	Williamson
15	5	5	5	I LOVE THE SUNSHINE OF YOUR SMILE	New World	Johnston-Montel
5	9	6	6	MISTAKES	Lawrence Wright	Mills Music
3	17	7	7	WHY WORRY	Mac Melodies	*
6	6	8	8	SHRIMP BOATS	Disney	Disney
6	7	9	9	AT THE END OF THE DAY	Chappell	Chappell
12	10	10	10	ROSALINE	Michael Reine	*
9	8	11	11	ALLENTOWN JAIL	Bourne Music, Ltd.	Bourne
2	15	12	12	THERE'S ALWAYS ROOM AT OUR HOUSE	Campbell-Connelly	Santly-Joy
2	18	13	13	DOMINO	Leeds	Pickwick
11	12	14	14	IF YOU GO	Maurice	Leeds
15	11	15	15	BELLE, BELLE, MY LIBERTY BELLE	Dash	Oxford
2	20	16	16	OODLES OF NOODLES	Edward Cox	Robbins
8	13	17	17	LOVE'S ROUNDABOUT	Cinephonic	*
1	—	18	18	DOWN YONDER	Feldman	La Salle
9	16	19	19	I WISH I WUZ	Maurice	United
4	—	20	20	BLACK AND WHITE RAG	Francis Day	*

coming in the March 1 issue . . .  
**"Records Available on Top 10 Tunes, 1945 to 1951"**  
 . . . one of more than a dozen valuable features and lists in  
**THE BILLBOARD'S 1952 JUKE BOX SPECIAL**  
 (MOA Convention-in-Print Number)



# WEEKLY SPECIAL



**SPINNING TO TERRIFIC HEIGHTS!**  
 Swing and Sway with **SAMMY KAYE**  
 to these 2 great songs—

**“WHEEL OF FORTUNE”**  
 Vocal Chorus by The Kaydets

**“GOODBYE SWEETHEART”**  
 Vocal Chorus by Tony Russo  
 and The Kaye Choir

78 rpm 39667 • 45 rpm 4-39667



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

Based on actual sales figures for week ending February 2

★ **POPULAR**

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

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

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

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

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

JEALOUSY  
 FLAMENCO  
 FRANKIE LAINE  
 39585—4-39585

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

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

BABY DOLL  
 OOPS  
 DORIS DAY  
 39637—4-39637

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

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

PINKY  
 A MIRACLE HAPPENED  
 SARAH VAUGHAN  
 39634—4-39634

ONCE  
 NEVER  
 TONI ARDEN  
 39577—4-39577

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

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

CHARMAINE  
 AT DAWNING  
 PAUL WESTON  
 39616—4-39616

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

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

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

SIN  
 JEALOUS EYES  
 SAMMY KAYE  
 39567—4-39567

★ **FOLK**

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

THE LITTLE GIRL IN MY HOME TOWN  
 DON'T JUST STAND THERE  
 CARL SMITH  
 20893—4-20893

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

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

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

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

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

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

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

**OKEH BEST SELLER**  
 THE LITTLE WHITE CLOUD THAT CRIED  
 CRY  
 JOHNNIE RAY  
 Okeh 6840—4-6840

★ **GOING STRONG**

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

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

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

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



**COLUMBIA RECORDS**

FOR MUSIC THAT SENDS 'EM—TO YOU!



# THE BILLBOARD Music Popularity Charts

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

## Best Selling Pop Singles

Based on reports received January 30, 31 and February 1

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

POSITION	Weeks	Last	This	to date	Week	Week	Record	Label
12	1	1	1				CRY Little White Cloud That Cried J. Ray Okeh(78)6840; (45)4-6840—BMI	
10	2	2	2				TELL ME WHY Garden in the Rain Four Aces-A. Alberts Dec(78)27860; (45)9-27860—BMI	
10	5	3	3				ANY TIME Never Before E. Fisher-H. Winterhalter V(78)20-4359; (45)47-4359—BMI	
12	3	4	4				LITTLE WHITE CLOUD THAT CRIED J. Ray Okeh(78)6840; (45)45-6840—ASCAP	
15	4	5	5				SLOW POKE Whisper Waltz Pee Wee King V(78)21-0489; (45)48-0489—BMI	
4	7	6	6				TIGER RAG It's a Lonesome Old Town L. Paul-M. Ford Cap(78)1920; (45)F-1920—ASCAP	
6	8	7	7				TELL ME WHY Trust in Me E. Fisher-H. Winterhalter V(78)20-4444; (45)47-4444—BMI	
6	10	8	8				BERMUDA June Night Bell Sisters-H. Rene Ork V(78)20-4422; (45)47-4422—BMI	
13	6	9	9				SHRIMP BOATS Love, Mystery and Adventure J. Stafford-P. Weston Col(78)39581; (45)4-39581—ASCAP	
5	13	10	10				BLUE TANGO Belle of the Ball L. Anderson Dec(78)27875; (45)9-27875—ASCAP	
3	20	11	11				(Here Am I) BROKEN HEARTED Please, Mr. Sun J. Ray Col(78)39636; (45)4-39636—ASCAP	
6	16	12	12				SLOW POKE Dance Me Loose A. Godfrey Col(78)39632; (45)4-39632—BMI	
7	14	13	13				DANCE ME LOOSE Slow Poke A. Godfrey Col(78)39632; (45)4-39632—ASCAP	
3	11	14	14				PLEASE, MR. SUN (Here Am I) Broken Hearted J. Ray Col(78)39636; (45)4-39636—BMI	
13	11	15	15				CHARMAINE Just for a While Manfovani London(78)1020; (45)45-1020—ASCAP	
21	9	16	16				SIN My Wife and I E. Howard Mercury(78)5711; (45)5711X45—BMI	
24	24	17	17				DOWN YONDER Mine All Mine Del Wood Tennessee(78)775; (45)45-775—ASCAP	
9	19	18	18				SLOW POKE I Wanna Play House With You H. O'Connell Cap(78)1837; (45)F-1837—BMI	
22	29	19	19				SIN Arizona Moon Four Aces-A. Alberts Victoria 101—BMI	
19	15	20	20				UNDECIDED Sentimental Journey Ames Brothers-L. Brown Coral(78)60566; (45)9-60566—ASCAP	
7	17	21	21				KISS TO BUILD A DREAM ON I Get Ideas L. Armstrong Dec(78)27720; (45)9-27720—ASCAP	
6	22	22	22				MOTHER AT YOUR FEET IS KNEELING Immaculate Mother B. Wayne London 968	
14	17	23	23				JALOUSIE (Jealousy) Flamenco F. Laine Col(78)39585; (45)4-39585—ASCAP	
6	26	23	23				GARDEN IN THE RAIN Tell Me Why Four Aces-A. Alberts Dec(78)27860; (45)9-27860—ASCAP	
2	21	25	25				I WANNA LOVE YOU I'll Still Love You Ames Brothers Coral(78)60617; (45)9-60617—ASCAP	
1	—	26	26				WHEEL OF FORTUNE You Showed Me the Way E. Wilcox-Sunny Gale Derby 787—ASCAP	
17	22	27	27				DOWN YONDER Ivory Rag J. (Fingers) Carr Cap(78)1777; (45)F-1777—ASCAP	
6	—	27	27				SHRIMP BOATS More, More, More D. Gray Dec(78)27832; (45)9-27832—ASCAP	
15	25	29	29				UNFORGETTABLE My First and My Last Love Nat (King) Cole Cap(78)1808; (45)F-1808—ASCAP	
1	—	29	29				TRUST IN ME Tell Me Why E. Fisher-H. Winterhalter V(78)20-4444; (45)47-4444—ASCAP	

## DEALER DOINGS

### Trade Talk

Liberty Music Shops, New York record chain, are expanding their mid-town Madison Avenue store by almost one-third. Additional space will be used for pop and classical record sections. . . . And the Haynes-Griffin Music Shop, also in New York, which has always concentrated on the classical trade, is making a bid for the pop market by keeping in stock all the hit tunes listed in The Billboard pop charts.

### News and Views

According to the comments we have received, it seems that all of the companies fell behind during the Christmas rush. Cecil Hartson, of Cecil's Music Manor, Englewood, N. J., writes: "As usual RCA Victor could not handle the Christmas rush." . . . And Ferguson's Record Shop, Memphis, says: "MGM service was awful during the holidays and still is. We are losing lots of sales on 'Show Boat' and 'American in Paris' sets because our orders aren't filled quickly and completely." . . . The Tune Shop, Harlingen, Tex., states: "We could have done a landslide business on Pee Wee King's 'Slowpoke' if only our distributor would deliver. We've had it on order for two months! . . . Turntable Record Shop, Columbus, O., comments: "Wish Columbia would give better service on hits. Getting a shipment from them is like pulling teeth." . . . And Herbert Gray, of the Music Box, Hillsdale, N. J., asks: "Why do distributors have to shut down for three or four days right at the first of the year when dealer's stocks are low after the Christmas rush? Why not end their fiscal year in the summer and take stock then?"

### Chatter

Sherman Clay's Record Shop, San Francisco, writes: "MGM's Victor Marches has an extremely pleasing, fresh-sounding voice. It has a little bit of Tibbet's quality, warm and rich. He should become very popular as a singer, in all fields — ballad, semi-classical and opera." . . . Henry's Jewelry, Binghamton, N. Y., says he only has one beef about the record business. That concerns the fact that he orders records from his distributors as soon as a tune starts to break but often by the time he receives the disks the tune is dead, and he is stuck with the platters.

Arends TV Center, Shenandoah, Ia., claims "the record business has slowed down to a creep since Christmas. Columbia going on strike hurt a lot, as its disks were our hottest sellers. We could buy more records if we had a 20 per cent return privilege." . . . Renee Manola, of Carlisle Radio & Record Shop, Carlisle, Pa., says: "Congratulations to Capitol Records on its Hit Parade on LP. We could use it as a 45 package, too. It created a lot of new customers for us. We have also increased our 45 business by sticking to our 'request'." . . . Al Meyer, of Town & Country Music, Westwood, N. J., writes, "Our 45's are exceeding 78's in sales. Whether this will continue after the next few months is doubtful, but it is a straw in the wind." . . . And Mary L. Snead, the Musical Bote Record Company, Missoula, Mont., sent us a copy of a letter she wrote to RCA Victor in which she states that one of the most unfair things about the record business is the manufacturers' dropping prices of their records without warning or protection for the dealer. She writes, "In our humble way we try to practice the golden rule, by making it a policy that if a customer asks that a record be put away for him, even tho the price to us has been increased in the meantime, we still sell it to him at the price quoted when he requested it, regardless of the length of time held, and, on the other hand, give him full advantage of all price lowering."

## Best Selling Children's Records

Based on reports received January 30, 31 and February 1

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

POSITION	Weeks	Last	This	to date	Week	Week	Record	Label
28	1	1	1				ALICE IN WONDERLAND (One Record) K. Beaumont-E. Wynn V(78)Y-437; (45)WY-437; (33)LY-1	
60	1	1	1				TWEETY PIE (One Record) M. Blanc-B. May Cap(78)CAS-3074; (45)CAS-3074	
37	4	3	3				LONE RANGER VOL. 1 (He Becomes the Lone Ranger) (One Record) G. Trendle Dec(78)K-29; (45)1-152	
104	1	4	4				CINDERELLA (Two Records) I. Woods & Others V(78)Y-399; (45)WY-399	
172	8	5	5				BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance Pinto Colvig Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114	
31	8	6	6				LONE RANGER VOL. II (He Finds Silver) (One Record) G. Trendle Dec(78)K-30; (45)1-153	
21	10	7	7				SNOW WHITE AND THE SEVEN DWARFS (Two Records) Dennis Day V(45)WY-33; (78)Y-33	
2	14	8	8				HOWDY DOODY'S DO'S AND DONT'S (One Record) Howdy Doody-B. Smith V(78)Y-445; (45)WY-445	
42	5	9	9				PETER AND THE WOLF (Two Records) Sterling Holloway V(78)Y-386; (45)WY-386	
19	5	9	9				HENERY HAWK (One Record) M. Blanc Cap(78)CAS-3098; (45)CAS-3098	
20	7	11	11				TWEETY'S PUDDY TAT TWDOUBLE (Two Records) M. Blanc Cap(78)DBX-3102; (45)CBXF-3102	
6	12	12	12				THREE ORPHAN KITTENS (One Record) D. Wilson Cap(78)CAS-3096; (45)CAS-3096	
54	13	12	12				BOZO AND THE BIRDS (Two Records) P. Colvig-B. May Cap(78)DBX-3033; (45)CBXF-3033; (33)HX-3064	
1	—	12	12				IT'S HOWDY DOODY TIME (One Record) Howdy Doody-B. Smith V(78)Y-446; (45)WY-446	
1	—	15	15				SPARKY'S MAGIC PIANO (One Record) H. Blair Cap(78)DC-78; (45)CCF-3003; (33)H-3003	

## Best Selling Pop Albums

Based on reports received January 30, 31 and February 1

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

Last	This	Week	Week	Record	Label
1	1	1	1	AN AMERICAN IN PARIS G. Kelly-G. Guetary-J. Green MGM(78)MGM-93; (33)E-93	
2	2	2	2	SHOW BOAT Original Cast-K. Grayson-A. Gardner-H. Keel MGM(78)MGM-84; (33)E-559	
3	3	3	3	GLENN MILLER CONCERT G. Miller V(78)P-25; (33)LPT-16	
6	4	4	4	I'LL SEE YOU IN MY DREAMS Doris Day-Original Cast Col(78)C-289; (33)CL-6198	
—	5	5	5	HONKY TONK PIANO F. Carle V(78)P-327; (33)LPM-26	
4	6	6	6	KING AND I Original Cast Dec(78)DA-876; (33)DL-9008	
8	6	6	6	NEW SOUND VOL. II L. Paul-M. Ford Cap(78)CCN-286; (33)H-286	
4	8	8	8	SOUTH PACIFIC Mary Martin-Ezio Pinza Col(78)MM-850; (33)ML-4180	
9	9	9	9	PAINT YOUR WAGON Original Cast V(78)OC-6; (33)LOC-1006	
6	10	10	10	CARNEGIE HALL JAZZ CONCERT VOL. I & II B. Goodman Col(33)SL-160	

### Best Selling 45 R.P.M.

1	1	1	1	AN AMERICAN IN PARIS (Four Records) G. Kelly-G. Guetary-J. Green MGM(78)MGM-93; (45)K-93
2	2	2	2	SHOW BOAT (Four Records) Original Cast-K. Grayson-A. Gardner-H. Keel MGM(78)MGM-84; (45)K-84
3	3	3	3	GLENN MILLER CONCERT (Four Records) G. Miller V(78)P-25; (45)WPT-25
9	4	4	4	I'LL SEE YOU IN MY DREAMS (Four Records) Doris Day-Original Cast Col(78)C-289; (45)B-289
4	5	5	5	NEW SOUND VOL. II (Three Records) L. Paul-M. Ford Cap(78)CCN-286; (45)CCF-286
8	6	6	6	HONKY TONK PIANO (Three Records) F. Carle V(78)P-327; (45)WP-327
7	7	7	7	SOUTH PACIFIC (Seven Records) M. Martin-E. Pinza Col(78)MM-850; (45)A-850
—	7	7	7	TRIBUTE TO GLENN MILLER (Four Records) J. Gray Dec(78)A-898; (45)9-286
10	9	9	9	ONE FOR MY BABY (Four Records) F. Laine Col(78)C-287; (45)B-287
6	10	10	10	NEW SOUND VOL. I (Three Records) L. Paul Cap(78)CCN-226; (45)CCF-226

## Best Selling Classical Titles

### Best Selling 33 1/3 R.P.M.

1	1	1	1	Verdi: La Traviata (Complete Opera), L. Albanese, G. Cehanovsky, P. Dennis, J. Garris, R. Merrill, J. Moreland, J. Pearce, M. Stellman, NBC Symphony Ork & Chorus, A. Toscanini, conductor; Wilhousky, Director V(33)LM-6003
2	2	2	2	Debussy: La Mer; NBC Symphony Ork., A. Toscanini, conductor V(33) LM-1221
3	3	3	3	The Gerat Caruso: M. Lanza, RCA Victor Ork, C. Callinicos, conductor V(33) LM-1127
—	3	3	3	Bizet: Carmen (Complete Opera), L. Albanese, G. Cehanovsky, A. De Paloio, O. Hawkins, P. Lencher, R. Merrill, P. Pearce, M. Roggero, R. Stevens, H. Thompson, New York Lycee Francaise Children's Chorus, R. Shaw, conductor of R. Shaw Chorale, RCA Victor Ork; F. Reiner, conductor V(33) LM-6102
—	5	5	5	Puccini: Madame Butterfly London (33) LLP-A-8

### Best Selling 45 R.P.M.

1	1	1	1	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork. P. Monteux, conductor V(45)WDM-920
—	2	2	2	Tchaikovsky: Swan Lake Ballet, St. Louis Symphony Ork, V. Golschman, conductor V(45) WDM-1028
2	3	3	3	Puccini: Highlights From Madam Butterfly, L. Albanese, J. Melton, L. Browning, RCA Victor Ork V(45)WDM-1068
3	3	3	3	Tchaikovsky: Nutcracker Suite, E. Ormandy, Philadelphia Ork. V(45)WDM-1020
3	5	5	5	Love Songs and Neapolitan Serenade, M. Lanza, RCA Victor Ork. Sinatra, conducting V(45) WDM-1606
—	5	5	5	Rachmaninoff: Concerto for Piano & Ork. No 2, A. Rubinstein, St. Louis Symphony Ork. V(45) WDM-1075

## Classical Reviews

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

KREISLER MELODIES—Arthur Whittmore-Jack Lowe (1-10'')  
Victor (33) LM-130  
Liebesleid; Liebesfreud; La Gitana; Stars in My Eyes; Caprice Viennois; Tambourin Chinois.  
Tho the transcription of Kreisler violin solos to piano pieces doesn't quite do justice to the exquisite melodies, the familiarity of the pieces may make up for any possible loss. Whittmore and Lowe, accomplished keyboard duo, have handled the transcriptions skillfully and tastefully. They've managed to retain even the violin phrasing. Commercially, this is the type of album which can help bridge the gap between pop and classics for many people. Sales potential appears to be strongest with the disk buyers who want either piano music, background music or "something classical like Strauss." Recording is excellent.

72 VIVALDI: DIXIT (PSALM 109)—Rosanna Giancola, L. Piovesan, M. Amadini, E. Cristinelli, G. Ferrein—Chorus & Chamber Ork., of Scuola Veneziana, A. Ephrikian, Cond. (1-12'')  
Period (33) SPLP-537  
Tho the Vivaldi violin works have achieved a new popularity since the advent of the loop-playing disk, his religious works are still pretty much unfamiliar writings. Since musicologists are still doing research on the Italian composer's vast list of works, there is little background material available on a good portion of the Vivaldi scores. Here, his musical setting for the 109th Psalm is beautifully rendered by the soloists, choral group and chamber orchestra. Recording is excellent, making the Latin verses fairly easy to follow with the aid of a partial libretto. The orchestral portions of the work should have more than secular appeal to many disk buyers. Packaging is good.

60



**a SENSATION in his FIRST RECORD**

**DON ESTES**

with **NORMAN LEYDEN'S Orchestra**

**"A MAN and a MOUNTAIN"**

and

**"NOTHING MORE, NOTHING LESS"**

RCA 20-4486 (78) — 47-4486 (45)\*



This week's

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

Release 52-6

**Ships Coast to Coast, Week of February 10**

**POPULAR**

- WAYNE KING and his Orchestra**  
Somebody Dreamer's Cloth 20-4509—(47-4509)\*
- THE THREE SUNS**  
Stolen Love Cool, Cool Kisses 20-4510—(47-4510)\*
- MERV GRIFFIN**  
The Hills of County Clare Isle of Innisfree 20-4512—(47-4512)\*
- HUGO WINTERHALTER and his Orchestra**  
Blue Tango The Gypsy Trail 20-4518—(47-4518)\*
- DANNY SCHOLL with Orchestra conducted by Norman Leyden**  
The King Let Me Dream 20-4513—(47-4513)\*
- JOHNNY VADNAL and his Orchestra**  
Chopsticks Polka Orchid Waltz 20-4504—(47-4504)\*

**COUNTRY — WESTERN**

- GRANDPA JONES**  
Retreat Mountain Laurel 20-4505—(47-4505)\*
- TEX WILLIAMS and his Orchestra**  
Only Politickin' Shame on You 20-4506—(47-4506)\*

**RHYTHM-BLUES**

- THE HEARTBREAKERS**  
You're So Necessary to Me I'm Only Fooling My Heart 20-4508—(47-4508)\*

**BLUES-RHYTHM REISSUE**

- THE FOUR CLEFS**  
Dig These Blues Four Clefts' Woogie 20-4507—(47-4507)\*

**COLLECTORS**

- TOMMY DORSEY and his Orchestra**  
There Are Such Things Daybreak 42-0151—(27-0151)\*

**RED SEAL SPECIAL**

- ZINKA MILANOV with RCA Victor Orchestra, Renato Cellini, Conductor**  
II Trovatore: Act I—TACEA LA NOTTE PLACIDA  
II Trovatore: Act IV—Reit: TIMOR DI ME? Aria: D'AMOR SULL'ALI ROSEE 47-3739\*
- ZINKA MILANOV, JAN PEECE and LEONARD WARREN with RCA Victor Orchestra; Renato Cellini, Conductor**  
II Trovatore: Act IV—MISERERE  
II Trovatore: Act IV—UDISTE? COME ALBEGGI 49-3710\*

**CHILDREN'S**

- DENNIS DAY**  
Snow White and Sneezey—Part I Snow White and Sneezey—Concl. Y-447—(WY-447)\*  
Snow White and Dopey—Part I Snow White and Dopey—Concl. Y-448—(WY-448)\*

\*45 rpm cat. nos.

*Going Strong...*

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

- \$ Any Time/Never Before**  
Eddie Fisher .....20-4359—(47-4359)\*
- \$ Bermuda/June Night**  
The Bell Sisters .....20-4422—(47-4422)\*
- \$ Slow Poke**  
Pee Wee King .....21-0489—(48-0489)\*
- \$ Tell Me Why/Trust in Me**  
Eddie Fisher .....20-4444—(47-4444)\*
- \$ Silver and Gold**  
Pee Wee King .....20-4458—(47-4458)\*
- \$ Tulips and Heather/Please, Mr. Sun**  
Perry Como .....20-4453—(47-4453)\*
- \$ A Kiss To Build a Dream On**  
Hugo Winterhalter .....20-4455—(47-4455)\*
- \$ Make With the Magic/At Last! At Last!**  
Tony Martin .....20-4477—(47-4477)\*
- \$ Call Her Your Sweetheart/Bundle of Southern Sunshine**  
Eddy Arnold .....20-4413—(47-4413)\*
- \$ Domino/It's All Over But the Memories**  
Tony Martin .....20-4343—(47-4343)\*
- \$ Slow Poke/Charmaine**  
Ralph Flanagan .....20-4373—(47-4373)\*
- \$ Turn Back the Hands of Time**  
Eddie Fisher w. Hugo Winterhalter's Orch .....20-4257—(47-4257)\*
- \$ Grand Central Station**  
The Fontane Sisters .....20-4387—(47-4387)\*
- \$ Loveliest Night of the Year**  
Mario Lanza .....10-3300—(49-3300)\*
- \$ Dance Me Loose/Allegheny Fiddler**  
Mindy Carson .....20-4457—(47-4457)\*

*Coming Up...*

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

- ★ AT LAST, AT LAST**  
Tony Martin .....20-4477—(47-4477)\*  
The Billboard Picks, January 26th issue.
- ★ HEART OF A CLOWN**  
Wade Ray .....20-4429—(47-4429)\*  
Country and Western Disk Jockeys Pick, Billboard, February 2nd issue.
- ★ BLUE TANGO**  
Hugo Winterhalter and His Orchestra .....20-4518—(47-4518)\*  
The Billboard Picks, February 2nd issue

**TIPS** **BLUE TANGO GYPSY TRAIL** Hugo Winterhalter and His Orchestra 20-4518—(47-4518)\*

**MONROE'S CAMEL CARAVAN**

The Vaughn Monroe Camel Caravan radio show rolls into its seventh consecutive year on the air. The Saturday night program, the highest rated musical on radio today, has been broadcast from every part of the country during Monroe's extended concert tours.

The show has become one of the most important barometers of the public's choice of records, since it spotlights disc jockey reports from cities throughout the country. Dealers and the trade have made it a habit to listen to the show in order to guide their own sales promotion activities.

At the present time the Vaughn Monroe organization is heading south with the following dates lined up:

February 1952

- Fri. 1 Youngstown, Ohio, Elmo Ballroom
- Sat. 2 Dayton, Ohio, Lakeside Park
- Sun. 3 Herrin, Ill., White City Park
- Mon. 4 Evansville, Ind., Grand Theatre
- Tue. 5 Memphis, Tenn., Naval Air Station Auditorium
- Wed. 6 Birmingham, Ala., City Auditorium
- Thurs. 7 Tuscaloosa, Ala., Univ. of Ala.
- Fri. 8 Memphis, Tenn.
- Sat. 9 Starkville, Miss., Miss. State College
- Sun. 10 Biloxi, Miss., Keesler Air Force Base, Hangar #5
- Mon. 11 New Orleans, La., Tulane Univ. (McAlester Auditorium)
- Tues. 12 Valparaiso, Fla., Eglin Air Force Base
- Wed. 13 Orlando, Fla., Coliseum
- Thurs. 14 Sarasota, Fla., Municipal Auditorium
- Fri. 15 Tampa, Fla., Fort Homer Hesterly Armory
- Sat. 16 Coral Gables, Fla., Univ. of Miami
- Sun. 17 Miami, Fla., Miami Beach Auditorium
- Mon. 18 Ft. Lauderdale, Fla., War Memorial Auditorium
- Tues. 19 Gainesville, Fla., Univ. of Florida
- Wed. 20 Macon, Ga., City Auditorium
- Thurs. 21 Jacksonville, Fla., Florida Theatre
- Fri. 22 Daytona Beach, Fla., Peabody Auditorium
- Sat. 23 Tallahassee, Fla., Florida State Univ.
- Sun. 24 Atlanta, Ga., Fox Theatre
- Wed. 27 Roanoke, Va., Roanoke Auditorium
- Thurs. 28 Parkersburg, W. Va., Coliseum Ballroom

In addition to theatres and ballrooms, the tour includes the leading universities in the South.

Recently the program switched to the NBC network for wider coverage and broader promotion. Dealers are therefore afforded a better opportunity to tie in their general record promotions as well as that of Vaughn Monroe merchandise. Another feature of the show is the weekly salute to a different university, not necessarily one that Vaughn is visiting. This offers another possibility for record exploitation to dealers.

The stars who make the hits are on

**RCA VICTOR Records**

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY









2 great New Songs  
great New KAYE arrangements...

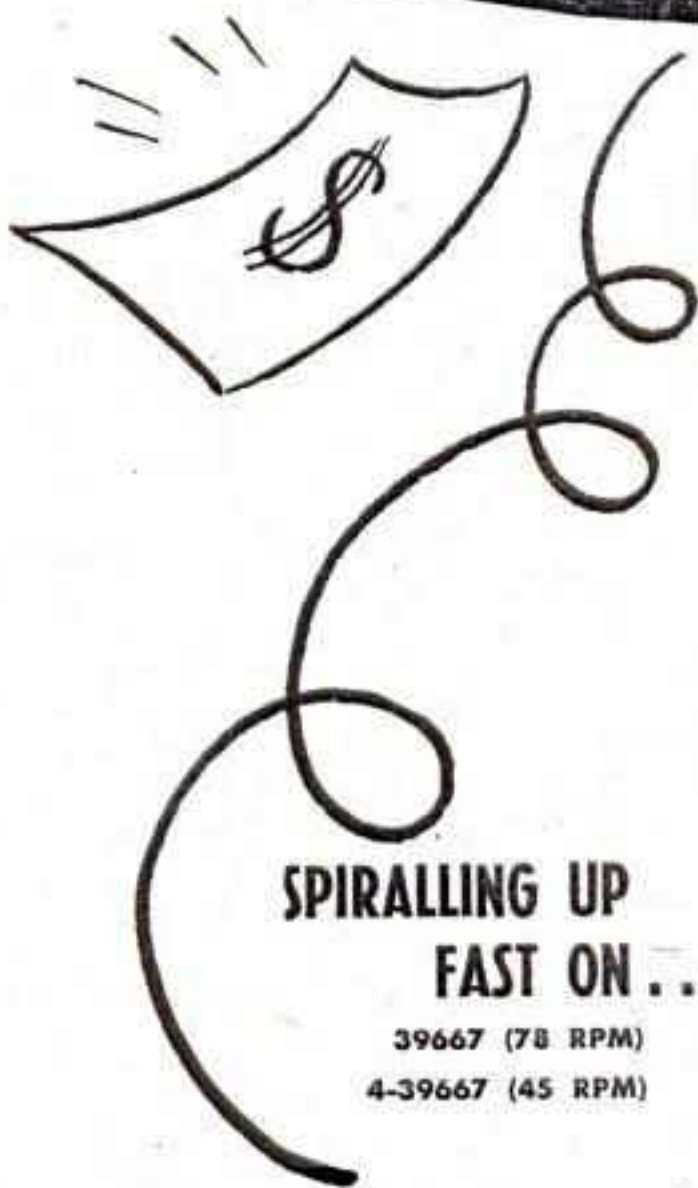
ONE  
SENSATIONAL  
RECORD

Sing and Sway With

# SAMMY KAYE



... VOCAL  
CHORUS  
by the KAYDETS



VOCAL  
CHORUS  
by  
TONY  
RUSSO  
and  
the  
KAYE  
CHOIR

SPIRALLING UP  
FAST ON...  
39667 (78 RPM)  
4-39667 (45 RPM)

“GOODBYE  
SWEETHEART”



## COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!





A NEW CORAL DE CAMPO HIT!

# VINNI DE CAMPO

with DENNY VAUGHAN and his Orchestra



"TIL NOW"

and

"WHAT'S TO BECOME OF ME"

CORAL 60595 (78 RPM) 9-60595 (45 RPM)

**CORAL RECORDS**  
America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

IN CANADA: Rogers Majestic Radio Corporation Ltd., Toronto-Montreal

## 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 30, 31 and February 1

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 3,538 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same time. 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	to date	Week	Week	Artist	Label
11	1	1.	CRY	J. Ray				
8	4	2.	TELL ME WHY	Four Aces-A. Alberts				
10	3	3.	LITTLE WHITE CLOUD THAT CRIED	J. Ray				
14	2	4.	SLOW POKE	Pee Wee King				
10	6	5.	ANY TIME	E. Fisher-H Winterhalter				
9	5	6.	SHRIMP BOATS	J. Stafford-P. Weston				
20	7	7.	SIN	E. Howard				
4	8	8.	TIGER RAG	L. Paul-M Ford				
5	10	9.	TELL ME WHY	E. Fisher H Winterhalter				
9	9	10.	SLOW POKE	H. O'Connell				
7	13	10.	DANCE ME LOOSE	A. Godfrey				
5	12	12.	BERMUDA	Bell Sisters				
19	11	13.	UNDECIDED	Ames Brothers-L. Brown				
3	21	14.	PLEASE, MR. SUN	J. Ray				
2	20	15.	STOLEN LOVE	E. Howard				
1	—	16.	BE MY LIFE'S COMPANION	Mills Brothers				
10	16	17.	SLOW POKE	R. Lee				
26	13	18.	COLD, COLD HEART	T. Bennett-P Faith				
4	16	18.	SHRIMP BOATS	D. Gray				
6	18	18.	GARDEN IN THE RAIN	Four Aces A Alberts				
4	19	21.	KISS TO BUILD A DREAM ON	L. Armstrong				
21	22	22.	SIN	Four Aces-A. Alberts				
13	27	23.	DOWN YONDER	J. (Fingers) Farr				
3	22	24.	RETREAT	P. Page				
7	22	24.	CHARMAINE	G. Jenkins				
1	—	24.	UNFORGETTABLE	Nat (King) Cole				
13	15	27.	JALOUSIE (Jealousy)	F. Laine				
24	29	28.	DOWN YONDER	Del Wood				
7	27	28.	DON'T LEAVE MY POOR HEART	Cowboy Copas-R. Patton				
10	—	28.	DOMINO	T. Martin				
1	—	28.	I WANNA SAY HELLO	E. Sutton-Sir H. Pimm				



- RECORDED AT STATE THEATRE, CINCINNATI!
- AUDIENCE (1000) SINGS ON RECORD—FIRST TIME EVER DONE!
- MADE AT COST OF OVER \$3000 FOR ONE SIDE!
- MOST EXCITING SIDE SINCE "RIDERS IN THE SKY"  
... WIRES FROM DEEJAYS

AMERICA'S NUMBER ONE BAND

**ralph** **flanagan**

**ON**

**MY**

**WAY**

(Got on my Travelin' Shoes)

20-4487 47-4487

VOCAL BY THE  
CINCINNATI SHOUTER  
... and AUDIENCE



**RCA VICTOR RECORDS**



# THE BILLBOARD Music Popularity Charts

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

## • Most Played Juke Box Folk (Country & Western) Records

... Based on reports received January 30, 31 and February 1

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

POSITION	Weeks	Last	This	to date	Week	Week	Record	Label
6	3	1					GIVE ME MORE, MORE, MORE... Lefty Frizzell	Col(78)20885; (45)4-20885—BMI
14	2	2					LET OLD MOTHER NATURE HAVE HER WAY... Carl Smith	Col(78)20862; (45)4-20862—BMI
20	1	3					SLOW POKE... Pee Wee King	V(78)21-0489; (45)48-0489—BMI
6	4	4					BABY, WE'RE REALLY IN LOVE... Hank Williams	MGM(78)11100; (45)K-11100
12	6	5					ALABAMA JUBILEE... Red Foley	Dec(78)27810; (45)9-27810—ASCAP
5	5	6					MUSIC MAKIN' MAMA FROM MEMPHIS... Hank Snow	V(78)20-4346; (45)47-4346—BMI
16	10	7					SOMEBODY'S BEEN BEATING MY TIME... E. Arnold	V(78)20-4273; (45)47-4273—BMI
2	8	8					WONDERING... W. Pierce	Dec(78)46364; (45)9-46364—BMI
26	—	8					ALWAYS LATE... Lefty Frizzell	Col(78)20837; (45)4-20837—BMI
16	7	10					CRAZY HEART... Hank Williams	MGM(78)11054; (45)K-11054—ASCAP
1	—	10					BUNDLE OF SOUTHERN SUNSHINE... E. Arnold	V(78)20-4413; (45)47-4413

### Coming Up

- ASHES OF LOVE... Johnnie & Jack  
V(78)20-4389; (45)47-4389
- HEARTLESS LOVER... Moon Mullican  
King(78)984; (45)45-984
- I'D STILL WANT YOU... Hank Williams  
MGM(78)11100; (45)K-11100

## • 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	REVIEW
HANK WILLIAMS (The Drifting Cowboys) I'm Sorry for You, My Friend MGM 11160—A poignant country weeper, with a fine set of lyrics, receives an outstanding waxing by Williams. This disk should do well in all sections of the country market. Could even stir pop business.	86--86--86--86	★★★★
Honky Tonk Blues Another great vocal by the country star on a melodious honky-tonk blues. Should stir up action thruout the rural belt.	85--85--85--85	★★★★

(Continued on page 82)

## FOLK TALENT AND TUNES

By JOHNNY SIPP

### Disk Jockey Doings

Cousin Lou Stevens, the scribe-d. j. at KXLA, Pasadena, Calif., has cut a pilot e. t. disk for a national packager on which he emceed a show by Ole Rasmussen and His Nebraska Cornhuskers. Stevens reports that Kenny Cannon, former trombonist with Bob Wills, is now working with Rasmussen. Besides Joe Allison, who recently moved to KXLA from WSM, Nashville, the station has added George Wilhelm, who does the midnight to 5 a.m. slot. Tennessee Tom (Tom Brennan) now handles emcee chores on some of Hollywood's TV shows. He recently added a new seg on KLAC-TV for a tailor sponsor. . . . Hugh Cherry, WMAK, Nashville, veteran, is doing five and a half hours of country per day. He

### C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and Western records received this week.  
MILK BUCKET BOOGIE  
SALTY DOG RAG  
Red Foley... Decca 27981  
HONEY, HONEY, HONEY  
Rod Morris... Capitol 1946

reports that Eddie Hill (Mercury) has taken over the slots at WSM vacated by Joe Allison. . . . Hal Benson, formerly at WMPS, Memphis, has taken over management of a new station, WMPA, Aber-

(Continued on page 94)

## • Folk Record Releases

Bittersweet, The—Anisteen Allen-Gene Redd Ork (Bluest) Federal 12057  
Bluest Blues—Anisteen Allen-Gene Redd Ork (Bittersweet) Federal 12057  
Booger Blues—Leon Chappel (You're) Cap 1954  
Cold, Cold Woman (and the Hot Guitar)—Eddie Hill (Educated) Mer 6375  
Cry Baby Blues—Rod Morris-His Missourians (Honey) Cap 1946  
Educated Fool—Eddie Hill (Cold) Mer 6375  
Ten Gallon Stetson—Pee Wee Miller & Bunkhouse Boys (I'm) Holiday H-112  
I Want You So—Terry Preston (Time) Cap 1947  
I'm Gonna Dry Every Tear With a Kiss—Pee Wee Miller & Bunkhouse Boys (Ten) Holiday H-112  
Love, Sweet Love—York Bros. (When) King 1042  
My Life's Companion—Skeets McDonald (Tell) Cap 1967  
Tell Me Why—Skeets McDonald (My) Cap 1967  
Time—Terry Preston (Time) Cap 1947  
When You Want a Little Lovin'—York Brothers (Love) King 1942  
You're a Lovin' Woman—Leon Chappel (Booger) Cap 1954

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

... Based on reports received January 30, 31 and February 1

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	Label
19	1	1					SLOW POKE... Pee Wee King	V(78)21-0489; (45)48-0489—BMI
12	2	2					LET OLD MOTHER NATURE HAVE HER WAY... Carl Smith	Col(78)20862; (45)4-20862—BMI
6	3	3					GIVE ME MORE, MORE, MORE... Lefty Frizzell	Col(78)20885; (45)4-20885—BMI
1	—	4					MISSING IN ACTION... E. Tubb	Dec(78)46389; (45)9-46389—BMI
2	10	5					TOO OLD TO CUT THE MUSTARD... Red Foley-E. Tubb	Dec(78)46387; (45)9-46387—BMI
27	5	6					ALWAYS LATE... Lefty Frizzell	Col(78)20837; (45)4-20837—BMI
24	5	7					MOM AND DAD'S WALTZ... Lefty Frizzell	Col(78)20837; (45)4-20837—BMI
3	4	8					BUNDLE OF SOUTHERN SUNSHINE... E. Arnold	V(78)20-4413; (45)47-4413
45	8	9					COLD, COLD HEART... Hank Williams	MGM(78)10904; (45)K-10904—BMI
9	7	10					MUSIC MAKIN' MAMA FROM MEMPHIS... Hank Snow	V(78)20-4346; (45)47-4346—BMI

### Coming Up

- HOW LONG WILL IT TAKE... Lefty Frizzell  
Col(78)20885; (45)4-20885
- SILVER AND GOLD... P. W. King  
V(78)20-4458; (45)47-4458
- CALL HER YOUR SWEETHEART... E. Arnold  
V(78)20-4413; (45)47-4413

## • Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received January 30, 31 and February 1

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

22	3	1					SLOW POKE... Pee Wee King	V(78)21-0489; (45)48-0489—BMI
16	2	2					LET OLD MOTHER NATURE HAVE HER WAY... Carl Smith	Col(78)20862; (45)4-20862—BMI
7	1	3					GIVE ME MORE, MORE, MORE... Lefty Frizzell	Col(78)20885; (45)4-20885—BMI
6	4	4					WONDERING... W. Pierce	Dec(78)46364; (45)9-46364—BMI
5	5	5					BABY, WE'RE REALLY IN LOVE... Hank Williams	MGM(78)11100; (45)K-11100
3	6	6					TOO OLD TO CUT THE MUSTARD... Carlisles	Mercury 6348
2	9	7					BUNDLE OF SOUTHERN SUNSHINE... E. Arnold	V(78)20-4413; (45)47-4413
5	—	8					MUSIC MAKIN' MAMA FROM MEMPHIS... Hank Snow	V(78)20-4346; (45)47-4346—BMI
1	—	8					MISSING IN ACTION... E. Tubb	Dec(78)46389; (45)9-46389—BMI
3	7	10					HOW LONG WILL IT TAKE... Lefty Frizzell	Col(78)20885; (45)4-20885—BMI

### Coming Up

- TOO OLD TO CUT THE MUSTARD... Red Foley & E. Tubb  
Dec(78)46387; (45)9-46387
- CALL HER YOUR SWEETHEART... E. Arnold  
V(78)20-4413; (45)47-4413
- ASHES OF LOVE... Johnnie & Jack  
V(78)20-4389; (45)47-4389

# "SILVER and GOLD"

by the Nation's #1 Western Band Leader



RCA VICTOR'S #20-4458 "Pee Wee King" and his Band

Featuring REDD STEWART

Published by BLUE RIVER SONGS—Hollywood—BMI

Selling Agent—KEYS MUSIC CO., 146 W. 54th St., N. Y. City

**BMI**  
**KEEP A LIGHT IN YOUR WINDOW TONIGHT**  
Record No. 1880  
By **JIMMY WAKELY**  
**Capitol**  
M. M. Cole Publishing Co.  
823 S. Wabash Ave., Chicago 5, Ill.

**ANNOUNCEMENT**  
**QUEEN RECORD CO.**  
Los Angeles, Calif.  
Has appointed us National Distributor  
Be sure to hear:  
**Q-101**  
their first release  
**"I CAN'T FIND MY WAY"**  
by **ROY AGEE**  
with **RICHARD BROWN'S ORCHESTRA**  
**GOTHAM**  
RECORD CORP.  
1626 Federal St., Philadelphia 46, Pa.

Use The Billboard classified pages for

**RESULTS!**



# 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 30, 31 and February 1

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	Record	Artist	Label	
Weeks   Last   This	date   Week   Week				
2	4	1.	CRY	J. Ray	Okeh(78)6840; (45)4-6840—BMI
6	1	2.	THREE O'CLOCK BLUES	B. B. King	RPM 399—BMI
15	5	3.	FOOL, FOOL, FOOL	Clovers	Atlantic 944
15	2	4.	I'M IN THE MOOD	J. L. Hooker	Modern 835—BMI
9	2	5.	WEEPING AND CRYING	Griffen Brothers	Dot 1071
10	10	5.	BEST WISHES	R. Milton	Specialty 414—BMI
12	6	7.	COLD, COLD HEART	D. Washington	Mercury(78)5728; (45)5728X45—BMI
1	—	7.	BOOTED	R. Gordon	Chess 1487—BMI
1	—	9.	WALKIN'	Nat (King) Cole	Cap(78)1863; (45)F-1863—ASCAP
20	7	10.	I GOT LOADED	Peppermint Harris	Aladdin(78)3097; (45)45-3097—BMI

## • Best Selling Retail Rhythm & Blues Records

... Based on reports received January 30, 31 and February 1

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	Record	Artist	Label	
Weeks   Last   This	date   Week   Week				
6	2	1.	THREE O'CLOCK BLUES	B. B. King	RPM 339—BMI
8	3	2.	CRY	J. Ray	Okeh(78)6840; (45)4-6840—BMI
13	1	3.	FLAMINGO	E. Bosfor	King(78)4475; (45)45-4475—ASCAP
9	4	4.	BEST WISHES	R. Milton	Specialty 414—BMI
10	8	4.	WEEPING AND CRYING	Griffen Brothers	Dot 1071
19	6	6.	FOOL, FOOL, FOOL	The Clovers	Atlantic 944
11	5	7.	BECAUSE OF YOU	Tab Smith	United(78)104; (45)104X45—BMI
1	—	8.	BABY, PLEASE DON'T GO	Orioles	Jubilee 5065—ASCAP
14	10	9.	I'M IN THE MOOD	J. L. Hooker	Modern 835—BMI
2	8	10.	I DIDN'T SLEEP A WINK LAST NIGHT	A. Prysock	Dec(78)27871; (45)19-27871—BMI
1	—	10.	BOOTED	R. Gordon	Chess 1487—BMI

## • Rhythm & Blues Record Releases

At Last—Gilbert Halliday (These) Regent 1044  
 Azores—Al Sears Ork (Groove) King 4499  
 Big City Blues—H-Bomb Ferguson (Bookie's) Savoy 836  
 Bookie's Blues—H-Bomb Ferguson (Big) Savoy 836  
 Come What May—Jimmy Scott (Wheel) Coral 60650  
 Darlin'—Rita Moss (Love) Dec 27873  
 Dreamdust—Markie Dell-Graham Prince Ork (I Don't) Cadillac 105  
 Groove Station—Al Sears Ork (Azores) King 4499  
 I Don't Blame Them—Markie Dell-Graham Prince Ork (Dreamdust) Cadillac 105  
 Just a Poor Boy in Love—Marshall Bros.-Raymond (Why) Savoy 833  
 Love Me or Please Let Me Be—Rita Moss (Darlin') Dec 27873  
 Sad and Lonely—Linda Hopkins (Walkin') Savoy 834  
 These Foolish Things—Gilbert Halliday (At) Regent 1044  
 Walkin' and Talkin' Blues—Linda Hopkins (Sad) Savoy 834  
 Wheel of Fortune—Jimmy Scott (Come) Coral 60650  
 Why Make a Fool Out of Me—Marshall Bros.-Raymond (Just) Savoy 833

The Money-making Version!  
**WHEEL OF FORTUNE**  
 by THE FOUR FLAMES  
 #423  
 Specialty records

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

## RHYTHM AND BLUES NOTES

By HAL WEBMAN

For the first time in many months, the down-home, Southern-style blues appears to have taken a solid hold in the current rhythm and blues record market. Down-home blues had been taking a back seat in the market to the big city blues, good rocking novelties and vocal quartet ballads for quite a while. However, the Southern market appears to have opened up to its widest extent in some time, and the lowdown stuff has been cropping up as best-selling wax of late. Such artists as B. B. King, Howling Wolf, Roscoe Gordon, Fats Domino, Sonny Boy Williamson, Lightnin' Hopkins, John Lee Hooker, Lloyd Fulson, Billy Wright, Muddy Waters, etc., have taken a fast hold in such market areas as New Orleans, Dallas, Atlanta, Los Angeles, etc. Even the sophisticated big towns, like New York and Chicago, have felt the Southern blues influence in wax tastes,

### R&B Records to Watch

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

BOOKIE'S BLUES  
 H. Bomb Ferguson.....Savoy 836  
 I'M GONNA JUMP IN THE RIVER  
 Buddy Johnson Ork.....Decca 27947  
 GROOVE STATION  
 Al Sears Ork.....King 4499

Johnny Hodges will take his all-star Mercury recording aggregation to the West Coast for the first time for a three-weeker at the Black Hawk Club, San Francisco, with the opening slated for March 4. Esoteric Records obtained a group of off-the-air jazz masters from Vox Records and will issue them in two LP sets. Disks were made from jam sessions aired over New York's Station WNEW in 1947, and feature such jazz stars as Flip Phillips, Roy Eldridge, Charlie Ventura, Buddy Rich, Bill Harris, Allen Eager, Fats Navarro and Ralph Burns. The pair of LP's will be marketed by the middle of February.

Peacock Records signed guitarist-warbler Laffatte Thomas to a wax pact. The same label sliced a session under the supervision of Cherokee Conyers of blues warbler Andrew Tibbs in New York. Norman Granz, impresario of "Jazz at the Philharmonic" concert and Mercury recording wing, has moved his chief headquarters to Hollywood, but will maintain commute to New York every four to six weeks to conduct recording sessions and his other business. ... (Continued on page 91)

This disk keeps Spinning... Spinning... Spinning...  
**"WHEEL OF FORTUNE"**  
 by THE CARDINALS  
 ATLANTIC 958  
 Atlantic RECORDING CORP.  
 324 WEST 58th STREET NEW YORK 19, N. Y.

**DIRECT HIT!**  
 Another BIG SMASH by H-BOMB Ferguson  
 Savoy #836  
**"BOOKIES BLUES"**  
**"BIG CITY BLUES"**  
 And Don't Miss  
**"EVERY EVENING"**  
**"MARRIED WOMAN'S BOOGIE"**  
 Savoy #837 by BILLY WRIGHT, The Prince of the Blues  
**Savoy RECORD CO., INC.**  
 58 Market St., Newark 1, N. J.

## • Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	STYLING	DRIVER	QUALITY	VALUE
<b>CHARLES BROWN ORK</b> Tender Heart ALADDIN 3116—Everything about this one is stand-out; Brown's expressive reading, the superior material and the ork's tasteful backing. In all, this is one of the better Brown etchings.		86--86--86--86			
<b>Big City Blues</b> The chanter is still pounding out the lyric with persuasion and drive, the material here is much less intriguing.		77--80--74--76			

(Continued on page 88)

Make Real Money with IMPERIAL for '52

**FATS DOMINO**  
5145  
**Rockin' Chair**  
Careless Love  
5167 **You Know I Miss You**  
I'll Be Gone

\*\*\*\*\*

**T-BONE WALKER**  
T-Bone's Greatest since "Stormy Monday"  
5171  
**Cold, Cold Feeling**  
News for My Baby

\*\*\*\*\*

NOW EXCLUSIVELY IMPERIAL

**HERB FISHER**  
5172  
**Eyes Full of Tears**  
Tired of Me

**IMPERIAL RECORD CO., INC.**  
6425 HOLLYWOOD BLVD. HOLLYWOOD 28, CALIF.

**NEW ARTIST NEW RECORD**

**26,000 RECORDS SOLD FIRST 8 DAYS**

**BELLS OF JOY**  
Gospel Singers  
sing  
**"LET'S TALK ABOUT JESUS"**  
b/w  
**"I'LL WORK, LORD"**

**PEACOCK RECORDS, Inc.** 4104 Lyons Ave. Phone: ORchard 7861  
Houston 10, Texas OSage 3-9461



# THE BILLBOARD Music Popularity Charts

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## 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

### POPULAR

<b>KAY STARR (Harold Mooney Ork)</b>			
<b>Wheel of Fortune</b> CAPITOL 1964—Miss Starr offers a thumping good coverage of a fast-stepping "sleeper." Her dynamic quality really bites deep here and she may well emerge with the big money on the song as a result.	89-90-88-88		
<b>I Wanna Love You</b> The Ames Brothers-initiated two-beat novelty is handed a brisk reading by the thrush, here backed in a semi-corn Dixieland manner. Makes this a coupling.	88-88-87-88		
<b>TONY MARTIN (Henri Rene Ork)</b>			
<b>At Last! At Last!</b> VICTOR 20-4477—Martin's at the top of his virtuoso form for a thoroughbred reading of a beautiful new French import. Class performance on a class ditty should spell important money for this workout.	88-88-88-88		
<b>Make With the Magic</b> A second try to come up with an "I Get Ideas" could ring bells. A new lyric has been set to the familiar Padilla melody. Tony sings it potently, the strength of the topside will make this a powerful double-faced entry.	88-88-88-88		
<b>BOBBY WAYNE</b>			
<b>Wheel of Fortune</b> MERCURY 4806—Covering quickly on a promising sleeper item, Wayne, aided by reverberation gimmicks and wide open echo chamber, comes across with a sock reading which could walk off with hefty coin on the tune once it makes full impact.	88-88-88-88		
<b>Heart of a Clown</b> Wayne does quite well by a country ballad of substantial quality, stoked by a Wade Ray etching.	76-78-75-75		
<b>ANDREWS SISTERS-GUY LOMBARDO ORK</b>			
<b>Play Me a Hurtin' Tune</b> DECCA 27910—Patty Andrews carries the ball thru the first chorus of this country-ish air, with the sisters joining in to round out the vocals and the Lombardo ork setting down its customary polished and professional backing. Big promotion behind this effort could stoke up action.	86-86-86-86		
<b>I'm on a Seesaw of Love</b> The sisters and the Lombardo ork team for a pleasant rundown of a pleasant bouncer.	75-75-75-75		
<b>TERESA BREWER (Ray Bloch Ork)</b>			
<b>Noodlin' Rag</b> CORAL 60646—Miss Brewer's expressive warbling style makes a promising entry of a catchy new novelty ditty in the honky genre. Has a nickel-catching quality.	86-86-85-86		
<b>Lovin' Machine</b> Thrush belts out a blues novelty in convincing fashion to a pounding Bloch orking.	75-75-75-75		
<b>DINAH SHORE (Henri Rene Ork)</b>			
<b>Marshmallow Moon</b> VICTOR 20-4493—This is a doctored version of the flick ditty taken from the original cast album of "Aaron Slick From Punkin Crick," in which Miss Shore stars. She's particularly warm in handling the ballad. If the tune makes the grade, this is the version which should get most of the action.	85-85-85-85		
<b>Warm Hearted Woman</b> Switching from the run of ballad items she's committed to wax lately, Miss Shore essays a blues item with success. With enough deejay plays, this could break thru. Rene's orking and the thrush's expressive chanting are both tops.	85-85-84-85		
<b>FRANCIS CRAIG ORK</b>			
<b>For the First Time</b> DECCA 27937—Craig, remembered for his "Near You," applies that hit's styling to a catchy bounce ditty which is well sung by Bob Lamm. Real live waxing which could stack up as a strong entry.	85-85-85-85		
<b>Play Them Bones</b> Craig switches from keyboard to bones for a breezy novelty item. Roland Johnson, in handling the vocal, sounds like a carbon of Red Foley. Could catch some country action, too.	80-80-78-82		
<b>CONNIE BOSWELL</b>			
<b>Begin the Beguine</b> DECCA 27945—Miss Boswell gets back in the disk picture with a jump reading of the standard set to a good Sy Oliver orking. Connie sings it fine. Should draw spins and could catch business.	85-85-85-85		
<b>Believe It Beloved</b> A lesser known standard is done up persuasively by the accomplished canary.	77-80-75-75		
<b>RAY ANTHONY ORK (Tommy Mercer-Marcie Miller)</b>			
<b>Bermuda</b> CAPITOL 1956—First rate coverage on the fast-breaking novelty piece shows up the Anthony crew handsomely. Mercer and Miss Miller blend for a fine duet vocal. Should catch a good portion of the second money.	83-85-82-82		
<b>(Here Am I) Broken Hearted</b> Another coverage, this on the ballad revived by Johnny Ray, spots a legit dance orking with the Anthony horn featured in front and a Tommy Mercer vocal rounding it out.	76-77-75-77		
<b>JANE TURZY (Remo Biondi Ork)</b>			
<b>Allegheny Fiddler (Fiddle-Diddle-Do)</b> DECCA 27949—Miss Turzy turns in a bright go on this breezy novelty item derived from the "Varsouviana." The Biondi orking is tricked-up and attracting. Could catch some coin.	83-84-82-83		
<b>Mountain Laurel</b> Miss Turzy does a dubbed-in duet on a good new song. Pleasant slicing which will depend largely on the acceptance of the tune.	75-75-75-75		
<b>ART MOONEY ORK</b>			
<b>Blacksmith Blues, The</b> MGM 11171—Excellent coverage by the Mooney ork. They stick close to the sound of the original Ella Mae Morse dishing of the ditty. Shorty Long's chanting is well-suited to the boogie beat. Best Mooney platter in many a moon.	83-84-82-83		
<b>You're Not Worth My Tears</b> A Tin Pan Alley type ballad is handed a smooth, listenable interpretation by a mixed group and the ork.	75-77-73-75		
<b>MARGARET WHITING-JIMMY WAKELY</b>			
<b>Let Old Mother Nature Have Her Way</b> CAPITOL 1965—The current Carl Smith country hit makes red meat for the pop-country team and the twosome does it up brown to a snappy backing, which highlights a leaping organ. Should prove a money-making entry.	83-84-82-82		
<b>Give Me More, More, More</b> The sock team delivers a romping pop-aimed rundown of the current Lefty Frizzell bouncer. Should catch some action.	76-76-75-77		

ARTIST LABEL AND NO. TUNES COMMENT

### POPULAR

<b>JOE (FINGERS) CARR (The Carr-Hops)</b>			
<b>Music Makin' Mama From Memphis</b> CAPITOL 1974—A hot sax and electric guitar support the piano in a fine boogie-beat slicing that also features a few lines of novelty lyrics.	82-82-82-82		
<b>When You're Smiling</b> There's some slick key tapping here as the ragtime piano runs merrily thru the old minstrel standard. Timing for Jukes (1:57) couldn't be better.	82-84-78-84		
<b>FRANCES WAYNE-NEIL HEFTI ORK</b>			
<b>Regular Man</b> CORAL 60637—Frances turns in a superb performance of a very well written and generally engaging material ditty, which should attract plenty of performance attention. Hubby Neal supplies an immaculate and punching backing. The Mr. + Mrs. band continues to turn out top drawer wax.	82-84-82-80		
<b>You're the Only One I Love</b> Thrush Wayne delivers another standout and feelingful vocal on a likeable schmaltz ballad. Neal backs up with a handsome mood orking. Rounds out a coupling of a high level in musicianship, sound and performance.	81-84-80-80		
<b>LES BAXTER ORK</b>			
<b>Blue Tango</b> CAPITOL 1966—Leroy Anderson's fast-stepping instrumental is handed an offbeat treatment by Baxter which spots wordless choral effects. Could catch a share if the opus continues to build—and it looks like it will.	81-81-81-80		
<b>Please, Mr. Sun</b> Baxter offers a polished ork-chorus reading of the highly promising ballad. It's a fine selling job, accenting the song's values in the simplicity of the arrangement. Could catch a share if the release is not too late for the market on the ballad.	78-80-78-76		
<b>PEARL BAILEY (Don Redman Ork)</b>			
<b>I Heard</b> CORAL 60645—The semi-talk, aggressive style of Miss Bailey is made to order for this fast moving number about the birth of a scandalous rumor. Backing is jazzy.	81-84-78-80		
<b>Birth of the Blues, The</b> Thrush uses her distinctive style to good advantage in selling this oldie.	75-76-74-76		
<b>MARY SMALL (Vic Mizzy Ork)</b>			
<b>Romance Me</b> KING 15157—Both the performance by Miss Small and the material by her husband, Vic Mizzy, are engaging. The bouncy ditty is a cute piece of material. Mrs. Mizzy is at her best doing this kind of insinuating song.	80-83-78-80		
<b>River, Get a Rollin'</b> A rousing ode to the Mississippi, also written by Mizzy, sounds like a likely item. And the thrush hands it a big-voiced reading, tho it's not her kind of song.	73-76-70-73		
<b>MICKEY KATZ ORK</b>			
<b>Sin</b> CAPITOL 1961—Katz's very funny aggregation heaps laugh on laugh in this Yiddish-American satire of the current hot pop. Market is restricted to Jewish nabes.	80-80-80-80		
<b>Herring Boats (Shrimp Boats)</b> Maybe not as subtle or as fully amusing, this lampoon of "Shrimp Boats" has commercial elements that will likely fracture the Katz followers.	80-80-80-80		
<b>RALPH FLANAGAN ORK</b>			
<b>On My Way Now</b> VICTOR 20-4487—Flanagan has something of a departure in this semi-spiritual novelty opus which makes use of a full-fledged theater audience for handclaps and crowd shouts. It's a rather rough-edged etching but has sufficient novelty to possibly give it meaning of a sorts.	80-84-78-78		
<b>One Alone</b> This is the kind of standard instrumental effort which has become the backbone of the Flanagan disk catalog. Good entry of its kind.	78-80-78-75		
<b>MEL BLANC (Bonnie Baker-Billy May Ork)</b>			
<b>Won't You Ever Get Together With Me</b> CAPITOL 1948—Blanc is fine as he duets with himself as Sylvester the cat and as "Twee Pie," the canary, on this cute novelty. Performance is tops and the disk should appeal to the kids.	80-82-80-78		
<b>That's All Folks!</b> The singers turn in a nice job on another lively novelty tune, backed solidly by the May ork. This one is for both the adults and the kids.	73-75-70-73		
<b>ROSEMARY CLOONEY-PERCY FAITH ORK</b>			
<b>Tenderly</b> COLUMBIA 39648—Rosie offers a heartfelt warble of the increasingly popular Walter Gross ballad. Solid standard-type waxing which should stimulate a steady flow of coin.	79-82-78-78		
<b>Did Anyone Call</b> A lovely new plug ballad is rendered with sincerity and great projection by the thrush. Should draw lots of play and should do right well for Miss Clooney, tho it appears to be a bit high-flown for general popularity.	79-82-78-78		
<b>PERCY FAITH ORK</b>			
<b>Would You</b> COLUMBIA 39638—Percy makes sterling use of his "Magic Voices" wordless choral gimmick in offering a new etching of a pic-revived standard. Hanley solos effectively. A handsome all-around slicing which should attract spinner attention.	79-80-79-78		
<b>I Talk to the Trees</b> Faith offers a handsome ork-chorus setting for Peter Hanley's okay vocal of the rich ballad from the score of "Paint Your Wagon."	74-77-74-72		
<b>WOODY HERMAN ORK</b>			
<b>New Golden Wedding</b> MGM 11154—One of the Woody's flashy early efforts has been re-tooled along the lines of his 1945-46 Herd crew and comes up a sizzling slicing spotting punching brasses and a modernization of the clary-and-drums gimmick. Herman Herd followers and hipsters will find pleasure in this item, which comes under the heading of the old band "Killer-Diller."	79-80-78-78		
<b>Blue Flame</b> Woody offers a re-recording of his theme which stacks up an improvement over the original on blue Decca. Spots a very fine trombone solo and tight ensembles, all well recorded.	74-77-74-71		
<b>ELLA FITZGERALD (Ray Charles Singers)</b>			
<b>Rough Ridin'</b> DECCA 27948—Ella's sequel to "Smooth Sailing" is a good scat vehicle but lacks the punch and freshness of the original. Her fans should dig the effort, tho. Should catch r.&b. action.	78-80-77-77		
<b>I Don't Want to Take a Chance</b> Ella spreads her ballad magic over a very appealing new torcher and it makes for a listenable slicing. Fans particularly will dig. Song, incidentally, would make exceptionally good r.&b. material.	75-76-75-74		
<b>JERI SOUTHERN</b>			
<b>What Good Am I Without You?</b> DECCA 27950—Miss Southern does a lovely new minor ballad with a rare warmth in her delivery. Thrush has one of the freshest of the several "new" vocal "sounds" and stacks up as a disk entity to be contended with. Should draw spinner attention.	77-80-75-75		
<b>Give Me Time</b> Thrush comes thru with another big-league reading of a pretty new Alec Wilder ballad.	77-80-75-75		
<b>GORDON MacRAE (Van Alexander Ork)</b>			
<b>Baby Doll</b> CAPITOL 1941—MacRae, in a free-and-easy dance style setting, delivers a fine relaxed performance of the Mercer-Warren pic bouncer. Stickout vocal group work, too. One of MacRae's better recent tries.	77-80-75-75		
<b>Green Acres and Purple Mountains</b> There's an authentic folk flavor to this reading of a ditty with the folk charm. MacRae sings splendidly and is supported wonderfully by a small chorus and an ork. A lovely recording which is unlikely to make much of a dent commercially.	71-75-70-68		

(Continued on page 42)

## VOX JOX

Continued from page 50

tle," is beaming with pride these days because his tortoise counterpart, "Larry the turtle," recently won first place in a turtle race conducted by Garry Moore on his TV show. Moore's video gimmick contest all started when a Minneapolis viewer sent him a turtle with a letter noting the strong resemblance between the two.

### Gab Bag

"Can anyone supply me with actual dope on TV disk ideas that have clicked besides film Toons?" — Joe Martin, KMMJ, Grand Island, Neb. (We don't know of any, but perhaps your fellow TV spinners can help).  
 "Recently I played Patti Page's "And So to Sleep Again," adding the male voice myself. To the surprise of all, the requests began to pour in asking us to "Do it again" and "Is it for sale?" It's now a regular part of our Saturday show and has expanded to several other multi-voiced Page waxings. How weird can things be?" — Alan Norman, WTAC, Flint, Mich. . . . "We have a Polka-land label (polka bands only) and will send gratis disks on requests to any radio stations which have regularly scheduled polka shows." — David A. Bensman, Sheboygan Radio & Record Center, 1210 Eighth Street, Sheboygan, Wis. . . . "A Gold Needle Award to the big-time stars who realize the value of tie-ins with us fellas in the stix. When my turn came to record a song intro for use on Robert O. Lewis' Columbia Broadcasting System "Wax-works" show, WTAC promoted the thing locally with good results. The surprise follow-up, which I never counted on, was the mail response — many of which I read on my wake-up show, adding more publicity and promotion value." — John Woods, WTAG, Worcester, Mass.

### Hot Tape Hot Biz

Continued from page 21

ters sometimes are radio engineers, sometimes rather poorly paid on the continent. Other illegitimate tape-sellers are people who set a tape recorder close to their radio set whenever a concert is broadcast, and individuals who have made tapes of concerts for their own personal use over the years who suddenly wake up to find they own some very salable merchandise.

#### Low Price

The price for "hot" tapes is astoundingly low. One of the largest recording companies in the world, with main offices on both sides of the Atlantic, who have been trying to stamp out the market to illegitimate tapes, last June was offered five classical tapes of symphonies, operas, etc., for less than \$1,000 all told. And in Paris, a French record firm was sent a list of Italian works for which the asking price was about \$500 per tape.

In some cases, tapes appear to be sold twice. Recently two American diskeries issued the same Russian recording of a Shostakovich work (The Billboard, February 2). Apropos of the trade in tapes, the head of a local classical distribution outlet said: "Once the Europeans used to sell dirty postcards to visiting Americans; now they sell hot tapes."

One of the funniest switches in the LP tape business occurred last month. Usually, when a manufacturer buys an "illegitimate" tape he uses the name of a non-existent orchestra, conductor, soloist, and such, so that no one will know where he purchased his material. In this case, however, an indie diskery made a legitimate recording overseas with a well-known conductor and symphony ork, at a regular recording session. But the manufacturer felt that he would not get good reviews on this dishing, since the critics regarded this conductor and ork unfavorably. The diskery concocted a new orchestra title and a fictional conductor and issued the record that way.



# AT LAST

JUST OUT . . . and ALREADY PICKED TO HIT!  
for you . . . and AMERICA'S #1 BAND

• The Disk Jockeys Pick  
THE BILLBOARD JANUARY 26, 1952

AT LAST . . . Ray Anthony Ork. . . . . Capitol 1912

# RAY ANTHONY



Featuring TOMMY MERCER  
and the Anthony Choir



\*by Mack Gordon and Harry Warren  
from "Orchestra Wives" of 1942





This is one of Red's Greatest...

# RED FOLEY

TWO TERRIFIC TUNES...

"MILK BUCKET BOOGIE"

and

"SALTY DOG RAG"

DECCA  
27981 (78 RPM)  
9-27981 (45 RPM)

America's Fastest Selling Records



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

Continued from page 40

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	POPULAR	POPULAR	POPULAR
<b>BENNY STRONG ORK</b>					
<b>Tulips and Heather</b>	CAPITOL 1952—Novelty arrangement of the current ballad with the chorus singing it fast-tempo, and the ork backing the group with a strong beat. A bright dishing that could get plays.	78--80--72--82			
<b>Tavern in the Town</b>	The oldie receives a rousing, polka-ish rendition from the chorus and ork. This could pull some coin.	74--74--70--78			
<b>DEAN MARTIN</b>					
<b>Until</b>	CAPITOL 1938—Martin croons this latest Italian ballad adaptation with a good deal more conviction than has been custom on wax of late. A pleasant waxing.	76--79--75--75			
<b>My Heart Has Found a Home Now</b>	Martin does a wishy-washy job with a thin ballad.	65--65--65--65			
<b>BING CROSBY (Bando Da Lua)</b>					
<b>Granada</b>	DECCA 27951—The Latin standard is beautifully treated by Der Bingle, in sock voice here, with a scintillating backing from the Banda Da Lua, Carmen Miranda's great combo associates.	76--78--76--74			
<b>Copacabana</b>	Another Latin standard of more than passing merit is handed a thorough go by Crosby and the Banda Da Lua. Bing's real relaxed as he unloads a real croon job.	75--76--75--74			
<b>RALPH FLANAGAN ORK (Harry Prime)</b>					
<b>More Than Love</b>	VICTOR 20-4494—Familiar Latin-American ditty from which this song was adopted is "Tango of the Roses." Harry Prime handles the lyric capably. Terp set should want this.	76--80--73--75			
<b>Only Fools</b>	More good dance wax from the ork and Prime, this time on an English import. The song is an attractive one.	75--79--72--74			
<b>FREDDY MARTIN ORK (Merv Griffin-The Martin Men)</b>					
<b>Sweetheart Serenade, The</b>	VICTOR 20-4362—A highly attractive new ballad is given a smooth, danceable go by Martin's ork, the vocal group and chanter Griffin.	76--78--74--76			
<b>Honey Lips</b>	Griffin and the male gang-sing chorus team up for a neat vocal on a brand-new item with a cute lyric and ricky-tick tempo.	75--77--73--75			
<b>RAY CURA</b>					
<b>Since My Love Has Gone</b>	MERCURY 5783—Cura's a newcomer to watch. He sings with a homey expressiveness and a tear. His coverage of this Verdi adaptation should catch spins for his fine effort and an effective, echo-recorded backing.	76--80--74--74			
<b>Would You</b>	The warbler does well by the oldie, currently movie-revived. Generally, tho, the dishing is on the unspectacular side.	68--70--67--67			
<b>LARRY FOTINE ORK (Cathy Cordovan)</b>					
<b>River in the Moonlight</b>	KING 15155—First-rate coverage of the brand-new ditty penned by the writers of "Crusing Down the River." If the song makes it, this platter is due for a fair share of the action.	75--77--74--75			
<b>'Til All the Stars Fall in the Ocean</b>	Chirp Cathy Cordovan turns in an over-cute reading of the lyric in the style of April Stevens on catchy ballad. The ork is fine, tho.	72--75--70--72			
<b>GEORGE SHEARING QUINTET</b>					
<b>Thine Alone</b>	MGM 11153—The smooth modern jazz of the Shearing group makes for a polished instrumental rundown of the evergreen. Shearing fans alone should account for a profitable return.	75--75--75--75			
<b>Geneva's Move</b>	An original opus, in the bop idiom, makes lively fare for the Shearing idolizers. Ditty is built on a catchy riff and spots a chunk of Shearing's driving keyboard improvisations.	75--77--75--73			
<b>ALAN DEAN (LeRoy Holmes Ork)</b>					
<b>Since My Love Has Gone</b>	MGM 11156—Dean is a young English warbler taking a fling at it over here. He's a singer of style, polish and feeling and is able to showcase his abilities fairly well on this current ballad adaptation from Verdi. Spinners should investigate.	75--77--74--74			
<b>If You Go (Si Tu Partais)</b>	More sincere, big-style singing from Dean on a current Frenchie. Guy shows plenty of potential on this coupling.	74--77--74--74			
<b>DAVID ROSE ORK</b>					
<b>Paris Oui! Oui!</b>	MGM 30521—A truly scintillating Rose original has a freshness and infectiousness that could capture attention. One of his best in the "Holiday for Strings" vein. Title choice could prove an unfortunate handicap here.	75--78--75--72			
<b>Why Do You Pass Me By</b>	Rose offers a lush mood instrumental etching of a lovely, but neglected, oldie. Could carry on the wing of the Mantovani-inspired semi-symphonic instrumental trend.	73--75--73--71			
<b>MARTERIE, RALPH ORK</b>					
<b>Goodbye Sweetheart</b>	MERCURY 5782—Marterie is in for a fast coverage on one of the most promising of the current "sleeper" crop. His is a pleasant rundown of a solid corn verse-chorus opus and should catch some action for its quick entry.	75--75--75--75			
<b>Autumn Leaves</b>	Marterie adds another thoroly pleasant instrumental etching to his rapidly building solid standard catalog.	69--70--68--70			
<b>MARION MORGAN (The Four Hits-Skip Martin Ork)</b>					
<b>Take Me Home</b>	MGM 11152—Tasty reading of one of the quality songs of the day gives Miss Morgan a chance to shine. An okay sentimentalizer.	74--76--72--74			
<b>Always</b>	Miss Morgan pours her heart into a warm rendition of the fine standard. Makes for a solid catalog addition for MGM.	68--68--67--70			

(Continued on page 44)

coming in the March 1 issue...

"Good Record-Keeping Is the Key to Operator Profits"  
... one of more than a dozen valuable features and lists in  
**THE BILLBOARD'S 1952 JUKE BOX SPECIAL**  
(MOA Convention-in-Print Number)





2 great Versions of a great Song

# "I Heard a Rhapsody"

by ...

## Arthur PRYSOCK

Coupled with

### "AM I TO BLAME"

DECCA 27978 (78 RPM)  
9-27978 (45 RPM)



by ...

## Helen HUMES

### with GERALD WIGGINS and his Orchestra

Coupled with:

### "YOU PLAYED ON MY PIANO"

DECCA 48282 (78 RPM)  
9-48282 (45 RPM)



# America's Fastest Selling Records



# Permo Expands Bag Promotion

CHICAGO, Feb. 2.—Permo, Inc., manufacturer of phonograph needles, has expanded its record bag promotion, which last year saw the distribution of 10,000,000 individual 10-inch bags to retail record stores throuthout the country.

Under the expanded program, Gail S. Carter, vice-president and director of sales, said the firm will now offer 7, 10 and 12-inch bags, colored in yellow and black, and will subsidize up to \$2.50 per thousand bags of the cost involved. In addition, space for the individual store's imprint has been enlarged on the new series. Carter said the firm this year plans to hit 15,000,000 bags.

Made of 45-pound kraft stock, orders for the new bags are now being taken from dealers, and deliveries will start March 1.

# THE BILLBOARD Music Popularity Charts

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

## Record Reviews

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

Continued from page 42

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
THE NOCTURNES (Chico Messina)		
Misirlou MGM 11156—A local group delivers a nice reading of the exotic oldie which is distinguished mainly for a vocal in Greek by Messina.		65--65--65--65
I'll Never Let You Cry Undistinguished rundown of an attractive ballad.		61--61--61--61

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
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### POPULAR

ALAN DALE (The Ray Charles Singers-Geo. Barnes Ork) (Here Am I) Broken Hearted DECCA 27961—Dale, making his first for Decca, comes up with a pleasing coverage of the Johnnie Ray-revived oldie. Should catch a small piece of the second money.	73--74--72--74
Silver and Gold The warbler, in a simply designed chorus-dominated arrangement, comes up with a breezy coverage of the latest Pee Wee King contender.	73--74--72--74
JUNE VALLI & TONY BAVAAR (Norman Leyden Ork) What You Don't Know of Love VICTOR 20-4485—A simple, lilting ballad with a pleasant quality is treated in real easy fashion by the twosome. A charming etching which should intrigue some spinners.	73--74--73--73
It's Raining (Why Must It Keep On Raining) The pair of promising newcomers blend effectively for a chant of a rather thin vehicle.	72--72--72--72
TEDDY PHILLIPS ORK Blue Smoke (Kohu-Auwahi) KING 15153—The Hawaiian ditty is handed a capable dance beat reading from the Phillips ork, Stann Vann and the chorus.	72--75--70--72
Tonight You Belong to Me The beautiful standard is delivered instrumentally for a first-rate dance disk.	70--73--68--70
NORMAN KAYE (Sid Feller Ork) Call Me a Dreamer CAPITOL 1945—Singer hands a good reading to a pretty new ballad over a smooth band arrangement.	72--72--72--72
I Was Lucky A pleasant and simple ballad is sung with feeling by Kaye, backed tastefully by the ork.	70--71--69--70
VICTOR YOUNG ORK (Fred Darian) I'll Still Love You DECCA 27941—Young's strings make some pretty music with one of the pleasant current ballads. Darian handles the vocals in handsome style.	71--74--70--70
Until Same story here. Song also is a pretty item, an adaptation from an Italian air.	71--74--70--70
THE CONTINENTAL Where Was I CAPITOL 1951—Take a man with a voice like Gregory Ratoff's and an accent similar to Charles Boyer's, and you have The Continental, or Count Renzo Cesana. The man talks to the girls of love and love, all to a soft organ background. The girls in the sorority houses and even in the wicked cities are probably going to spin this one, just as the deejays will.	70--80--65--65
Take Me Back On this side, The Continental asks his inamorata to take him back. As if any woman would ever let a guy with a line like this fellow's get away.	65--80--58--58
FURTADO, TOMMY (LeRoy Holmes Ork) Heart of a Clown, The MGM 11157—Furtado, making his single debut on wax, shows off a pleasant forthright style as he bites earnestly into a fine current country-type ballad.	69--72--68--68
Until The warbler opens up for a ringing rendition of a current Italian adaptation in the big ballad tradition. He does nicely by the tune, but the earlier competition will be rough to lock horns with.	67--70--66--66
TOMMY DORSEY ORK (Frances Irvin) You Left Your Brown Eyed Baby Blue DECCA 27943—Frances Irvin pipes a rather unconvincing go to the usual efficient T. D. dance backing.	65--65--65--65
Aggravatin' Situation Light novelty item doesn't impress tho the Dorsey orking is crisp and danceable.	63--66--62--62
MARKIE DELL (Graham Prince Ork) Dreamdust CADILLAC 105—A sweet old-fashioned waltz is sung effectively by the chanter.	65--65--65--65
I Don't Blame Them The thrush is warm and intimate on a slight, yet pretty ballad.	62--62--62--62
SONNY CALELLO (Don Costa Ork) Cindy Lou KING 15158—A bright, alternating verse-chorus item is handed a rousing go by Calello, chorus and ork.	73--75--70--74
King, The Calello, the ex-Tommy Dorsey vocalist, tries hard with virtuoso-like chanting of a big new ballad. It's all just a bit pretentious, however.	70--73--68--70
JACK RICHARDS & THE MARKSMEN (Ralph Stevens Ork) You're Not Worth My Tears KING 15161—Close harmony by male voices back up the singer as he tries to talk himself out of a bad case of unrequited love. Ballad has a country-ish flavor.	65--65--65--65
There's a Blue Sky 'Way Out Yonder Ordinary tune and lyrics are given a big boost by the spirited rendition.	60--60--60--60
LIZ TILTON & ENSEMBLE Silver and Gold CAPITOL 1955—Pee Wee King's latest entry is treated to the May two-beat for a solid toe-tapper which could catch a share on the song. Liz Tilton vocalizes against a male ensemble while the band rocks crisply in the background. An excellent commercial try for May.	82--85--80--80
Unforgettable (Billy May Ork.) May comes up with his Lunceford-ian sounds to provide a fine dance coverage of the ballad which has hit via a Nat Cole etching. His indeed is a crack dance band idea. It's all instrumental, incidentally.	80--85--78--78
<b>CHILDREN</b>	
WILLIAM BOYD (Billy May Ork) Hopalong Cassidy and the Story of Topper, Pts. I & II CAPITOL CAS-3110—Kids will love this one. Bill Boyd tells how he raised his famous mount from a spindly-legged colt to a powerful steed thru the right kind of care. The story is simple but excellently done and manages to inject a few palatable behavior lessons. Hoof beats and horse neighs add notes of realism that will delight moppet cowpokes.	88--88--88--NS
GILBERT MACK-ANNE LLOYD-SUSAN DOUGLAS (Mitch Miller Ork) Snow White in the Cottage GOLDEN D-2—Radio-flick actress Douglas acts as narrator in the familiar Disney story of Snow White's first visit to the dwarf's home. Re-issue of the motion picture assures this platter of a good sale—particularly because of the 25-cent price. Production is excellent.	85--85--85--NS
Whistle While You Work Anne Lloyd, Mack and the house ork and chorus team up for a delightful reading of the familiar "Snow White" flick ditty.	85--85--85--NS
GILBERT MACK (Sandpipers-Mitch Miller Ork) The Seven Dwarfs "Hi-Ho, Hi-Ho" Pts. I & II GOLDEN D-18—Mack and the house choral group sell the familiar Disney ditty from "Snow White" with clear diction while the ork comes thru with instrumental gimmicks which figure to attract the moppets. Re-release of the flick should assure healthy sales for the disk.	85--85--85--NS
BETTY CLOONEY (Mitch Miller Ork) Egbert the Easter Egg GOLDEN R-80—An infectious new Easter ditty with a catchy melody and charming lyric is done with infectious spirit by Miss Clooney, while the Miller ork turns in a cute-as-a-button background. This should be a big item come spring.	85--85--85--NS
Bunny, Bunny, Bunny The house vocal group comes up with one of their usually effective readings of an attractive new Easter ditty.	75--75--75--NS

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# 1955



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(Continued on page 46)



# THE BILLBOARD Music Popularity Charts

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

## • Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

### POPULAR

- After I Say I'm Sorry—Billy Williams Quartet (Wheel) MGM 11172
- Autumn Leaves—Ralph Marterie Ork (Goodbye) Mer 5782
- Birth of the Blues—Pearl Bailey-Don Redman Ork (I Heard) Coral 60645
- Blacksmith Blues—Art Mooney Ork (You're) MGM 11171
- Blond Sailor—Ken Griffin (Till) Broadcast G-4074
- Blue Smoke—Teddy Phillips Ork (Tonight) King 15153
- (Here Am I) Broken Hearted—Alan Dale-Ray Charles Singers-Geo. Barnes Ork (Silver) Dec 27961
- Bye Bye Blues—Bonnie Campbell (Peek) Broadcast BC-4071
- Call Me a Dreamer—Norman Kaye-Sid Feller Ork (I Was) Cap 1945
- Cindy Lou—Sonny Calello-Don Costa Ork (King) King 15158
- Copacabana—Bing Crosby-Bando Da Lua (Granada) Dec 27951
- Gathering of the Clans—Primo Scala Ork-Stargazers (Gordon) London 1159
- Goodbye Sweetheart—Ralph Marterie Ork (Autumn) Mer 5782
- Gordon for Me—Primo Scala Ork-Stargazers (Gathering) London 1159
- Granada—Bing Crosby-Bando Da Lua (Copacabana) Dec 27951
- Honey Lips—Freddy Martin Ork-Merv Griffin-Martin Men (Sweetheart) V 20-4362
- I Heard—Pearl Bailey-Don Redman Ork (Birth) Coral 60645
- I Let a Song Go Out of My Heart—Ray Anthony Ork-Marcie Miller (Singing) Cap 1957
- I Was Lucky—Norman Kaye-Sid Feller Ork (Call) Cap 1945
- In a Little Spanish Town—Ted Heath Ork (This) London 1015
- King, The—Sonny Calello-Don Costa Ork (Cindy) King 15158
- Lover's Waltz—Gisele MacKenzie-Gordon MacRae-Bill Loose Ork (My) Cap 1959
- Lucky Silver Coin—Alan Holmes Ork (Skipper) King 15160
- Lygia—Mario Lanza-Ray Sinatra Ork (Temptation) V 10-3738
- Maggie—Stan Freberg-Cliffie Stone Ork (Tele) Cap 1962
- Marshmallow Moon—Guy Lombardo Ork (Stolen) Dec 27962
- Marshmallow Moon—Dinah Shore-Henri Rene Ork (Warm) V 20-4493
- Milk Bucket Boogie—Tiny Hill (Silver) Mer 5789
- Miracle Happened—Sarah Vaughan-Percy Faith Ork (Pinky) Col 39634
- More Than Love—Ralph Flanagan Ork-Harry Prime (Only) V 20-4494
- Music Makin' Mama From Memphis—Joe (Fingers) Carr & Carr-Hops (When) Cap 1974
- My Buck, My Love and I—Gisele MacKenzie-Gordon MacRae-Bill Loose Ork (Lover's) Cap 1959
- My Lei-ee-Yana—Sammy Kaye Ork (You) Col 39633
- My Love for You—Dick James-Stanley Black Ork (Unforgettable) London 1139
- No Other Love But Yours—Dick Haymes-4 Hits & A Miss (When) Dec 27953
- Oh, to Be Young Again—Mary Mayo-Al Ham Ork (What's) Cap 1950
- Only Fools—Ralph Flanagan Ork-Harry Prime (More) V 20-4494
- Peek a Boo—Bonnie Campbell (Bye) Broadcast BC-4071
- Pinky—Sarah Vaughan-Percy Faith Ork (Miracle) Col 39634
- River, Get a Rollin'—Mary Small-Vic Mizzy Ork (Romance) King 15157
- River in the Moonlight—Larry Fotine Ork-Cathy Cordovan ('Til) King 15155
- Romance Me—Mary Small-Vic Mizzy Ork (River) King 15157
- Salt Water Tears—Linda Doherty-Suds Stein & Jelly Roll Four (What's) Cap 1949
- Samba Rhapsody—Edmundo Ros Ork (Tipperary) London 1024
- Silver and Gold—Alan Dale-Ray Charles Singers-Geo. Barnes Ork (Here) Dec 27961
- Silver and Gold—Tiny Hill (Milk) Mer 5789
- Since My Love Has Gone—Ray Cura (Would) Mer 5783
- Singin' in the Rain—Ray Anthony Ork-Marcie Miller (I Let) Cap 1957
- Skipper, The (of the Flying Enterprise)—Alan Holmes Ork (Lucky) King 15160
- So Many Times Have I Cried Over You—Les Howard-Nat Temple Ork (Would) London 1148
- Stolen Love—Guy Lombardo Ork (Marshmallow) Dec 27962
- Sweetheart Serenade—Freddy Martin Ork-Merv Griffin-Martin Men (Honey) V 20-4362
- Take Me Back—The Continental (Where) Cap 1951
- Tavern in the Town—Benny Strong Ork (Tulips) Cap 1952
- Tele-vee-shun—Stan Freberg-Cliffie Stone Ork (Maggie) Cap 1962
- Temptation—Mario Lanza-Ray Sinatra Ork (Lygia) V 10-3738
- That's All, Folks!—Mel Blanc-Bonnie Baker-Billy May Ork (Won't) Cap 1948
- There's a Blue Sky 'Way Out Yonder—Jack Richards & Marksmen-Ralph Stevens Ork (You're) King 15161
- 'Til All the Stars Fall in the Ocean—Larry Fotine Ork-Cathy Cordovan (River) King 15155
- 'Til All the Stars Fall in the Ocean—Arthur Prysock (Wheel) Dec 27967
- Till We Meet Again—Ken Griffin (Blond) Broadcast G-4074
- Tipperary Samba—Edmundo Ros Ork (Samba) London 1024
- This is the Time—Ted Heath Ork (In) London 1015
- Tonight You Belong to Me—Teddy Phillips Ork (Blue) King 15153
- Tulips and Heather—Benny Strong Ork (Tavern) Cap 1952
- Unforgettable—Dick James-Stanley Black Ork (My) London 1139
- Warm Hearted Woman—Dinah Shore-Henri Rene Ork (Marshmallow) V20-4493
- What's the Reason—Mary Mayo-Al Ham Ork (Oh) Cap 1950
- What's the Use—Linda Doherty-Suds Stein & Jelly Roll Four (Salt) Cap 1949
- Wheel of Fortune—Arthur Prysock ('Til) Dec 27967
- Wheel of Fortune—Billy Williams Quartet (After) MGM 11172
- When You're in Love—Dick Haymes-4 Hits & a Miss (No) Dec 27953
- When You're Smiling—Joe (Fingers) Carr & Carr-Hops (Music) Cap 1974
- Where Was I—The Continental (Take) Cap 1951
- Won't You Ever Get Together With Me—Mel Blanc-Bonnie Baker-Billy May Ork (That's) Cap 1948
- Would You—Ray Cura (Since) Mer 5783
- Would You Dance With a Stranger—Les Howard-Nat Temple Ork (So) London 1148
- You Know You Belong to Somebody Else (So Why Don't You Leave Me Alone?)—Sammy Kaye Ork (My) Col 39633
- You're Not Worth My Tears—Art Mooney Ork (Blacksmith) MGM 11171
- You're Not Worth My Tears—Jack Richards & Marksmen-Ralph Stevens Ork (There's) King 15161

### POPULAR ALBUMS

- Aaron Slick From Punkin Crick Album (4-7")—D. Shore-R. Merrill-A. Young-H. Rene Ork—Purt "Nigh But Not Plumb; My Beloved; Still Water; Saturday Night; In Punkin Crick; Love Is a Beautiful Thing; Why Should I Believe in Love; Chores; Marshmallow Moon—V(45)WP-342
- Andre Previn Plays Harry Warren Album (4-7")—Andre Previn—I Only Have Eyes for You; September in the Rain; This Heart of Mine; I'll String Along With You; I Know Why and So Do You; There Will Never Be Another You; Lullaby of Broadway; Jeepers Creepers—V(45)WP-338
- Beatrice Kay Album (4-7")—Beatrice Kay-H. Winterhalter Ork—The Band Played On; Raining Rainbows; Joint Account; She Is More to Be Pitied Than Censored; A Good Man Is Hard to Find; Put on Your Slippers and Fill Up Your Pipe; Louisville Lou; The Tender Bantender—V(45)WP-335
- My Extraordinary Gal Album (1-10")—Lawrence Welk Ork—My Extraordinary Gal; Irene; Dolores; Emaline; Annabelle; Mary Lou; Sweet Eloise—Coral(33)CRL-56045
- Rumbas Album (4-7")—Emil Coleman Ork—Miami Beach Rumba; Masabi; Walter Winchell Rumba; Linda Mujer Pirulli; La Television; Un Poquito de Tu Amor; La Dia Marina—V(45)WP-340
- Singin' in the Rain Album (1-10")—Owen Bradley—Singin' in the Rain; The Wedding of the Painted Doll; You Are My Lucky Star; All I Do Is Dream of You; I've Got a Feelin' You're Foolin'; Should I; Fit as a Fiddle; Beautiful Girl—Coral(33)CRL-56047
- Tango Album (4-7")—Emil Coleman Ork—Derecho Viejo; Nostalgia; La Cumparsita; Guando Lloro la Milonga; Adios Muchachos; Inspiracion; Caminito; A Media Luz—V(45)WP-339
- Wearin' of the Green Album (4-7")—Phil Regan-L. Bring Ork-Jud Conlon Singers—'Twas Only an Irishman's Dream; Laughing Irish Eyes; If I Had a Voice Like Scanlon; Dear Old Donegal; You're Irish and You're Beautiful; Along the Rocky Road to Dublin; I'll Take You Home Again, Kathleen; O'Brien's Got No Place to Go—V(45)WP-337
- You're My Everything Album (1-10")—Les Brown Ork—You're My Everything; You Are My Sunshine; You're Driving Me Crazy; You're the Cream in My Coffee; You're a Sweetheart; You're the Top; You're Blase; You're an Old Smoothie—Coral(33)CRL-56046

### RELIGIOUS

- Atomic Telephone—Harlan County Four (Ten) King 1016
- Deliver Me From Evil—Pilgrim Travelers (King) Specialty SP-820
- King Jesus Will Rule All Burdens Away—Pilgrim Travelers (Deliver) Specialty SP-820
- Leading Me—Pilgrim Travelers (When) Specialty SP-819
- Little Boy—Rev. Kelsey (Low) Dec 48277
- Long Ago—Pilgrim Travelers (Please) Specialty SP-818
- Low Down the Chariot—Rev. Kelsey (Little) Dec 48277
- Mother, at Your Feet Is Kneeling—Dennis Day-Roger Wagner Chorale (Mother) V 20-4495
- Mother Dearest, Mother Fairest—Dennis Day-Roger Wagner Chorale (Mother) V 20-4495
- Please Watch Over Me—Pilgrim Travelers (Long) Specialty SP-818
- Ten Commandments—Harlan County Four (Atomic Telephone) King 1016
- When I Join the Jubilee—Pilgrim Travelers (Leading) Specialty SP-819

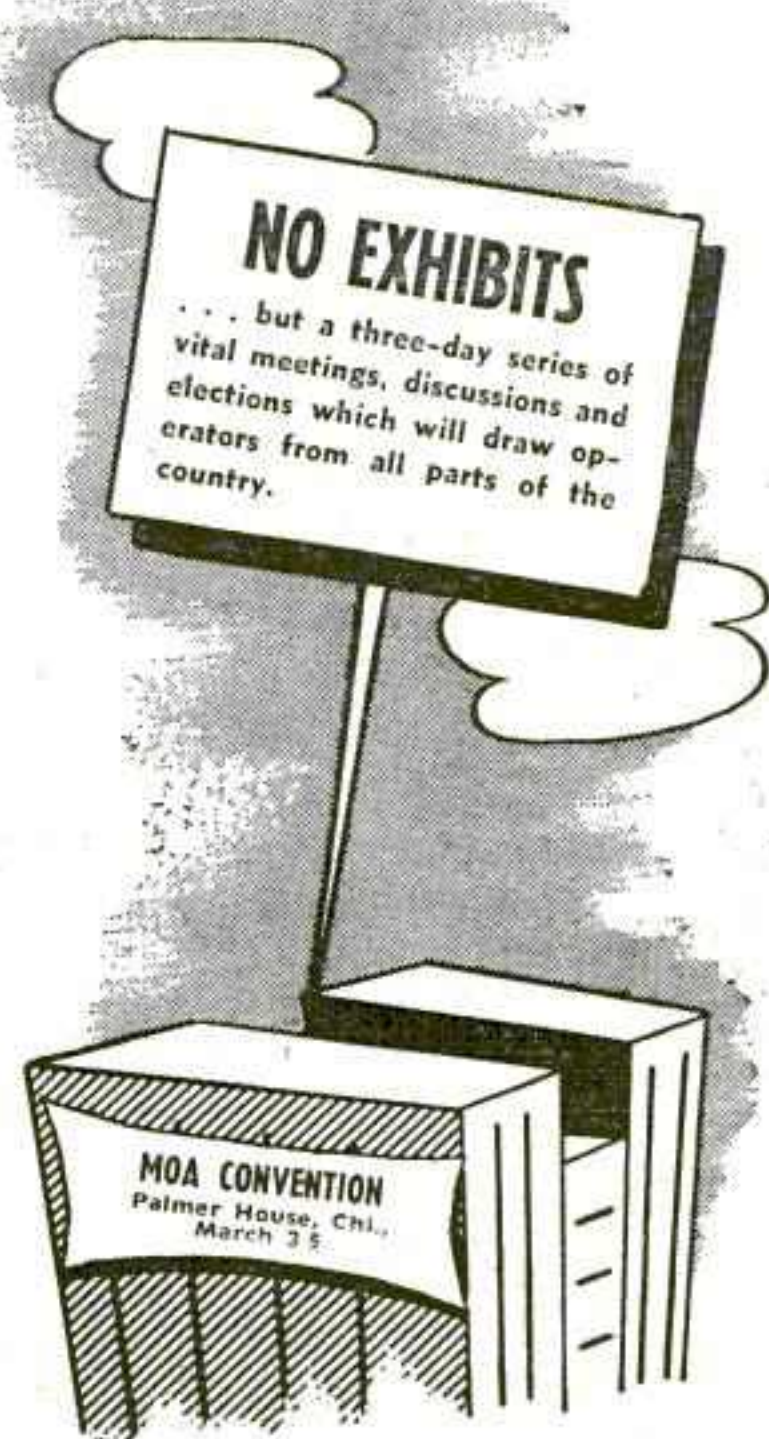
### LATIN AMERICAN

- Adios Muchachos—Perez Prado Ork (Ole) V(45)51-5630
- Golondrina Adventurera—Pedro Vargas (La Tradidora) V(45)51-5633
- La Traladora—Pedro Vargas (Golondrina) V(45)51-5633
- No Hagas Olas—Ramon Marquez Ork (Sax) Col 6485-X
- Ole Mambo—Perez Prado Ork (Adios) V(45)51-5630
- Sax Cantabile—Ramon Marquez Ork (No) Col 6485-X

# announcing

## The Billboard's 1952 Juke Box Special

(MOA Convention-In-Print Number)



### DETAILED DATA ABOUT THE BILLBOARD 1952 MOA CONVENTION-IN-PRINT NUMBER

**WHAT MARKET DOES IT SERVE?**—The Billboard 1952 MOA Convention-In-Print Number serves the existing and potential market for records and music machine equipment, parts and supplies through primary distribution to music machine operators and their servicemen, and record distributors . . . through supplementary distribution to retail stores, disk jockeys, band leaders, vocalists and music publishers.

**CIRCULATION**—The Billboard 1952 Convention-In-Print Number will be a part of the March 1, 1952 issue. Average ABC Weekly Net Paid Circulation of The Billboard, 6-month period ending June 30, 1951, 52,426. Music-Record circulation, as determined by The Billboard's 1951 Reader Survey, as follows:

CLASSIFICATION	TOTAL BUYERS	READERS PER COPY	TOTAL READERS
Coin Machine Operators	9,052	2.2	19,914
Music & Record Dealers	7,230	4.3	31,089
Disk Jockeys, Announcers, Directors, Librarians, Program Directors & Execs at Radio and TV Stations	4,295	4.3	18,469
Record Mfrs. & Distributors	873	12.7	11,087
Music Publishers	824	1.5	1,236

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

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

**DIME PLAY IS HERE TO STAY:** Areas which have dime play, complete with results of its effect on grosses. Where OPS stands on dime play.

**OPERATING A TWO-SPEED BUSINESS:** Here's how operators are handling the two speeds on their routes; record inventory system; buying for the two-speed operation.

**GOOD RECORDS—KEY TO PROFIT:** A route management type story based on Sheriff's Music Company, Indiana, operator. Here's how to set up a record keeping system for the average music route.

**RUNNING AN EFFICIENT LIBRARY:** How to set up and maintain a library.

**MERCHANDISING PAYS OFF:** Clean machines, uniform title strips and on-location promotion aids pay for themselves many times over.

**THE ROYALTY FEE BATTLE:** An up-to-date report on the Bryson-Kefauver bills; what's being done to meet the threat.

**NEW MACHINE OUTLOOK:** Here's what operators can expect when they order new machines.

**Fifth Annual Juke Box Operator Poll:** Record and Operator Aspects.

**List of Record Distributors and Labels They Represent.** Records Available on Ten Top Tunes from 1945 to 1951. Top 30 Juke Standards and Records Available. Complete Current Music Popularity Charts.

**PROMOTION**—Special promotion on The Billboard 1952 MOA Convention-In-Print Number will reach a total of more than 100,000 direct mail pieces in two separate pre-convention mailings. House ads will reach an additional 160,000 readers per week over a 4-week period prior to publication, and will be followed by another 3-week house ad campaign to promote continued use of the valuable feature articles, survey material and essential reference lists. A special 1,000 piece post-convention mailing will again promote use of the editorial content.

**ADVERTISING HISTORY**—The 1952 edition will be the 4th Annual Juke Box Special published by The Billboard. The three previous Juke Box Specials (1949, 1950 and 1951) averaged 81 advertisers, and \$26,913 in advertising dollar volume.

**MECHANICAL SPECIFICATIONS**—Same as for any regular weekly issue.

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

### ISSUANCE AND CLOSING DATES

Date of issue	Distributed	Ad Deadline
MARCH 1	FEB. 26	FEB. 20

## The Billboard

- New York
- Chicago
- Hollywood
- Cincinnati
- Detroit
- St. Louis



# Foes Hit Juke Box Op Tax

Continued from page 21

Chaffetz cited figures showing that the juke box industry, tho deriving small profits, was paying heavy statutory record royalties while popularizing music. He said that "even if there were any merit in the claim (by ASCAP) that the juke box operators are not paying adequately for the music which they employ, the Congress should think twice before placing

in the hands of ASCAP the club which this legislation would represent, under which ASCAP would be able to threaten the small juke box operators with enormous penalties and with the requirements of monthly reports and monthly payments of substantial sums unless the operator agreed to take out an annual license on ASCAP's terms.

**14-Mil Gross**  
"The New York Times a few weeks ago reported that ASCAP's

latest annual gross would amount to \$14,000,000. There are 2,500 authors and composers who are members of ASCAP, but the \$14,000,000 is by no means divided among them. . . . "About \$5,500,000 appears to be left over for the poor authors and composers. However, Mr. Harbach is quoted in The Billboard as admitting that 56 per cent of the total available for authors and composers goes to the top 100 writers. This means that the top 100 writers, that is those selected as such under ASCAP's rules, each get an average of over \$30,000 a year."

"In other words, out of the total sums collected by ASCAP, it is apparent from their own statements that about 80 per cent goes for administrative expense, and payments to a select handful of publishers and the 100 biggest writers. Only 17 per cent or less goes to the 2,400 authors and composers comprising numerically the principal membership of ASCAP, and more important, comprising the group which ostensibly is to be the beneficiary of this bill.

"To the extent that we are able to do so, we hope to present to this committee such evidence as we can of the amounts of revenue that do accrue to typical authors and composers from recordings, compared to what they get from ASCAP. I am sure it will surprise the members of this committee, after the previous testimony given here, to learn that probably the majority of authors and composers today derive more income from the statutory royalties paid on records used in juke boxes than they collect from ASCAP."

## Coral Boosts Talent

Continued from page 21

and Texas Bill Strength of Atlanta.

### Pop Front

On the pop front, Hilliard last week signed crooner Don Cornell to a term recording contract. Cornell, until recently, recorded for RCA Victor. The singer already has recorded for the Coral firm, with former Victor a.&r. man, Norman Leyden, providing arrangements and conducting. The acquisition of Cornell gives added depth to the Coral male singer department which recently grabbed off Johnny Desmond and already includes Buddy Greco and Vinni De Campo.

In the rhythm and blues field, Teddy Reig, the diskery's recording rep in that market, completed term contracts with warbler Little Jimmy Scott, New Orleans thrushes L'il Miss Cornshucks and Jessie Allen, and Cleveland-based tenorist Eddie Chamblee and his ork.

Diskery also signed an artist for its international wax line, Steve Garcher and his polka band of Youngstown, O.

# THE BILLBOARD Music Popularity Charts

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

## Record Reviews

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

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

Continued from page 44

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	RECORDING	SALES	REVIEWS
<b>CHILDREN</b>					
<b>ANNE LLOYD (Sandpipers-Mitch Miller Ork)</b> Casper, the Friendly Ghost GOLDEN R-61—Those youngsters who've seen the Paramount Pictures' cartoon are sure to go for this. The rest will pick up on it on the strength of the cute song material and the performance.		85--85--85--NS			
<b>The Little Ghost's Dance</b> MITCH MILLER ORK Instrumental here is from the pen of Bela Bartok. The ork is bright as can be in selling the material.		72--72--72--NS			
<b>TEX RITTER</b> Carbon, the Copy Cat CAPITOL CAS-3103—An entrancing ditty about a cat who wants to sound like other animals, but can only say meow, is beautifully sung by Ritter. Clever echo effects are used and the song has the kind of "barnyard" lyrics that children love.		82--82--82--NS			
<b>Mr. Buzzard</b> There's a true folk flavor here as the farmer warns Mr. Buzzard to stay away from his chickens and turkeys. Clever lines and a bouncy tune make for enjoyable listening at several age levels.		80--80--80--NS			
<b>SANDPIPERS (Mitch Miller Ork)</b> Star Spangled Banner GOLDEN R-79—Ork and choral group sing the national anthem with spirit and full-blown sound. Lack of similar kidisks on the current market should mark up a healthy and steady sale for this one.		80--80--80--NS			
<b>My Country 'Tis of Thee</b> Same comment.		80--80--80--NS			
<b>BETTY CLOONEY (Mitch Miller Ork)</b> Fuzzy Wuzzy GOLDEN R-90—The familiar kiddity is done up with much skill and effectiveness in this 25-cent version. Clooney gal could give big sister Rosemary a spot of competition on the ditty.		80--80--80--NS			
<b>Sleepy Bear's Dance</b> MITCH MILLER ORK Straight instrumental wax here as the Miller ork comes up with a lovely little item which should attract parents more than the kids. It's actually Beethoven.		72--72--72--NS			
<b>BRET MORRISON (LeRoy Holmes Ork-Barbara Burris)</b> Tom and Jerry and the Rocket Ship to the Moon Pts. I & II MGM S-20—An etched take-off on the movie cartoon has the name characters run thru a fast-action yarn replete with horrendous sound effects that might frighten the more tender small fry. It's the story of a chase with the hungry cat after the mouse. The ewe animal is followed into a rocket ship and both four-footers are off on a journey thru space. On the moon they discover the effects of reduced gravity, find that small animals are large, and the satellite is not made of green cheese.		80--80--80--NS			
<b>WILLIAM BOYD (Billy May Ork)</b> Hoppy's Happy Birthday, Pts. I & II CAP CAS-3114—This diskery has an extremely happy "Hoppy" wishing happy birthday to any tyke who is having one. Hoppy laughs again and again, "Lucky" sings "Happy Birthday" six times, and "California" is somewhat amusing. Outside of a short square dance and one cute song by "Shorty," this kidisk has little to offer. Any child who receives it could do better with the six minutes. But Hoppy's hold on kids will probably still be strong in spite of the poor platter. It is aimed at the five to 10 set.		73--70--75--NS			

(Continued on page 50)



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# Music as Written

## Siegmeister Works Get Air, Wax, Concerts . . .

Composer **Elie Siegmeister**, will have a program of his works broadcast over Station WNYC on February 18 and the premiere performance of his Symphony No. 2 performed at Carnegie Hall on February 25 by the National Ork Association, conducted by **Leon Barzin**. In addition, the Vienna Philharmonic, under **Charles Adler**, has waxed his "Sunday In Brooklyn," which will be released next month. Siegmeister is an assistant professor of music at Hofstra College.

## E. H. Morris Acquires Mizzy-Curtis Tunes . . .

Publisher **E. H. Morris** last week acquired a pair of new songs from Writers **Vic Mizzy** and **Mann Curtis** which were just issued on King wax in performances by Mizzy's wife, thrush **Mary Small**. Tunes are "Romance Me" and "River Keep Rollin' Along." Songs were recorded for King under a license from the **George Simon** pubbery.

## New York

Decca pop recording chief, **Morty Palitz**, took off for Hollywood Monday (28) after recording thrush **Evelyn Knight** in Chicago. He will remain in Hollywood for a couple of weeks to set up Western recording activities for the Coast plant, and will also supervise several sessions while there. . . . Decca's country warbling star, **Red Foley**, made one of his infrequent trips here last week to make a series of one-minute TV commercials for Prince Albert Tobacco, his sponsor on the "Grand Ole Opry" show. . . . Thrush **Trudy Richards** also was signed by Decca to do a solo as a result of a vocal effort she turned in on a new **Sy Oliver** waxing, a coverage of "Blacksmith Blues." Miss Richards last recorded under the MGM banner.

**Margaret Whiting** arrived in town Wednesday (30). Her husband, **Lou (Joe "Fingers" Carr) Bush**, due in town this week. . . . **Eddie Heller**, Rainbow Records prexy, signed the **Albert Piano Twins**, thrush **Evelyn Brooks** and the **Wally Ginger** ork to disking pacts. . . . **Derby Records** will cut a second **Sunny Gale-Edde Wilcox** session February 7. . . . **RCA Victor** has signed Italian singer **Rino Sentieri** to a waxing contract. He's now appearing at the **Ruban Bleu** night club.

Decca Records' veepee in charge of sales, **Sidney Goldberg**, left for a survey of the diskery's distrib and sales efficiency in the Chicago and Hollywood areas Tuesday (29). . . . Philadelphia deejay **Stu Wayne** ran off a benefit shindig Friday (1) to help raise funds for local March of Dimes drive. All the recording companies arranged for the deejay to have on hand a representative group of top recording artists. . . . Decca's country artist department swelled by three last week with the addition

## European Act To Blue Note

CHICAGO, Feb. 2.—The Blue Note, Loop bistro catering to the jazz fans, will, for the second time in recent months, alter its policy to bring in a different type attraction. Location this week signed the hands act of **Les Mains d'Yves Joly**, a European importation seen only in New York at **La Vie en Rose** and currently at the **Blue Angel**, to open February 22 with the **Basin Street Six**.

Several months ago location digressed from its set policy to play **The Weavers**, and standees during the entire run prompted **Blue Note** toppers to test the highly touted hand ballet troupe. Spot has also booked the **Weavers** for a return engagement later this Spring.

**Cowboy Em and The Docey Doe Boys**  
Present  
"BATCHEM IN A FISHER SHACK"  
On WHO, Des Moines, Iowa, 50,000 waxes.  
Record Companies, contact  
**GOLDEN WEST PUB. CO.**  
Lorimer, Iowa  
**LEONARD AUSTIN and ELDON HOPE**

of **Roland Johnson**, **Autry Inman** and **Jim Eanes**.

Veteran music men **Jesse Stool** and **Eddie Kelly** have got together to form their own music publishing business. . . . **Hugo Winterhalter** arranged and conducted for three NBC Thesaurus transcription sessions this week. He did one session on his own and the others in support of thrush **Gloria De Haven** and warbler **Eddie Fisher**. . . . The **Four Aces** will play their first New York date as headliners at the **Paramount Theater** opening on February 13 for two weeks with options for an additional two weeks.

"Story" an anthology to be published in April by **David McKay Company**, will include "I Am Edgar" by **Jerry Wexler**, former **Billboard** staffer now promotion chief for the **Big Three**. . . . Pubber **Frank Hennings** has **Bernie Aum** and **Jill George** on the road hyping his tune "Heaven Knows Why" waxed by the **Four Sensations** for **Rainbow Records**. . . . There will be a get-together on February 20 at **Toots Shor's** of all the guys who were with **Armed Forces Radio Service** in **Hollywood** during **World War II**.

**Jimmy Ellyn** closes February 20 at the **Rose Bowl Club**, **Springfield, Ill.**; opening on the 22d at the **Claridge Hotel**, **Memphis**, with his 10-piece outfit with **Jeep Jensen** on vocals.

## Chicago

A special jazz concert, featuring tunes written by **Marian Michael**, local actress and agent, and played by **Bob Perkins** and his ork, will be held at the **Blue Note** February 11. Ten songs written by **Mrs. Michael** will be included.

**Art Hodes** opens at the **Silhouette** February 15 for one month, with **Herbie Fields**, who closes the spot one day earlier, returning March 14. . . . **Muggsy Spanier** into the **Colonial**, **Toronto**, February 11 for three weeks, then plays one week each in **Akron**, and the **Skybar**, **Cleveland**, before opening the **Click** in **Philly**. . . . **Chamaco**, now in **Mexico**, opens at the **Colony Club**, **Omaha**, February 14 for several weeks.

**Perez Prado** and his mambo ork opened the **Rustic Cabin** last week for a one-month stand. . . . **Don Reid**, at **Roseland**, **New York**, and **Machito**, currently at the **Palladium**, **New York**, both renewed indefinitely. . . . **Morrie Price**, **Mercury** sales manager, made a quick trip to **Denver**, returning by way of **Billings, Mont.**

**Jimmy Farrell** cut "As Long As I Live" on the **Maestro** label. . . . **Bill Snyder** into the **Town Club**, **Milwaukee**, February 19 for two weeks. . . . **Ralph Martire** and his band play their first location date outside Chicago when they open the **Casa Loma**, **St. Louis**, March 11. . . . **Eddie O'Neal's** first assignment under his new **Decca** pact was to back four sides with **Evelyn Knight** here last week.

**Nat (King) Cole** plays the **Regal Theater** here week of February 8, then moves into the **Fox**, **Detroit**, for six days. . . . **Duke Ellington**, at the **Regal** last week, was given a cocktail party Wednesday (30) to celebrate his being honored by a group of prominent personalities in showbiz, sports and civic life. Appearing with **Ellington** were the **Orioles**.

**Pee Wee Hunt** opened at the **Chase Hotel**, **St. Louis**, last week, to remain several weeks. **Ray Anthony** opens a two-week stand at the **Chase** March 14. . . . **Tommy Reynolds** moved into the **Balinese Room**, **Galveston, Tex.**, Friday (1) and will remain there four weeks. . . . **Larry Faith**, currently at the **Melody Mill** here, closes March 2, with **Jimmy Palmer** opening the following night for an indefinite run.

**Jimmy Dorsey** started a six-day run at the **Casa Loma Ballroom**, **St. Louis**, Tuesday (5). . . . **Johnny Long** opens at the **Peabody**, **Memphis**, February 11 for two weeks. . . . **Nellie Lutcher** moved into the **Zanzibar**, **Denver**, Monday (4), then follows with three concert one-nighters in **Scottsbluff, Ark.**; **St. Louis** and **Kansas City, Mo.** On March 5 she opens the **Rancho Don Carlos**, formerly the **Casino Don Carlos**,

in **Winnipeg** for an eight-day stand.

## Hartford

**Charlie Donnelly's Trio** is now providing music for dancing on Saturday nights at **Shannon's Restaurant**. The unit consists of **Angie Celio**, saxophone; **Eric Osterlang**, piano; **Jimmy Vincent**, vocals, and **Donnelly**, drums. . . . **Aragon Ballroom**, operated by **George Lachowitz**, has temporarily discontinued its dancing operations on Friday and Saturday nights. . . . **Evie Vale** has left the **Eddie Allen** aggregation at the **Parisian Room**, **Old Town Hall Inn**, **East Hartford**, to return to **Sammy Kaplan's** house orchestra at the **State Theater**, **Hartford**. . . . **Lou Zebedeo**, formerly treasurer of **Local 400**, **Hartford Musicians' Union**, for a number of years, is now selling for **Shepherd & Company**, insurance agents.

## Hollywood

**Jerri Winters**, ex-Chicago chirp, has been selected by **Stan Kenton** as his new warbler, following an elimination contest conducted by **Gene Norman**, **KFWB**, **Hollywood**, jazz jockey. **Norman** asked gals to send in audition disks. . . . **Frankie Carle** swings across country with his ork, starting in **March**. . . . **Arona Stars, Inc.**, has filed a 30-year management pact with the **AFM** here on **Lindley Jones Jr.**, two-year-old son of **Spike**. **Kid** broke in doing lines on the **Jones TV-er**. . . . The **Tennessee Ernie Fords** are expecting their second this fall.

**Johnny Mulvehill**, ex-GAC radio-TV head in **New York**, inked with **Arena Stars** as **Gotham rep**. He'll work on radio-TV exclusively. . . . **Marty Landau**, op of the **Riverside Rancho**, **Los Angeles**, **Western** dancery, will experiment with a pop name, using **Harry James' band** February 21. . . . **Freddy Martin's** ork set for 16 weeks at the **Cocoanut Grove**, **Ambassador Hotel**, starting July 8. . . . **Mitch Miller** in town for 10 days to cut sides with **Harry**

## ARNALL, FLICK PREXY, MAY GO INTO OPS POST

WASHINGTON, Feb. 2.—Showbiz's representation top-side in President Truman's administration will grow another notch, if the President fulfills reports that he's decided to appoint former Gov. **Ellis Arnall** of **Georgia** to replace **Michael V. DiSalle** as director of the **Office of Price Stabilization**.

**Arnall**, president of the **Independent Society of Motion Picture Producers**, is expected to take leave from that post if he becomes price stabilizer, just as **Eric Johnston** took leave from presidency of the **Motion Picture Association of America** while serving as economic stabilizer. **Johnston**, tho having resumed active **MPAA** presidency, is a **Point IV** advisor to the president.

Also on the showbiz front in the government is **Justin Miller**, who is dividing his time between head of the **Salary Stabilization Board** and chairman of the board of directors of the **National Association of Radio and Television Broadcasters**.

**James, Frank Sinatra, Jo Stafford** and **Doris Day**. . . . **Lauritz Melchior's** next flicker for **Paramount**, "Stars Are Singing," will feature **Rosemary Clooney**, **Anna Marie Alberg**, who is on the **Mercury "The Medium"** album, and **vaude acts**.

**Monica Lewis** may get the lead in **Frank Sinatra's** "Nothing But the Blues" for **Universal-International**. . . . **Nat Washington**, the **San Diego** nitery op, is working an experimental jazz concert at the **Mission Beach Ballroom**, **San Diego**, February 15, featuring winners of the 1951 "Down Beat" poll. Line-up includes: **Art Pepper**, **Maynard Ferguson**, **Bob Cooper**, **Milt Bernhart**, **Shelly Manne**, **Hampton Hawes** and **Jay Johnson**. . . . **Mort Ruby** has inked **John Kirby**, the bassman, to a management pact. **Kirby** is rehearsing a group with the same instrumentation that he made famous on **Okeh** label a decade ago.

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"Easter Parade" features VC by Ruthie James, Ruthie James and Ruthie James

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DON'T LEAVE MY POOR HEART BREAKING LOVIN' MACHINE  
15137 and 45-15137

\* JACK RICHARDS and The MARKSMEN  
THERE'S A BLUE SKY WAY OUT YONDER YOU'RE NOT WORTH MY TEARS  
15161 and 45-15161

\* SONNY CALELLO  
CINDY LOU THE KING  
15158 and 45-15158

\* MARY SMALL  
ROMANCE ME RIVER, GET A-ROLLIN'  
15157 and 45-15157

## FOLK-WESTERN

\* COWBOY COPAS  
'TIS SWEET TO BE REMEMBERED BECAUSE OF YOU  
1000 and 45-1000  
THOSE GONE AND LEFT ME BLUES  
COPY CAT  
1034 and 45-1034

\* HAWKSHAW HAWKINS  
SLOW POKE TWO ROADS  
988 and 45-988  
BE MY LIFE'S COMPANION EVERYBODY'S GOT A GIRL BUT ME  
1039 and 45-1039

\* MOON MULLICAN  
COUNTRY BOOGIE MOONSHINE BLUES  
1007 and 45-1007

\* BOB NEWMAN  
HANGOVER BOOGIE I'M GONNA GIVE YOU A DOSE OF YOUR OWN MEDICINE  
1008 and 45-1008

\* ANN JONES  
TOO OLD TO CUT THE MUSTARD I CARRY YOUR PICTURE IN MY HEART  
1017 and 45-1017

\* EDDIE SMITH & THE CHIEF  
BEER BARREL POLKA MOURNING LOVE  
1041 and 45-1041

## SEPTIMETRES

\* EARL BOSTIC  
FLAMINGO I'M GETTING SENTIMENTAL OVER YOU  
4475 and 45-4475

SLEEP  
SEPTEMBER SONG  
4444 and 45-4444

\* SONNY THOMPSON  
MELLOW BLUES PARTS 1 & 2  
4488 and 45-4488

\* WYNONIE HARRIS  
LOVIN' MACHINE LUSCIOUS WOMAN  
4485 and 45-4485

\* THE SWALLOWS  
IT AIN'T THE MEAT ETERNALLY  
4501 and 45-4501

TELL ME WHY  
ROLL, ROLL, PRETTY BABY  
4515 and 45-4515

Federal  
\* THE DOMINOS  
I AM WITH YOU WEEPING WILLOW BLUES  
12039 and 45-12039

\* LITTLE ESTHER  
THE CRYING BLUES RING-A-DING-DOO  
12055 and 45-12055

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3319 and 45-3319



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**ART  
MOONEY**

**"THE  
BLACKSMITH BLUES"**

b/w  
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MGM 11171 (78 RPM) K11171 (45 RPM)



**BILLY  
WILLIAMS  
QUARTET**

**"WHEEL  
of FORTUNE"**  
b/w  
**"AFTER I SAY I'M SORRY"**  
MGM 11172 (78 RPM)  
K11172 (45 RPM)

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## THE BILLBOARD Music Popularity Charts

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

### • The Billboard Picks

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

THE BLACKSMITH BLUES ..... Ella Mae Morse ..... Capitol 1922

A soundie with a clanking anvil gimmick and a swinging reading by the thrush looks like it's headed for some hefty action. Three other strong versions are by Sy Oliver's ork on Decca 27972, Art Mooney's crew on MGM 11171, and Bill Darnel on Decca 27968.

WISHIN' ..... Eileen Barton ..... Coral 60651

Teddy Phillips Ork ..... King 15161

Miss Barton's personality shines thru brightly on a happy interpretation of a simple, retentive melody, while the Phillips crew, which started the ditty, hands it a slower-tempo go with much appeal.

### • The Disk Jockeys Pick

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

1. AT LAST, AT LAST ..... Tony Martin ..... Victor 20-4477
2. SINCE MY LOVE HAS GONE ..... Tony Bennett ..... Columbia 39635
3. WIMOWEH ..... The Weavers-Gordon Jenkins Ork ..... Decca 27928
4. WHEEL OF FORTUNE ..... Sunny Gale-Eddie Wilcox Ork ..... Derby 787
5. WOULD YOU DANCE WITH A STRANGER ..... Peggy Lee ..... Capitol 1926

### • 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. SILLY DREAMER ..... Tony Bennett ..... Columbia 39635
2. WISHIN' ..... Teddy Phillips ..... King 15156
3. SINCE MY LOVE HAS GONE ..... Tony Bennett ..... Columbia 39635
4. COME WHAT MAY ..... Patti Page ..... Mercury 5772
5. CINATOWN, MY CHINATOWN ..... Bobby Maxwell ..... Mercury 5773
6. TULIPS AND HEATHER ..... Perry Como ..... Victor 20-4453

### • 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. COME WHAT MAY ..... Patti Page ..... Mercury 5772
2. PLEASE, MR. SUN ..... Perry Como ..... Victor 20-4453

### • 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. HONKY TONK BLUES ..... Hank Williams ..... MGM 11160
2. ROCK CITY BOOGIE ..... Tennesse Ernie-Dinning Sisters ..... Capitol 1911
3. DON'T JUST STAND THERE ..... Carl Smith ..... ..
4. I TOLD THEM ALL ABOUT YOU ..... Sons of the Pioneers ..... ..
5. SHE COOKED MY GOOSE ..... Clyde Moody ..... King 987
6. TO PATCH UP OUR LOVE AFFAIR ..... The Carlisles ..... ..

coming in the March 1 issue . . .

**"Record Distributors and the Labels They Represent"**  
... one of more than a dozen valuable features and lists in  
**THE BILLBOARD'S 1952 JUKE BOX SPECIAL**  
(MOA Convention-in-Print Number)



# THIS 'n DATA About



### • The Billboard Picks

CHINATOWN, MY CHINATOWN..... Bobby Maxwell..... Mercury 5773  
 Maxwell, a hot harpist, has manufactured a zingy, swingy rendition of the evergreen done via the multiple-dub route. The live sound and swinging spirit should carry this one far.

### • The Retailers Pick

STOLEN LOVE..... Eddy Howard..... Mercury 5771

### • Records Most Played by Disc Jockeys

1—29. RETREAT..... P. Page..... Mercury (78) 5772; (45) 5772X45—BMI

### • Records Most Played by Disc Jockeys

1—30. STOLEN LOVE..... E. Howard..... Mercury (78) 5771; (45) 5771X45

### • The Retailers Pick

RETREAT..... Patti Page..... Mercury 5772

### • Most Played Juke Box Records

1—20. STOLEN LOVE..... E. Howard..... Mercury (78) 5771; (45) 5771X45

### • Most Played Juke Box Records

2 28 22. RETREAT..... P. Page..... Mercury (78) 5772; (45) 5772X45—BMI

### • The Retailers Pick

I WANNA SAY HELLO..... Sophie Tucker..... Mercury 5762

### • The Billboard Picks

WHEEL OF FORTUNE..... Bobby Wayne..... Mercury 4805  
 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.

—AND NOW FOR A NEW SMASH COUPLING  
**STOLEN LOVE WITH WISHIN'**  
**EDDY HOWARD**  
 MERCURY 5784 - 5784X45

## POPULAR

- COME WHAT MAY  
RETREAT  
**PATTI PAGE**  
MERCURY 5772 - 5772X45
- STOLEN LOVE  
WISHIN'  
**EDDY HOWARD**  
MERCURY 5784 - 5784X45
- CHINATOWN  
OFF TO BUFFALO  
**BOBBY MAXWELL**  
MERCURY 5773 - 5773X45
- GOOD BYE SWEETHEART  
AUTUMN LEAVES  
**RALPH MARGERIE**  
MERCURY 5782 - 5782X45
- BABALU  
MORE THAN LOVE  
**XAVIER CUGAT - RICHARD HAYES**  
MERCURY 5780 - 5780X45
- MILK BUCKET BOOGIE  
SILVER AND GOLD  
**TINY HILL**  
MERCURY 5789 - 5789X45
- SINCE MY LOVE HAS GONE  
WOULD YOU  
**RAY CURA**  
MERCURY 5783 - 5783X45
- TELL ME WHY  
PERDIDO  
**RALPH MARGERIE**  
MERCURY 5767 - 6767X45



- WHEEL OF FORTUNE  
HEART OF A CLOWN  
**BOBBY WAYNE**  
MERCURY 5779 - 5779X45
- BLUE TANGO  
FOR SENTIMENTAL REASONS  
**DICK HAYMAN**  
MERCURY 5790 - 5790X45
- WHO  
LONESOME OLD TOWN  
**JIMMY PALMER**  
MERCURY 5786 - 5786X45
- BE MY LIFE'S COMPANION  
THE OKLAHOMA POLKA  
**GEORGIA GIBBS**  
MERCURY 5758 - 5758X45
- HOT LIPS  
MA BELLE  
**JAN AUGUST**  
MERCURY 5781 - 5781X45
- PERDIDO  
LULU  
**RALPH MARGERIE**  
MERCURY 5787 - 5787X45
- WANNA SAY HELLO  
AFTER YOU'VE GONE  
**SOPHIE TUCKER**  
MERCURY 5762 - 5762X45
- BEER BARREL POLKA  
STAR DUST  
**PETE HANDY**  
MERCURY 5776 - 5776X45
- AU REVOIR  
SLEEPY TIME DOWN SOUTH  
**BUDDY CHARLES**  
MERCURY 5766 - 5766X45

## COUNTRY AND WESTERN

- THEY LOCKED  
GOD OUTSIDE THE  
IRON CURTAIN  
NO CRIPPLES UP THERE  
**BOOTS WOODALL**  
MERCURY 6380
- CURLY'S BOOGIE  
STOMPIN'  
**CURLY ALLEN**  
MERCURY 6379
- THE LONG WAY HOME  
PORT OF LOVE  
**KEN MARVIN**  
MERCURY 6382
- STOLEN LOVE  
SALTY DOG RAG  
**EDDIE HILL**  
MERCURY 6383
- FIVE FOOT TWO  
WASHINGTON - LEE  
**EDDIE HAWKS**  
MERCURY 6381
- JUST WALKING  
OUT THE DOOR  
I'LL HATE MYSELF  
IN THE MORNING  
**SUE THOMPSON**  
MERCURY 6377

- WOULD IF I COULD  
OLD LOVE AFFAIR  
**CARLISLE BROTHERS**  
MERCURY 6371
- MISSING IN ACTION  
HEARTBREAK RIDGE  
**KEN MARVIN**  
MERCURY 6373
- ROLL IN MY SWEET  
BABY'S ARMS  
JUST PRETEND  
**LESTER FLATT - EARL SCRUGG**  
MERCURY 6372

## RHYTHM AND BLUES

- WHEEL OF FORTUNE  
TELL ME WHY  
**DINAH WASHINGTON**  
MERCURY 8267 - 8267X45
- NO MAIL BLUES  
NEED HELP  
**MEMPHIS SLIM**  
MERCURY 8266
- OOPY DOO  
STAR DUST  
**JOHNNY OTIS**  
MERCURY 8263 - 8263X45
- RANDLE'S ISLAND  
YOU'RE MY THRILL  
**BEN WEBSTER**  
MERCURY 8265
- HIT THE ROAD  
GIN DRINKIN' BABY  
**SUNNYLAND SLIM**  
MERCURY 8264





# THE BILLBOARD Music Popularity Charts

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

## Record Reviews

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

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

Continued from page 46

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	CRITIC	RECORDING
<b>CHILDREN</b>				
<b>PETER DONALD-GILBERT MACK</b> (Sandpipers-Mitch Miller Ork) Bongo "The Circus Bear" GOLDEN RD-26—Alec Wilder and Kathryn Jackson have fashioned a fine little story and song using the Disney motion picture bear character which, in turn, is adapted from the Sinclair Lewis story. Result of Donald's story-telling, Mack's vocalizing and the fine ork and chorus background is a wonderful little kidisk.		80--80--80--NS		
<b>SPACE CADET CHORUS</b> (Mitch Miller Ork) Tom Corbett Space Academy Song GOLDEN R-89—The many moppets who are familiar with the Space Cadet video show are certain to talk mom and dad into buying this, the "official" song of the TV opus. It's value in non-TV markets is somewhat less.		75--75--75--NS		
<b>FANNY BRICE</b> (Billy May Ork) Cleanliness CAP CAS-3116—A fine performance by the late Fannie Brice and cast on this dinking which tells why kids should use soap and water. However, moral is pushed hard and action is rather fast for tots.		75--78--72--NS		
<b>FANNY BRICE</b> (Billy May Ork) Table Manners CAP CAS-3115—If you don't observe proper feeding etiquette you'll be a "schloop," and who wants to be that, sings Baby Snooks. Entertainment values are only so-so for the kids, but parents who remember Miss Brice should be a soft touch.		72--72--72--NS		
<b>FANNY BRICE</b> (Billy May Ork) Kindness to Animals CAPITOL CAS-3117—A preachy platter about treating animals kindly is only saved by performance of the late star and cast. Song and story, tho cute for adults, is not a very effective type of educational material for youngsters.		70--75--65--NS		
<b>TERRY GIBBS SEXTET</b> Begin the Beguine SAVOY 829—Gibbs opens this swing treatment of the Porter classic with vibes set against his small ensemble. Dinking has merit mainly for a hard driving beat as well as for Gibbs' own spirited improvisation.		70--72--70--67		
<b>TERRY GIBBS SEXTET</b> Swing's the Thing Young vibist Gibbs leads his sextet thru a pleasant little riffer. The leader offers up a mess of excellent jazz on his vibes while Hal McCusick blows some tasty bopish clarinet for his go.		68--70--68--65		

### HOT JAZZ

<b>TERRY GIBBS SEXTET</b> Begin the Beguine SAVOY 829—Gibbs opens this swing treatment of the Porter classic with vibes set against his small ensemble. Dinking has merit mainly for a hard driving beat as well as for Gibbs' own spirited improvisation.		70--72--70--67
<b>TERRY GIBBS SEXTET</b> Swing's the Thing Young vibist Gibbs leads his sextet thru a pleasant little riffer. The leader offers up a mess of excellent jazz on his vibes while Hal McCusick blows some tasty bopish clarinet for his go.		68--70--68--65

(Continued on page 81)

## HERE'S HOW Today's TOP TUNES HELPS SALES

The top 30 tunes each week from The Billboard

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TRY IT AND YOU'LL BUY IT EVERY WEEK

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## "ONCE I LOVED YOU" recorded by . . .

**NORMAN KAY** | **TONY BAVAAR** | **VERA LYNN**  
CAPITOL 1929—(78 rpm) | RCA VICTOR 20-4519—(78 rpm) | LONDON F-1929—(45 rpm) | 47-4519—(45 rpm) | 1172

**RONCOM MUSIC CO.** 1270 Sixth Ave., N.Y.C.  
MICKY GLASS, Prof. Mgr. (Suite 2302) | BOB SMITH, Chicago

## Columbia Sues Jolly Roger

Continued from page 21

sive. Columbia, with its great catalog of jazz classics, must take protective action as quickly as possible, he pointed out. Conkling added, however, that the problem is one which faces the entire industry. He expressed the hope that the Record Industry Association of America would tackle the matter shortly.

Julian Abeles, attorney who is working closely with Fox on a course of action against bootleggers, states that Fox will aim at getting a judgment in Federal Court in a civil action. Following this, the district attorney would be expected to step in, inasmuch as there would be cause for criminal action. It is the view of Abeles, Fox, and some major diskeries, that a criminal action would result in a threat of jail for the pirates. Some see this as the ultimate and permanent method of putting a stopper on the bootleggers.

### Precedent Is Cited

Conkling and Attorney Norman Adler noted that there was strong precedent for the Columbia-Armstrong case in the recent injunction against unauthorized off-the-air recordings of Metropolitan Opera broadcasts. Injunction was obtained in New York Supreme Court by Columbia and the Met, with whom Columbia has an exclusive pact. Wagner-Nichols and American Broadcasting Company were defendants. Injunction was upheld following an appeal by Wagner-Nichols.

The "Jolly Roger" disks on which Columbia bases its evidence contain 64 titles. The Columbia records were edited and produced by a.&r. exec George Avakian. Conkling, in presenting the Columbia case, pointed out that the diskery made these records available on Columbia and Okeh labels; that there has been a continual process of reissuing the great jazz classics, and that there is no justification to the

argument that it was morally right for other diskeries to put them out because they were unavailable. With the advent of LP, the disks were not made available immediately in the new medium because it took time to get the right sound.

Attorneys handling the Columbia-Armstrong complaint are Rosenman, Goldmark, Colin & Kaye.

HOLLYWOOD, Feb. 2.—Norman Granz, the jazz entrepreneur, this week revealed how he single-handedly stopped the one attempt made to counterfeit his jazz sides. During the summer of 1951, Granz received information that New York jazz retailers were selling a counterfeit record on Q.T. label of material which he originally released in his notable "Jazz Scene" limited edition album; which went for \$25 per copy.

The counterfeiters had cut down from 12 to 10-inch size his masters of "Repetition" by Neal Hefti, retitling it "Parker With Strings" and backed it with "The Bird," which title was stolen from the record by Charlie Parker in the collectors' item album. The disk sold for \$2.50.

Granz wrote to the four leading New York jazz stores, informing their owners that he would take them into court on grounds of unfair competition. He told them that the court action, no matter who won, would force them to spend at least two days in consulting with attorneys and making a court appearance. He pointed out that this two days away from their business would cost them more than they would make off total sales of the counterfeit disk. Further checks at the stores indicated the disk was no longer being sold.

## Mercury Records Signs Anita O'Day

NEW YORK, Feb. 2.—Anita O'Day was signed to a recording pact by Mercury Records. She was inked by Norman Granz, who heads up the jazz wing of the diskery. Thrush last recorded for London Records, and has previously cut sides for Granz.

## Blair Files Suit

Continued from page 22

where and how the royalties were earned. He said that the majority of the royalty payments were ambiguously paid, with BMI failing to break down the statements as to what amount was accrued thru radio performances and record and sheet music sales. He further maintains that lack of such specific breakdown makes it impossible to properly estimate royalties due from him to Wayne Shanklin, writer of the tune.

Blair contends that the Laine disk alone went over 1,000,000 copies which, when taken at the statutory rate of 2 cen' per record, would mean a \$20,000 payment. In addition, the tune was also cut by Alan Green and the Alexander Brothers in two separate Mercury releases, by the Blue Jackets on Columbia; Freddy Darin, Vita, and Terry Preston, 4 Star. BMI, when contacted here, would not comment, for Bob Sour, who was served with the summons, was out of town and could not be reached.

## SPA Counts

Continued from page 22

roster of writers is broken down into 977 regular members and 887 associate members. These statistics were released this week by Miriam Stern, executive secretary of the association.

The key publisher added to the list of those who have signed SPA's basic agreement was the Paramount-Famous group. The list of new writers includes several additional estate memberships. The Sigmund Romberg, Fats Waller, Al Jolson and Egbert Van Alstyne estates were added. Among the new writers who joined SPA last year were Abe Lyman, Zeke Manners, Margaret Wise Brown, Bob Miller, Willard Robison, Gene De Paul, Robert Stolz, Lou Busch, Henry Jerome, Vincent Lopez and Jerry Wayne.

It was also learned this week that 889 of SPA's 977 regular members signed written agreements calling for the payment of 25 per cent of any money collected for them via the audit of publisher books.

## Et Tu, Mitch!

Continued from page 21

recording commitment, then any publisher will take their song, and they can also demand a bigger advance from the publishers."

Quoting The Billboard (January 19) that the number of coin-operated music machine is nearly 500,000, Miller recalled that, if any record company can hit even 10 per cent of these, it is 50,000 disks. He added that to the record company this "can mean reaching the break-even point on that work, and to the publisher and composer that generally means \$2,000 in royalties from us—\$1,000 for the song on each side of that record."

Altho Miller's statement was to be submitted at the request of the coin machine operators, he emphasized to the committee that he had "no favorite" as between the music publishers and composers on one hand and the operators on the other. "My interest is in the sale of phonograph records," he declared.

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AT THE PIANO  
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"Oh Sebastian should be the first big wax hit of 1952"

says **JOE FRANKLIN**  
"Main Street Memories"

Transcribed, Coast to Coast  
**"OH SEBASTIAN"**  
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Pyramid Records 1638 B'way New York 19 N. Y.

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P.S.: All girls hate it. The title is "They'll Never Let Go"  
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FEBRUARY 9, 1952

## Shop Talk

### No Merman "Works!"; "Jamie" on Hook . . .

Herbert and Dorothy Fields have asked Ethel Merman to take the leading role in their upcoming musical, "The Works!" But Miss Merman, who leaves "Call Me Madam" May 31, is determined not to appear in another show before the spring of 1953. Irving Berlin may contribute the songs to "The Works!" . . . The 7 p.m. curtain for "South Pacific" Monday (28) was acclaimed a success. But Richard Rodgers advised withholding judgment on the practice until it has been tried a few more weeks. . . . Leo Cherne, executive secretary of the Research Institute of America, has joined the arbitration board hearing the dispute between Arthur Koestler and Sidney Kingsley over the dramatic version of "Darkness at Noon." He replaces Merle Crowell, a Reader's Digest editor, who was forced to leave the three-man board because of a business trip abroad. . . . Anthony Farrell, owner of the Mark Hellinger Theater, has made it known that he will not allow "Three Wishes for Jamie" to come into that house March 5, unless suitable quarters have been found by that time for its present occupant, "Two on the Aisle." If "Aisle" has not been able to move by then, "Jamie" will have to set up shop elsewhere. Farrell is backing both shows. . . . Gant Gaither's production, "Dear Barbarians," has been booked into the Royale for February 19. "One Bright Day," by Sigmund Miller, will preem at the same house one month later, forcing "Barbarians" into a quick move. Howard Lindsay and Russel Crouse are producing the Miller play.

### "Of Thee I Sing," Others On Spring Sked . . .

Chandler Cowles is trying to get Victor Moore to play Vice-

President Throttlebottom again in the forthcoming revival of "Of Thee I Sing." Best bet for the role of President Wintergreen is Jack Carson. New York opening of the musical, which won a Pulitzer Prize 20 years ago, will take place the week of April 13. . . . John Golden is interested in Andrew Rosenthal's "Red Letter Day," which opens in London shortly. He may bring it to the Stem in the fall, after a summer tryout. Helen Hayes may star in it. . . . David Heilweil is still looking for a 13-year-old girl for the title role in "Deede and the Brave" by film actor Lionel Stander. He has offered major roles to Arthur Treacher and Nina Foch. The show is skedded to go into rehearsal February 21, with Richard Barr directing. . . . Heilweil is attempting to purchase the President Theater, formerly the showcase for the Dramatic Workshop. He would present experimental, non-commercial plays at the small house.

### "McThing" Hunts House As "Elms" Continues . . .

The revival of "Desire Under The Elms" at the American National Theater and Academy Playhouse has been extended indefinitely. The box office is currently selling tickets thru the end of February. Mary Chase's "Mrs. McThing," the second production in the current play series of the ANTA, will therefore have to be booked into another theater with a seating arrangement comparable to the ANTA Playhouse, so that subscribers can go to the same seat numbers. It will probably be the Martin Beck. "Mrs. McThing" is due in New York, February 12, after its break in at the New Parsons Theater in Hartford. . . . The drive for money to build a Shakespeare Theater in the vicinity of Westport, Conn., is due to get under way in about a month, altho the site has not yet been selected. The project is fostered by Lawrence Langer.

The next show train on the New York, New Haven and Hartford Railroad will be on Friday (8) for "Paint Your Wagon." . . . The Danish version of "Kiss Me, Kate" closed in Copenhagen last week after 120 performances. "The Rose Tattoo" ended its run there the next day after chalking up 14 showings.

### New Script Set Shaped; "Bernardine" for Fall . . .

Mary Chase's "Bernardine" will not be seen on the Stem until the fall. Producer Irving Jacobs and director Guthrie McClintic decided it was impractical to have Mrs. Chase try to give attention to both this show and "Mrs. McThing" for ANTA at the same time. . . . Helen Harvey, formerly head of the play department of the Music Corporation of America, has been appointed head of the play department of the William Morris Agency. Alice Katz, her assistant, has gone along with her. . . . Arthur Lesser plans to bring the French revue, "Plains Feux," to Broadway next fall. Starring Maurice Chevalier and Colette Marchand, the show opens in Paris, April 7. . . . Truman Capote's "The Grass Harp" is booked to open at the Martin Beck on March 13. . . . Wolcott Gibbs has taken leave of absence from his job as legit reviewer for The New Yorker in order to complete a play for Nancy Stern.

### Dramatic Routes

Autumn Garden (Colonial) Boston.  
Ballet Theater (Royal Alexandra) Toronto.  
Ballet Russe (Boston O. H.) Boston.  
Bell, Book & Candle (Shubert) Detroit.  
Candide, with Olivia DeHaviland (Virginia) Wheeling, W. Va. 7; (Colonial) Akron, O. 8; Youngstown 9.  
Cocktail Party (Erlanger) Chicago.  
Darkness at Noon (Chief Auditorium) Colorado Springs, Colo. 8; (Auditorium) Denver 9.  
Dear Barbarians (Walnut) Philadelphia.  
Greco, Jose (Blackstone) Chicago.  
Gentlemen Prefer Blondes (Auditorium) St. Paul.  
Guys and Dolls (Hanna) Cleveland.  
Little Evil, A (Playhouse) Wilmington, Del. 8-9.  
Merry Widow (Shubert) Boston.  
Member of the Wedding (Auditorium) St. Paul 8-9.  
Mr. Roberts (Biltmore) Los Angeles.  
Moon Is Blue (Cass) Detroit.  
Moon Is Blue (Harris) Chicago.  
Oklahoma (Lyceum) Minneapolis.  
Rose Tattoo (American) St. Louis.  
Skinner, Cornelia Otis (Gayety) Washington.  
South Pacific (Shubert) Chicago.  
Student Prince (Nixon) Pittsburgh.  
Three Wishes for Jamie (Shubert) New Haven, Conn.  
Venus Observed (Shubert) Philadelphia.

## Out of Town Review

### VENUS OBSERVED (Opened Monday, January 28) Shubert Theater, Philadelphia

A comedy by Christopher Fry. Directed by Laurence Olivier. Settings by Roger Furse. Music by Herbert Menges. Miss Palmer's costumes by Valentina, others by Mildred Trebor. Press representatives, George and Dorothy Ross. Presented by the Theater Guild by arrangement with Laurence Olivier Productions, Ltd.  
The Duke of Altair . . . Rex Harrison  
Edgar . . . John Merivale  
Herbert Reedback . . . John Williams  
Dominic . . . Hurd Hatfield  
Rosabel Fleming . . . Joan Haythorne  
Jessie Dill . . . Claudia Morgan  
Captain Fox Reddeman . . . James Westfield  
Bates . . . Stuart Burge  
Hilda Taylor-Snell . . . Eileen Peel  
Perpetua . . . Lilli Palmer

Facing the fact that theatergoers by and large get their motivation when the accent is on yocks, or the appeal is on the optics or the stimulation is on the lobes, it's expecting a lot of development for a receptive mood where the incentive is primarily talk. "Venus Observed" is just too much to take from a stage when all that happens is talk—particularly when a lot of it is blank verse which leaves the listener out in the cold unless he pays the strictest attention.

Apart from the fact that Christopher Fry has endowed "Venus" with a superabundance of words—beautiful as many of them string out to be—the thin story fabric is entirely engulfed in verbiage. There can't even be the luxury of a cough or a glance at the program notes or a twitch where there's an itch. A word missed is to lose the meaning of a sentence. Again, it's asking too much for an attention which is completely undivided.

### Actors Left

Coupling such complaints with the fact that the offering is so utterly British that dialog is difficult to decipher, and the cockney accents of the two servants almost beyond comprehension, all that is left of "Venus" from a commercial standpoint is Rex Harrison and Lilli Palmer, plus a supporting cast as strong in capabilities as in names. Added to the box-office lure, which is unquestionably potent, is the fact that Sir Laurence Olivier, who commissioned the author and starred in its London version, is its director.

It must be honestly reported that Fry has blown his verbiage top in this latest importation. And if it were not for the talents of the cast so singularly superb, "Venus" would be much better observed via reading glasses. While too much of it is mere conversation, there can be no depreciation of the fact that much of the writing and the esoteric thoughts they express are most beautiful word pictures.

### Whom for Wife?

Story-wise it's a triangle with a father and son after the same girl. Harrison is an astronomy-bent, cynical widower. Miss Palmer, despite her offstage marital status, is the lovely and luscious Perpetua—young enough to be his daughter and young enough to marry his son, who is John Merivale. Harrison is in the midst of choosing a new wife among his three mistresses—a former barmaid who busies herself writing letters to her father who can't read, a neurotic actress who finally gets off base and sets fire to the baronial boite and an aloof socialite whose relationship is complicated by the fact that she is still married. Claudia Morgan, Jean Haythorne and Eileen Peel, as these three connubial candidates, respectively, earn full kudos for themselves.

While all perform admirably, a special nod goes to John Williams as an agent devoted to earthly pleasures to a point of systematic thievery.

The two fine settings—the temple garden and observatory room, are by Roger Furse, who did the original London designs, and an original musical score of mood music is the work of England's Herbert Menges.

"Venus" won't make theatrical history, but it's bound to make money.

Maurie H. Orendenker.

## Broadway Openings

### JANE

(Opened Friday, February 1)

### Coronet Theater

A comedy by S. N. Behrman, based on a story by Somerset Maugham. Staged by Cyril Ritchard. Setting and costumes by Elfi von Kantzow. Company manager, Peter Davis. Stage manager, George Greenberg. Press representatives, Joseph Heidt and Reginald Deaneholz. Presented by the Theater Guild.  
Ann Tower . . . Adrienne Corri  
Peter Crewe . . . William Whitman  
Wilson . . . Al Collins  
William Tower . . . Basil Rathbone  
Millicent Tower . . . Irene Browne  
Jane Fowler . . . Edna Best  
Maid . . . Sarah Marshall  
Lord Prohisher . . . Howard St. John  
Gilbert Dabney . . . Philip Friend

Continued from page 3

perception of his own, Cyril Ritchard has staged these drawing-room doings effectively, altho there are considerable stretches of chit-chat that get his inventiveness down.

The Theater Guild has given "Jane" a plush production, with a high-power Hyde Park drawing-room background by Elfi von Kantzow who is also responsible for costumes, except those supplied for Miss Best's metamorphosis by Valentina. It is too bad that there is not a better play to go with it all.

### MONODRAMA

## Miss Skinner's "Paris '90" Is Huge Success

PHILADELPHIA, Feb. 2. — Cornelia Otis Skinner is no Johnny-come-lately to the theatrical whirl, and her talents in the field of monodrama are legend. This time around, Miss Skinner expands her solo efforts not merely to cover an evening's performance but to stretch a solo stand to a full week. And for her week, ending tonight (2), at the Locust Street Theater, Miss Skinner should achieve a success both financial and artistic.

Miss Skinner strings together 13 characterizations of women of the Toulouse-Lautrec period and Montmartre to the Faubourg St. Germain. And while the locale is "Paris '90" as the title of her monodrama indicates, her characterizations are not entirely Gallic. And for added measure, she gives her show an added fillip by singing a number of specialty songs composed by Kay Swift.

Bridging the characterizations together is the sprightly music Parisienne of Miss Swift's scoring arranged by Robert Russell Bennett, with Nathaniel Shilkret conducting the orchestra. Donald Oenslager has created an attractive setting and backgrounds and the 13 costume changes created by Helene Pons are historically authentic in reproducing the era.

### Sock Projection

Altho working solo, Miss Skinner soon makes you forget that she is alone as she brings forward the various characters portrayed in full dramatic blush. It doesn't take long for the large stage to catch her warmth and magnetism, with projection going beyond the footlights to completely captivate an audience.

For her first grouping, opening along the Champs Elysees, Miss Skinner includes a nursemaid, a dowager duchess in a funeral procession, a Spanish charmer of the commercial variety and a British hearty cycling in daring fashion with her Gallic fiance.

The scene shifts to the Left Bank for the second act. And in the shift, the monodrama gains great momentum as Miss Skinner carries a "hate" wave from her portrayal of an angel statue on the west portal of Notre Dame and speculating upon the lives of a gay laundress, a Boston school teacher tourist getting bored with her virginal self, a rendezvous-bent woman of flexible virtue and finally the refugee professor's wife who tries to explain to her child the racial and religious bigotry that threatens to snuff out

### GERTIE

(Opened Wednesday, January 30)

### Plymouth Theater

A comedy by Enid Bagnold. Staged by Herman Shumlin. Setting by William and Jean Eckhart. Costumes by Hazel Roy. Company manager, Richard E. French. Stage manager, Lucia Victor. Press representatives, Phyllis Perlman and Marian Byram. Presented by Herman Shumlin.

Bianca . . . Anita Cooper  
Gertie . . . Robert Duke  
Gertie . . . Glynis Johns  
Sarah . . . Patricia Wheel  
Mr. Ritchie . . . Alan Napier  
Mrs. Candida Kaufman . . . Polly Rowles  
Mrs. . . . Albert Dekker

Herman Shumlin has had three Stem tries with English importations so far this season. It almost seems that Broadway has declared an open season on his choices, for this last one, "Gertie," a comedy by British authoress Enid Bagnold, is likely due for a shorter shrift than either of its predecessors.

In it he introduces an attractive young lady, Glynis Johns, voted, so the program advises, England's No. 1 film star. Miss Johns turns out to be a very capable young actress indeed, with a titillating, semi-dead-pan, throw-away delivery and a rare way with a witty line. But she would have to be a practicing sorcerer to make the three acts of "Gertie" other than a rather complicated and tepid soap opera.

For purposes of gathering her characters under one roof, Miss Bagnold has a fem movie talent scout and her ex-mate producer visit an impractical scientist in rural England. The menage further consists of a son and two daughters. Gertie, the youngest is the one with iron in her soul. She wants out—to America and a rich husband. She'll settle for it without bothering about love. So she concentrates on the producer with the idea getting his backing. Just how this is to be achieved is somewhat naive, and he speedily gets personal ideas about the lass herself. Anyway, she succeeds along the way in selling him on the notion of producing a play by her older sister on Broadway. At the final curtain it appears that she and sister will accompany him back to New York, and the rather underdone brother will stay home to take care of papa. It looked from this pew that Gertie was likely to succumb to the producer's wiles, and certainly this ear detected no offer of honest matrimony. But Gertie is a pretty smart gal, and likely she will make him do the right thing.

There are some amusing scenes in all this—particularly when Miss Johns is propositioning Albert Dekker and when she is having her sister act out her romantic melo for the benefit of the visitors. But there just aren't enough of them to make up for an unconscionably dragging first act and the more-of-less inconclusive wind-up.

Shumlin has given his star solid support actor-wise, altho his frequently lagging direction is no help to them. Albert Dekker is smoothly unscrupulous as the big play-and-picture man from New York and Hollywood. Polly Rowles gives a knowing performance of the career woman who is not so brassy as she likes to seem, and Patricia Wheel gets in some good moments as the amateur playwright. Alan Napier is the professorial father, and Robert Duke is the son.

It could be interesting to see what a lady of Miss Johns' evident talents can do with a real play. "Gertie" isn't it.

Bob Francis.  
(Closed Saturday, February 3.  
Printed for the record.)

France's heritage of equality and liberty.

For the final stanza, Miss Skinner combines a dramatic portrait of four Parisiennes immortalized in Toulouse-Lautrec's vivid paintings—La Goulue, slatternly queen of the Moulin Rouge; a psychotic lion tamer of the Medrano Circus; "Deaf Bertha," colorful inmate of the establishment characteristically called "a house of tolerance" by the French, and finally, Yvette Guilbert, famous Parisian chanteuse.

Miss Skinner is exciting and stimulating thruout, and her "Paris '90" is entirely rewarding.

Maurie H. Orendenker.

## BROADWAY SHOWLOG

Performances Thru  
February 2, 1952

### DRAMAS

Affairs of State . . . . .	9-25, '50	576
(Music Box)		
Antony and Cleopatra . . . . .	12-20, '51	21
(Ziegfeld)		
Caesar and Cleopatra . . . . .	12-19, '51	27
(Ziegfeld)		
Come of Age . . . . .	1-23, '51	13
(City Center)		
Desire Under the Elms . . . . .	1-16, '52	21
(ANTA Playhouse)		
Gigi . . . . .	12-24, '51	81
(Fulton)		
I Am a Camera . . . . .	11-28, '51	77
(Empire)		
Jane . . . . .	2-1, '52	3
(Coronet)		
Point of No Return . . . . .	12-13, '51	60
(Alvin)		
Remains to Be Seen . . . . .	10-3, '51	132
(Morosco)		
Stalag 17 . . . . .	5-8, '51	312
(48th Street)		
The Constant Wife . . . . .	12-8, '51	65
(National)		
The Fourposter . . . . .	10-24, '51	118
(Barrimore)		
The Moon Is Blue . . . . .	3-8, '51	373
(Henry Miller's)		
The Shrike . . . . .	1-15, '52	23
(Cort)		

### MUSICALS

Bagels and Yox . . . . .	9-21, '51	202
(Holiday)		
Call Me Madam . . . . .	10-12, '50	543
(Imperial)		
Guys and Dolls . . . . .	12-24, '50	502
(46th Street)		
Paint Your Wagon . . . . .	11-12, '51	96
(Shubert)		
Pal Joey . . . . .	1-3, '52	36
(Broadhurst)		
South Pacific . . . . .	4-7, '49	1156
(Majestic)		
The King and I . . . . .	3-19, '51	356
(St. James)		
Top Banana . . . . .	11-1, '51	108
(Winter Garden)		
Two on the Aisle . . . . .	7-18, '51	230
(Mark Hellinger)		

### CLOSED

Anna Christie . . . . .	2-2, '52	29
(Lyceum)		
(Opened 1-9, '52)		
Saint Joan . . . . .	2-2, '52	141
(Century)		
(Opened 10-4, '51)		
Gertie . . . . .	2-2, '52	5
(Plymouth)		
(Opened 1-30, '52)		

### COMING UP

Charles Dickens . . . . .	2-4, '51	
(Golden)		
Collector's Item . . . . .	2-8, '52	
(Booth)		



## Wirtz Icer Scores 190G Detroit Sale; Canada Trek Seen

Big New York Wind-Up Expected To Put Show 30% Ahead of '51

CHICAGO, Feb. 2.—A thumping \$190,000 advance sale had been scored by Arthur Wirtz's "Hollywood Ice Revue," with Barbara Ann Scott, thru Thursday (31) for its opening Thursday (8) at Olympia Stadium, Detroit. That's \$75,000 better than the sales for the same period a year ago, according to Tom King, ice show staffer.

King confirmed that the show was "seriously contemplating" a tour of Canada. He stated he was

"confident Mr. Wirtz will continue the tour" beyond Detroit and cited hefty grosses the new icer already has scored.

If final performances in New York are sellouts, as they are expected to be, King said, the blade opera will be 30 per cent ahead of last season's over-all gross for the same period.

The Madison Square Garden business has been big, King said, and it, together with that at Chicago and Indianapolis, account for the king-sized boost. The show held its own at Milwaukee and St. Louis but registered no increases at those cities.

King said that the Detroit advance sale has been getting \$10,000 to \$15,000 days and the final week should boost the total to \$250,000. If that happens, he said, it will be the biggest advance ever recorded for the icer at Detroit.

The show closes its New York run on Wednesday (6).

## TV Cuts Into Garden Fight Gates, Takes

NEW YORK, Feb. 2.—With an average attendance of 6,188 persons and an average gate of \$26,398 for 1951, boxing events at Madison Square Garden continued a downhill slide that began in 1947 when television started to gain momentum. Figures are based on 27 fight cards.

Joe Louis-Lee Savold fight, biggest of the year at the Garden, drew 18,179 persons, and the Rocky Marciano-Rex Layne bout was the third biggest. However, neither appears in the statistics, since both were off TV, while the 27 were carried on video.

Average attendance, gate and number of programs starting in 1947 were: 12,208, \$57,892, 32 programs; 1948, 10,330, \$38,960, 28 programs; 1949, 9,876, \$34,960, 23 programs; and 1950, 8,849, \$34,426, 26 programs. The televised, this year's Joe Louis-Rocky Marciano was the second biggest at the Garden, drawing 17,241 persons and \$152,845. It was pointed out that delay in making the match prevented the fight from going into a ball park.

Contrasted with the indoor video fights, outdoor promotions in New York hit new highs. Ray Robinson-Randy Turpin pulled 61,370 and \$767,626, Jake La-Motta-Bob Murphy drew 21,257 and \$116,690, and Sandy Saddler-Willy Pep got 13,836 and \$75,311. All three matches were restricted to theater television. Counting the two Garden matches that were not on TV and three outdoor scraps, five non-video fights grossed \$1,127,465, while 27 TV shows got \$712,789.

Under the contract between the Garden and the matchmaking International Boxing Club, every show brings about \$20,000 for TV rights, with main event fighters each getting \$3,000 of that sum.

## Henie Slated For 11 Days At N. Y. Armory

NEW YORK, Feb. 2.—The Sonja Henie Ice Revue will play Kingsbridge Armory in the Bronx here March 26 thru April 5, following a week's lay-off for the show after a March 6-16 date at the Fifth Regiment Armory, Baltimore.

Contract for the Bronx stand was signed Monday night (28), and seating capacity for the icer is expected to be about 10,000 persons. The show will use its own tank, and prices are expected to remain at the \$3.60 top in effect for other cities played. The pact for the local date actually runs from March 24 in order to allow time for the armory to be readied.

With the report on the Bronx and Baltimore dates came word that the Henie icer sought a week's work at the Springfield (Mass.) Coliseum to take up the slack, but the deal did not materialize. It was not known where the show will spend the idle week.

Prior to securing the Bronx spot, it also was reported that the show tried for March 27-April 8 at Convention Hall, Philadelphia. The house has never played an icer before, and the hall is municipally owned. A Philly city attorney vetoed the date, claiming that installation of ammonia tanks carried by the show was not practical.

## Laine-Page-May Package Will Tour 30 Dates

To Kick Off April 12 For Halls, Arenas At 6-10G Per Show

Continued from page 22

from GAC on a guarantee and percentage basis. Other acts lined up to date for the tour include the Clark Brothers, the Chocolateers, and comic Don Rice.

Tour will play primarily in auditoriums and will hit several arenas and colleges as well. The heavy name unit will kick off either in Baltimore or New York on April 12 and will play thru the East, Midwest and Canada. It will hit the major cities in these territories with Chicago, New York, Baltimore, Washington, Richmond, Philadelphia, etc., among those cities due to get the package.

The tour will provide the first serious work for the new Billy May band. May, it is recalled, signed a booking deal with GAC one month ago and was not slated to debut a band until the summer. However, current plans call for the Capitol Records-developed orkster to rehearse and break in a band on the West Coast several weeks prior to the concert trek. From these, May will work into the concert tour.

## Henie Mulls Chi; May Open April 18 At Int. Amphitheater

Garner, Thayer Say No Booking Set Yet; Wirtz Circus Clash Seen

CHICAGO, Feb. 2.—Odds that Sonja Henie's ice show will play Chicago zoomed this week, altho Winthrop Gardner, the star's husband, said that no definite arrangements have been made yet.

Gardner said that a Chicago run is being considered and that, if booked, it would be at the International Amphitheater. In a telephone conversation from Denver, where the show is playing, he stated that a tentative opening date of April 18 is being considered.

In Chicago, Merton E. Thayer, manager of the Amphitheater, said no arrangements have been made. But he said he could not say the show would not come here.

If the Henie icer plays Chicago, the stand will offer a showdown comparison between it and Arthur M. Wirtz's "Hollywood Ice Revue," Henie's former vehicle and present arch-rival. Altho Wirtz is playing New York and Henie will play the Bronx, a Chicago stand for the latter would put the two in more direct comparison. The Wirtz show closed its Chicago run January 15, after adding two days to the original run.

Moreover, the tentative opening date, April 18, would put Henie and the Wirtz enterprises into a day-and-date clash, inas-

much as Wirtz's Cole Bros.' Circus will open on the same date at his Chicago Stadium.

Gardner said that the Chicago stand and date remain uncertain, in part because the show has found it advisable to extend the length of runs in some spots.

Whether Sonja Henie would make Chicago has been a subject of conjecture since she broke with Wirtz and formed her own show. During recent months reports that she would or would not play here have been circulated, and for some time prior to this week it has been assumed that she would pass up Chicago, perhaps for inability to get a building. Her own portable ice equipment would make possible an appearance in the iceless amphitheater.

## 'Holiday on Ice' Sets Records At Louisville

LOUISVILLE, Feb. 2.—All attendance and gross records for a one-week show at the Armory here were broken by "Holiday on Ice" January 21-27, Building Manager Herman J. Penn disclosed here this week.

It was the fourth attraction to score turnaways at the Armory this year, he said. Others were the Harlem Globe Trotters, which drew 8,300 and turned away 3,000 on December 27, and two college basketball games.

"Holiday" grossed \$85,000 and was seen by approximately 42,000. The gross was 32 per cent above the show's 1951 score here and 8 per cent above the 1950 gross, the previous high.

Promotion program used 93 newspapers, 27 radio stations, three magazines, and tie-ins with 135 business concerns. General Mills handled a tie-up with grocery stores.

PORTLAND, Ore., Feb. 2.—Harlem Globe Trotters pulled an estimated 5,000 customers into the Portland Ice Arena Sunday (27) night for their SRO basket ball game with an all-star team entered by the Portland Basketball Association. Ducats were \$1.50 and \$2.50.

## NEWS NUGGETS

### Flowers, Ballet, Henie, Cars, Etc.

OAKLAND, Calif., Feb. 2.—Twentieth annual California Spring Garden Show will be staged in Oakland Exposition and Auditorium April 24-May 2. Show manager is Ned S. Rucker.

Commercial exhibits will be shown in the Arena, and a part of the Auditorium stage will be used to show commercial films by exhibitors.

Ballet Russe Grosses 5G at Spartanburg . . .

SPARTANBURG, S. C., Feb. 2.—One-shot gross of the Ballet Russe de Monte Carlo at Memorial Auditorium here was reported as \$5,442.95. Bulk of the sales were registered in advance of the January 19 appearance, according to T. K. Hudgens Jr., auditorium commission chairman.

Henie Plans Invasion Of European Capitals . . .

COPENHAGEN, Feb. 2.—Sonja Henie is planning to bring her ice

revue to London, Brussels and Paris, according to Knud Tonsberg, president of the Danish Hockey Federation, who returned recently from the U. S. He sought to interest Miss Henie in financing an ice rink in Copenhagen and she put him in contact with Washington businessmen who will provide half of the cost of building a rink at Osterbro Stadium here.

N. Y. Show to Spotlight Flying Automobile . . .

NEW YORK, Feb. 2.—International Motor Sports Show will run March 29-April 6 at Grand Central Palace here, it was announced by Fred Pittera, show's managing director. Feature will be a flying (Continued on page 74)

## DEE TOURS

### Detroit Building to Open In Spring; TV Hits Hockey

By DEE POLI

DETROIT, Feb. 2.—The new armory-fieldhouse being built by University of Detroit is expected to be completed in April and dedicated in May. The \$3,000,000 project was started a year ago and will be the first major building in Detroit constructed primarily for basketball.

Out of season, the new structure will be available for other events or shows approved by university authorities and the Athletic Board.

The permanent opera-type seats rise in tiers on four sides of the floor. There are to be two press galleries, one for newspapers and one for radio and television. The playing area, large enough for three basketball courts, will be permanently floored for basketball. Bleachers may be installed between the playing floor and the six-foot tile wall above which the permanent seats are located.

Under the seating will be offices, dressing and training rooms, a gym and four handball courts. Other floors will house classrooms, ROTC drill rooms and facilities

for wrestling, boxing and track teams.

Mulls Matinee Hockey

DETROIT — Olympia Stadium here may try Sunday afternoon hockey next season, General Manager Jack Adams said. Changing from evening to afternoon hours for Sunday hockey has been tried (Continued on page 74)

## Autry Group Plays To 8,906 in Cincy

CINCINNATI, Feb. 2.—Gene Autry's troupe of Western entertainers in a matinee Sunday (27) at the Cincinnati Garden played to 8,906 fans, mostly children and their parents.

Autry sang and emceed the show of 18 numbers, including Indian dancers, rope spinners, Smiley Burnette and Pat Buttram, hoop dances, drum major specialties, contortion, instrumental numbers and appearance by Autry's horses, Champion and Champion Jr.

## TV Barn Dance Show Will Tour Buildings

CHICAGO, Feb. 2.—A live show, carrying the title of "The Old American Barn Dance" and patterned after the TV filmed series of the same name, will go

## "Ice Cycles" Tabs SRO in Vancouver, Gives Extra Show

VANCOUVER, B. C., Feb. 2.—"Ice Cycles of 1952" billed for seven performances at Exhibition Forum the week ending January 26, gave one extra matinee to take care of the overflow demand for seats. Booked under the auspices of the Vancouver Rotary and Pacific National Exhibition (PNE) every performance was a sellout.

on a tour this summer of special dates in auds and arenas, it was learned this week.

Troupe will be headed by Bill Bailey, emcee, who also books the talent and doubles as "Cactus Jim" on the National Broadcasting Company TV series of that name.

Present plan is to bring the specially built show into various cities where the television series is shown regularly, with about one-half hour of the live show to be sponsored via a local radio station in each city. Bailey will present a complete show, and may include square dancing for customers.

While no dates have been finalized, show will definitely play Detroit and Omaha, with bookings in the other 25 markets where the TV series is shown now being set.

## Arena Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Autry, Gene, Unit: Elmira, N. Y., 6; (Armory) Schenectady 7; (Auditorium) Providence, R. I., 8; (Auditorium) Springfield, Mass., 9; (Auditorium) Worcester 10; (Memorial Hall) Hartford, Conn., 11; (Arena) New Haven 12.
- Davenport, Orrin, Circus: Detroit, Mich., 4-10; Cleveland, O., 11-24.
- Hamid-Morton Circus: Milwaukee, Wis., 4-9.
- Holiday on Ice: (Memorial Auditorium) Chattanooga, Tenn., 4-8; (Municipal Auditorium) Atlanta, Ga., 9-20.
- Hollywood Ice Revue of 1952 (Madison Square Garden) New York 4-6.
- Ice Capades of 1952 (Uline Arena) Washington, O. C., thru Feb. 13.
- Ice Follies of 1952 (The Forum) Montreal, Can., 3-10; (Boston Garden) Boston, Mass., 12-24.
- Polack Bros.' Eastern Circus: (Capitol) Wheeling, W. Va., 8-9; (Arena) London, Ont., Can., 12-15.
- Polack Bros.' Western Circus: Scott Air Force Base, Ill., 6-8; (Armory) Louisville, Ky., 11-17.
- Skating Vanities of 1952: (I.M.A. Auditorium) Flint, Mich., 6-10; (Sports Arena) Toledo, O., 12-17.



# Hocus-Pocus

By BILL SACHS

**LADY FRANCIS**, one of the top femagicians, Friday (1) moved into Beverly Hills Country Club, Newport, Ky., for a fortnight's stand. . . . **Vernon Colbert**, featuring his Numerology By Fire, played the Lotus Restaurant, Birmingham, week of January 28, with other dates in the territory to follow. On the bill with him at the Lotus was his wife, **Loretta La Pearl** and Her Boxing Dogs. They are slated to pick up more dates with the Warren Bros.' Circus in the near future. . . . **Joan Brandon**, after three days at the Municipal Auditorium, Birmingham, with her solo, full-evening show, headed northward thru the Carolinas from whence she moves into Illinois. . . . **Bob Nelson**, of Nelson Enterprises, Columbus, O., continues to pull free publicity in huge doses. Recently The Akron Beacon Journal spotted him a full page rotogravure showing him in the throes of haunting a house. The Pittsburgh Press of January 27 devoted a full page in its magazine section to the same subject. . . . **Borra**, Danish pickpocket magician, was spotted recently for two sessions at the North Hotel, Sarasota, Fla., as the result of the success he scored with the Ringling-Barnum show's engagement in Havana recently. **John Ringling North** is seriously considering Borra as a feature for the 1952 circus season. . . . **Danny and Eva O'Day**, who have been presenting their magic on school assemblies for the Lecture Bureau of the University of Kansas since September 10 last, wind up for that office at Weston, Mo., next Friday (8) to return to their home in Des

Moines. It was their first venture into the assembly field, and they describe the tour as "an experience."

**"DORNEY" DORNFIELD**, Chi trixter and wit, will emcee an all-pro show to be held in conjunction with the 21st annual Magi-Fest to be staged by the Columbus, O., magicians at the Neil House, that city, February 8-9. On the bill will be **Owens and Company**, Dayton, O.; **Francis Ireland** and **Joe Berg**, Chicago; **Jack Courtney**, Columbus; **Everett Duncan**, Youngstown, O., and **Bill Neff and Company**, Indiana, Pa. Twelve dealers will display all that is old and new in magic. The two-day event kicks off Friday evening with a magic show at the Neil House, followed by a get-together party. At 11 a.m. Saturday, jugglers will gather, led by **Roger Wells**. At noon Saturday, **Ralph Smith** will lead a meeting of ventriloquists; at 1 p.m., **Francis Ireland** will conduct a magic school, and at 2 p.m. a dealers' and magicians' show will be emceed by **Claude Bawden**. Receipts for the big Saturday night, open to the public, will go to the Masonic Orphans' Home, Springfield, O. . . . **Tommy Windsor**, Marietta, O., magician and vent, is doing a series of 54 shows for International Harvester Company on a unit set by **Jimmy Heizer**, of Huntington, W. Va. The trek runs until April 1, covering one-nighters thru Ohio, Kentucky and Indiana. Windsor is doing two turns, his magic pitch routine and a vent bit. . . . **Charles Hilderra** has just concluded his season of school and club dates with his comedy magic and is now prepping for his fifth consecutive season in clown alley with the Clyde Beatty Circus. Writing from his Pacific Grove, Calif., headquarters, Hilderra says: "Edwin Brush, old-time magician and a neighbor of mine, is busy lining up magi in the territory to form a magicians' club. We held our first meeting January 25 at the home of **Howard Van Dering**, one of the leading amateurs in the territory."

# Chi Spots Fear Horsemeat Deal

**CHICAGO, Feb. 2.**—The sensational multi-million dollar horsemeat racket, uncovered here in the past week, has already hit one of the city's pioneer niteries, the Blackhawk, and, according to city, State and federal officials, others may have unwittingly been involved. At present, hundreds of cafes, restaurants and other entertainment centers are submitting meat samples for testing to determine whether they too have been sold horsemeat by their suppliers.

The Blackhawk, for the past 32 years one of the leading Loop bistros in the city, was closed Tuesday night after two separate samplings of ground meat were reported to have shown traces of horsemeat. Donald I. Roth, whose family built the Blackhawk into a top niterie thru such innovations as the use of name bands in the early '20s, the introduction of many niterie performers to the Chicago area, and the use of such musical revues as "Shootin' High," which ran for a full year, was in New York when the health department issued its order.

Location remained shuttered until Thursday evening, when it was given an okay to resume operation, but Roth reported "business light."

# Caught Again

**COPACABANA, NEW YORK:** Jan Murray, Toni Arden and the Chandra Kaly dancers, the latest replacements here, opened big to a capacity house. The rest of the show, including productions, remained the same.

Murray, who headlined, showed that long lay-offs (he's been out of clubs for a long time, concentrating on television) can raise hell with a comic's timing. His material showed potential strength, particularly his cue-card opener, "that's the way we do it on TV—if you think I'm gonna memorize a new act for you, you're crazy," was genuinely funny. But the basic punch, that changes a funny line or a funny piece of business into a solid yock, wasn't there. Murray is an excellent comic. With a few shows under his belt, he should be getting the big returns.

Toni Arden showed flashes of her previous smashereroo the first time here, but poor routining, opening night jitters and too dressy a gown stymied her. She didn't get going until her next to closing "Sorrento," which was wonderful. When she followed that with "Lover," she almost tore the room apart. In fact she closed so strong that following act, Chandra Kaly, had a tough time following. When Miss Arden belts out a strict melodic line, she is superb. But on stylized numbers she doesn't hold them. Her new song, "My Gypsy Heart," which she announced as having been written for her on the West Coast was much too slow to hold them. Number needs a terrific orchestration with a lot of strings. Mike Durso can cut a show with the best of them, but if he hasn't the music or the manpower he can't do it. Miss Arden is a pretty little thing. Dressing her in an elaborate floor length gown makes her look Lilliputian. A shorter gown plus some kind of net shoulder covering would take away from her awkward appearance.

Chandra Kaly with three girls and two boys has a real big, expensive looking act. The East Indian costumes are rich and flashy, and the dances are well staged. His second number, however, got the biggest hand. Coming on via leaps and bounds in West Indian costume, dance becomes a sensual, exciting thing full of precision gyrations and props. The number was almost a show stop.

Productions featuring Harry Snow, Sheila Arnold and Elaine Dunn are a holdover. Snow, the good looking young boy singer, is better than ever. His looks and voice rate him a wack at bigger things. Miss Arnold has achieved poise and a better voice quality than when first caught. Miss Dunn, a fine dancer, has slid back since caught last. She now overmugs and has a patronizing air that may prove irritating.

Bill Smith. neat job of backgrounding, however. Herb Rau.

# Burlesque Bits

By UNO

**RITA CORTES** is readying a new audience-participation number to be introduced in Miami Beach, Fla., spots. Tagged "Butcher Boy," it will be sung in Italian and English. . . . **Lew Hearn** joined the **Denise Darcel** act at the Paramount, New York, January 30, for two weeks. . . . **Betty Howard**, strip, and **Harry Ryan**, straight, while driving from Chicago to Miami Beach, Fla., for a vacation recently, suffered the loss of costumes and clothing when thieves broke into their parked car. . . . **Selma Vindkers**, parade girl, leaves the Hudson, Union City, N. J., this week to return to Stuttgart, Germany, to bring her parents to America. . . . **Crystal Ames** opened February 1 at the Bandwagon niterie, New York, for an indefinite stay. . . . **Harold Minsky**, of the Plaza, Miami Beach, Fla., and the Rialto, Chicago, recently underwent a hernia operation in Chicago. . . . New at the Red Feather, Hollywood, are **Collette**, **Heather English** and **Billy Foster**.

for **Alex Scodamak** in New York. . . . **Jerry King** has returned to the Penguin Supper Club, Alexandria, La., after eight weeks at the Circus Bar, Miami Beach, Fla. Others in the King revue are **Peggy Woods**, **Dale Leslie** and **Marcell**. The troupe has 16 weeks' booking in six clubs starting in March. . . . **Evelyn Brooks**, former soubrette on the old major wheels and wife of the late **Johnny Barry**, comic, now holds a responsible position in a Washington department store, while her son, **Johnnie Jr.**, is a student in William and Mary College, Williamsburg, Va. . . . **Sandra Lee**, chorine at the Hudson, Union City, N. J., was picked by producer **Paul Morokoff** recently to double in a strip-tease specialty.

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# Oriental, Chicago

Continued from page 19

Her "Martha" rendition proved a winner once again. The Four Step Brothers' rhythmic routines were loudly received. Initial turns are done to ork accompaniment, but the closer, with each of the quartet working a solo specialty with only the handclaps for beats, was top drawer.

Mickey Sharp, a young comic with good impressions, backed with material which varies from hot to cold and a good set of pipes, needs more seasoning. His take-offs on Truman, Durante and Stalin were good, as was his "twisting the dials" routine.

Brian Farnon and the house-band open the bill with a production number, with the fronter soloing on the sax as well as handling vocals.  
 Pic, "I Want You."  
 Norm Weiser

# Roxy, New York

Continued from page 19

nada." Into this came Richard and Flora Stuart for a flowing "Malaguena" terp that had eye appeal.

Roger Carne, an English ventriloquist, worked to a quiet audience. He came on as a drunk carrying a big bottle. He used a lot of props, a large dummy of a cat and the head of a pink elephant. His vent work was fair, tho his material, unsuited for an American audience, was another drawback.  
 Gene Plotnik.

# Little Palm, Miami

Continued from page 19

goes along. She also scored well with a series of Jamaican calypsos, notably "Linstead Market," which is almost the national song of Jamaica. The show also has a quintet of girls, billed as the "Hollywood Cover Girls," who start out with a bathing suit fashion parade for their initial number, and follow with a song-and-dance routine in Western garb for the finish. It doesn't add up to much except an excuse to display gams. Val Olman's band (5) does a



## Milwaukee Pallomar Sets Busy Schedule

Promotions Popping at Hayes Skatery; Business Reported at Excellent Level

MILWAUKEE, Feb. 2. — With two major tournaments scheduled for spring, Phil Hays, operator of Pallomar Rink here, is looking forward to plenty of action.

First competitions to be held will be the Wisconsin finals of the Roller Skating Rink Operators' Association, scheduled for May 12. Entries should beat last year's totals, said Hays, because of recent addition to the RSROA roster of Reggie's Rink, Racine, and Tommy Cicco's Silver Beach Rink, Oconomowoc. Di Cicco was formerly the Pallomar pro and has promised a sizable delegation of top-notch skaters at the meet.

Great Lakes regional championships, May 29-June 1 at Pallomar, will bring together top skaters from Michigan, Ohio, Indiana, Illinois and Wisconsin. Over 700 entries for this Midwest title

scramble are expected to jam the rink.

Business at Pallomar, according to Hays, is holding up well. Monday high school night promotions continue to pull capacity crowds and week-end attendance is heavy. Special leap year promotion on February 29 has skaters excited about the crowning of the most popular skater as King Henry IX. Interest in the event is being kept alive by a barrage of post-cards to patrons on the rink mailing list.

Hays also reports that after-school classes recently begun for youngsters have been building a new group of rink fans, many of whom are developing into good skaters. Classes are held from 4 to 5. Admission is free to those who register at the rink on week ends. Tuesday afternoon classes are limited to beginners; Wednesday is for intermediates and on Thursday instruction is given to advanced pupils.

Pro George Berger is assisted at these classes by members of the recently formed group of RSROA greeters, composed of advanced regular Pallomar-ites organized to make newcomers at the rink feel at home.

## Arena's Derby Program Given Pass Build-Up

DETROIT, Feb. 2.—Arena Gardens, which made skating history with its marathon race held New Year's Day, is holding the first regular speed derby of the year Tuesday (5), with approximately 200 entrants expected.

Organization of the derby requires careful planning and coordination, it has been found. Early registration of those who plan to enter various classes is stressed by the management, since this permits proper planning of each event on the program. Regular skating is scheduled from 7 to 9 p.m., with the derby starting at 9:15, giving officials a chance to make last-minute adjustments.

A promotional program to build the speed derby idea from the spectator standpoint is being followed by owners Fred A. Martin and Earl King at Arena. Currently, courtesy passes are being used in the traditional show formula of "papering" the house at openings. Passes carry a service and tax charge, and recipients and those already interested in skating are being urged to distribute the passes to as many newcomers as possible.

## Michillinda Skating Meeting At Curvecrest

MUSKEGON, Mich., Feb. 2.—A skating conference will be held Sunday (17) at Perry B. Giles' Curvecrest Roller Rink here for the benefit of professionals, amateurs and operators from the States of Michigan, Illinois and Indiana.

Purposes of the meeting are:  
1. Inaugurate a series of similar monthly conferences to be held at different locations thruout the area.  
2. Set up a school for judges, with a view to securing more qualified judges in the area.  
3. Study and discuss skating fundamentals, and help establish uniform standards and better understanding of judging practices.  
4. Promote better co-operation between pros, operators and amateurs.

Everyone interested in skating is urged to attend the conference, which will open at 10:30 a.m. and adjourn at 6 p.m. Operators and pros are invited to remain thru Monday for further discussion of skating problems and ideas.

## "Dimes" Benefit Held at Ludendi

SHREVEPORT, La., Feb. 2.—A free style roller skating exhibition was presented at Ludendi Roller Drome January 24 by Cecil Davis and \$17 was contributed to the local March of Dimes fund. The exhibition was witnessed by more than 500 spectators.

Davis, a resident of Denver, and a professional representative of a skate manufacturer, was visiting here on business.

The exhibition was preceded by presentation of medals recently earned by local skaters who completed efficiency tests given at the local rink.

## Cawley in San Antonio

SAN ANTONIO, Feb. 2. — Bob Cawley, free style roller skater, is currently at Midtown Roller Drome here. During his stay he will hold classes in exhibition and dance steps.

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## Roadshow Rep

JOHN D. FINCH, well-known ex-hooper, scenic artist, writer and publicist in the rep, tent show, tab, minstrel and outdoor fields, attended the recent Illinois Fair Association meetings in Springfield. Finch accompanied Vanell Smith, entertainment chairman of the 1952 Tri-State Oil Show, Grayville, Ill., and, as special agent, participated with Smith in the discussions and negotiations on behalf of the oil show committee. Mrs. Smith and Mrs. Finch accompanied their husbands to the meetings. . . . Jack Haver reports from Houston that he will return to the road this season, opening his all-star cast Minstrel Show in Houston's Music Hall March 15 for a two-day showing. . . . E. F. Hannan writes from Boston that "one of the most interesting and oldest of the current road shows is the Grimaldi Players who do their show in French and who have a wide territory in which they are well known. The show makes Montreal its headquarters and makes two around-the-circuit trips in New England. The troupe which now plays this territory is the second generation of the family and, with added talent, it strikes a good balance between drama and vaude. Taking its name from the noted original French pantomime artist, the group for many years did most of its show in sketches that leaned toward the famous short plays of Moliere, renowned French playwright. Of late, however, I have noticed that the groups' bills have been widened and they now offer a well-balanced program of short plays, sketches, vaude and radio soap-opera type presentations."

F. E. AUSTIN writes from Albany, N. Y., that he likes the notes about the old-timers appearing in this corner. "For me, the most interesting are the items about minstrel shows," Austin pens. "Lew Benedict, noted minstrel, made his home in Albany in his later days and I met him often. Will Oakland, one of the best of minstrel's tenors, got his start in near-by Troy, N. Y. In the old minstrel days, I traveled as far as North Adams, Mass., to catch the Hi Henry Minstrel Show to gab with Arthur Deming, ace black-face artist. Later on, I traveled for a Syracuse firm and was glad to get into Binghamton, N. Y., for talk-fests with Eddie Bogart, who was Neal O'Brien's early partner. My uncle, Ward Austin, was in advance of many road shows and he pinned the star banner on Jack Haverly's show. Are any of these old-timers left?" . . . Mr. and Mrs. Lee Mercer are showing their marionettes around Jamestown, Pa., and mulling the idea of taking an East-to-West jaunt. . . . Doc Frank Hogarth, who has been playing spots around Hop Springs with his solo show, will continue his journey to the West Coast. Inclement weather has cut into his business, he says. . . . The Howe Family Show, which has been in the Baltimore area since last fall, has gotten the travel bug again and is moving West and playing any dates it can pick up. They are using E. F. Hannan's "Cousin Willie" as their regular menu on sponsor dates. . . . Ray Garrity has been in Louisiana the past three weeks with his solo show and lecture feature.

## Drivin' 'Round the Drive-Ins

GENE PLANK, manager of the Reading (Pa.) Drive-In, is spending the winter at Harrisburg, Pa., as manager of State Theater. . . . Mel Geller, owner of Brandywine Drive-In near Wilmington, Del., plans to add an auto race track to his open-airer. Races would be staged on Sundays only, when his drive-in shutters because of the ban on movies. Geller figures to use the drive-in as a parking area for those viewing the races. . . . "End of March" now is the completion date set by Douglas Amos, of Lockwood & Gordon Theaters, for remodeling at the Danbury, Conn., Drive-In Theater. A new marquee and box office are being installed. Extensive renovation also is under way in the rest rooms and concession. Jack O'Sullivan, formerly with Warner Bros. Theaters in Connecticut, is manager. . . . Managers of Leaksville Drive-In and Eden Drive-In theaters, Leaksville, N. C., presented 850 theater tickets to the Tri-City Jayceer and Spray, N. C., Fire Department to be sold by them. Proceeds go into the March of Dimes fund.

build a drive-in theater in that city. First open-airer in the Maritime Provinces was opened early last summer by A. J. Burnett on a farm he owns six miles north of Fredericton. . . . Despite severe cold weather, considerable work is being done on a drive-in near Martinon, N. B. Promoting the 950-car capacity spot are J. M. Franklin and his son, Mitchell, of St. John, N. B. The senior Franklin is wintering at Miami Beach, Fla.

James W. Crain has been named manager of the King Drive-In at San Marcos, Tex. . . . Over a 10-month period some 940 loudspeakers valued at \$14,000 were reported taken from the 10 drive-ins around Houston, Tex.

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# Tokyo Mushi Mushi

By RALPH KRZYZAK

Continued from page 2

America, with distribution handled from one central office. American film distributors also have opened up their own individual offices for independent representation. Heretofore, Central Motion Picture Exchange, under the U. S. Army, had complete control and censorship on all foreign film imports into Japan. For 1951 Metro-Goldwyn-Mayer's best revenue maker in Japan was "Annie Get Your Gun." Gary Cooper has been Japan's favorite American star for more than 20 years, while Joseph Cotton and Gregory Peck have become popular with the more intellectual elements, and John Wayne for Western roles. Humphrey Bogart is a sellout any time he appears in a war picture. On the feminine side June Allyson, Ingrid Bergman and Jennifer Jones are tops. Directors John Ford and Mervyn Le Roy automatically assure a picture's success, with William Wyler, King Vidor and Alfred Hitchcock also among the top five. In British films James Mason, Sir Laurence Olivier, Margaret Lockwood, Ann Todd and Jean Simmons are the most popular stars, and Noel Coward and Carol Reed, directors.

According to the Motion Picture Export Association, Japan has offered the best foreign dollar market for the past 5½ years. The MPEA has received a total revenue in remittances of \$4,235,985.

The Japan Broadcasting Corporation will resume its overseas broadcasts late this month, Kyodo News reported Wednesday. Japan has been prohibited from overseas broadcasting since September, 1945, but was granted permission to resume it in July, 1949.

## News Capsules

Continued from page 18

partnered with Bertha Bannan to form a new station rep outfit. . . . BAB has appointed Rudolph Pecorini research analyst and Araby Gilmore, formerly of CBS, presentation writer. . . . Hal Secor has joined the Atlas Film Corporation, Chicago. . . . Bob Longini, Jack Fenimore, Norman Tolson, John Collura and Mark Gelder have been added to Kling Studio's creative and production staff. . . . Al Morey, formerly with Schwimmer & Scott, has opened his own writing and production office. . . . John Brubaker was pushed to account exec in sales at WCCC, Hartford. . . . ABC-TV has decided to present Carl King's commentary on "King's Crossroads" live in the future. . . . Fred Green has been appointed program director for WDAS, Philadelphia. . . . Former G-Man Leon G. Turrou is negotiating with Mickey Schiller of Equity for radio, TV and film rights to Turrou's rights to recent book, "Where My Shadow Falls." . . . Norman Nelson, former sales promotion manager for ABC's Western division was named general director of the Southern California Broadcasters Association.

## RE SERVICES

# See Progress In Production Cost Problems

Continued from page 14

than necessary because producers allow insufficient time for planning and get their demands in to the webs at the last moment. The webs claim that if sets are ordered sufficiently in advance, they sometimes can be culled from pieces in stock; otherwise they must be built to rush order, with overtime often necessary. The agencies agree that this is a problem, but point out that where the networks ask for plans to be submitted 18 to 21 days before the showing, some agencies don't work on a show more than 14 days ahead.

Some outfits, such as the Du Mont web, do not mark up items made on the outside, but send along the original bill to the advertiser. That web specializes in cutting costs by making tie-ups with outfits who supply free hundreds of items and sets, including complete soda fountains, department stores, bus lines, cafes, delicatessens, etc.

Agencies and producers have complained that a modified form of blackmail exists on some shows. This is exemplified by a technical director's asking for a \$50 side payment for his work on a commercial, claiming that it is a tricky job, and "because it is so ticklish, my hand might slip at the wrong time and push the wrong button, unless I had a little extra inspiration to watch it."

With progress having been made consistently in recent months, the agencies and sponsors believe that two major problems still must be met. One is that, despite the setting up of standard cost charges, as printed in adjacent columns, they frequently find their costs higher because additional crew members were added or some charges raised. The other is the need to standardize charges even more specifically, to the point where an agency requiring a set calling for two doors, a bay window and six flats will be able to get an exact estimate from a network almost immediately. The time when this will be set up is not too far away, most industry execs now believe.

## London Dispatch

By LEIGH VANCE

Continued from page 2

break. She has been signed by the Cafe de Paris to do a cabaret spot starting this week, one of the toughest assignments, for she follows in the footsteps of top-liners like Kay Thompson, Bea Lillie and Noel Coward. A one-time hooper under her own name, Beverly Vance, Sue changed her name when she started singing.

# The Final Curtain

**ALLEN—Dr. Ernest T.**, 64, composer, organist and choirmaster, suddenly January 25 at his home in Philadelphia. He was recognized as an authority on Bach and was a member of the American Guild of Organists and other musical groups. Surviving are his widow, May E.; a brother and four sisters. Services January 27 in Melrose Park, Pa., with burial there.

**BALLARD—Dick**, 40, pianist, accordionist and charter member of Local 396 of the musicians' union, January 8 at his home in Greeley, Colo. Survived by his parents, Mr. and Mrs. R. Ballard; a brother and a sister.

**BLOCH—Mrs. Ethel von Dohlen**, wife of ork leader Ray Bloch, January 29 in New York. In addition to her husband, a daughter survives.

**BOSS—Lester**, 27, Milwaukee accordionist, in an auto accident in Aurora, Ill., January 30 when his car skidded into a snow bank and struck a tree.

**BRANDT—Mrs. Gusti**, 53, member of the New York movie theater family, January 31 in her winter home at Miami Beach, Fla. She was the widow of Ignace Brandt, who died in 1932, and she took an active interest in the theater holdings of her family. Survivors include five sons, two daughters and a brother.

**BRIGGS—Harlan**, 72, veteran film and stage actor, January 26 in Hollywood of a heart ailment. His most recent screen role was in "Sister Carrie," a picture not yet released.

**BROADHURST—George**, 85, author of many Broadway hit shows, January 31 at his home in Santa Barbara, Calif. Born in England, he came to America at 15 and settled in Chicago. He worked for the Board of Trade there and on Midwest newspapers before he was hired by Patrick Harris as treasurer of the Hennepin Theater, Minneapolis. From there he went on to manage the Bush Street Theater, San Francisco, and write his first play, "The Speculator." His next work was "What Happened to Jones," which he also produced. His later successes included "The Wrong Mr. Wright," "The Crown Prince," "The Man of the Hour," "The American Lord," "The Coward," "The Duke of Duluth," "A Fool and His Money," "The Captain," "He Didn't Want to Do It," "The Crimson Alibi" and "The Red Falcon." He also wrote "Wildfire" in collaboration with George V. Hobart, and it was produced by Lillian Russell. In 1950 he finished a play titled "The Man in Brown" with his wife, Lillian Trimble Bradley, a playwright and producer on her own, but it did not reach Broadway.

**CORNELL—Walter**, (Pagbag), circus property man, January 29 in Detroit of pneumonia. He was working with the Orrin Davenport Shrine Circus at the time of his death; had formerly been with Ringling-Barnum and worked with the King Bros.' Circus last season. Survived by his parents. Body sent to Providence for interment, following services in Detroit January 31.

**DE ROCHEFORT—Charles**, 72, French actor-producer, February 2 in Paris. As a young man he was a military singer and acrobat in France before coming to America for movie parts. He starred with Pola Negri in "Mon Homme" and played the part of the Pharaoh in Cecil B. De Mille's "The Ten Commandments." After the depression he returned to France and opened his own theater where he introduced works by Noel Coward and produced plays by Garcia Lorca, Noel Vincent and Andre Cave. One of his most recent successes was "Chapelle Ardente," by Gabriel Marcel, and in 1951 he produced three works by Strindberg.

**DONALD—John H.**, 51, formerly in the legal department of Cavalcade of Amusements and former Mobile, Ala., detective, January 28 in Houston. Burial in Mobile January 31. His widow survives.

**EKSTROM—Marie**, 53, Swedish character actress, January 26 in Stockholm. She often appeared at the Royal Theater in Copenhagen.

**FARRELL—Charles**, 68, secretary of the E. J. Casey Shows, recently in Winnipeg, Man.

**GARRETT—Henry**, 90, electronics pioneer and builder of Station WRR, Dallas, January 16 in that city. The outlet is believed to have been the first municipally owned station in

the world. A daughter and two sons survive.

**GOLDBERG—Lee L.**, 65, owner of Reartart Pictures, Cincinnati film distributing firm, January 21 of a heart attack at his home in that city. Survived by his widow, Birdie; a daughter, Mrs. Mitchell Blachschleger; a son, Jay M.; a brother, Joseph, and two sisters, Mrs. Joseph Shapero and Sarah Goldberg.

**GUINN—Johnny (Hoosier)**, 50, carnival concessionaire for 25 years, January 19 in Veterans' Hospital, Oklahoma City, Okla. Burial in Memorial Park Cemetery, Oklahoma City.

**HARTMAN—Les**, 50, Waterloo, Ia., band leader, of a heart attack as he stepped onto the bandstand to play for a dance at Forest Park ballroom, Marshalltown, Ia. Band was known as the Cornhuskers and had played for many years in the Midwest. He also was associated with radio Station KXEL, Waterloo, and formerly operated a music store.

**HUGHES—John Claude**, 73, retired musician who had been a trumpet player with the late Victor Herbert's orchestra, January 26 at Jewish Hospital, Philadelphia, after a long illness. He also had played in the John Philip Sousa, Pryor, Conway and Hummel's bands, and was a charter member of the Philadelphia Musical Society. Three daughters and a son survive. Services January 27 in Philadelphia, with burial in Freeburg, Pa.

**JACKSON—Horace A.**, 53, movie writer, January 26 in Los Angeles. His screen plays included "Beyond Victory," "Unguarded Hour," "Behold the Bridegroom" and "Susy." He also wrote the Broadway play, "Bedside Manner," which Columbia made into a film.

**JENSEN—Alfred**, 56, Danish violinist, January 23 in Copenhagen, Denmark. He made his debut in 1923 with the Tivoli's Symphonic Orchestra and joined the Danish State Radio's Symphonic Orchestra in 1931.

**JOHNSON—Leona T.**, 74, pianist, January 26 in Detroit. Interment in Woodlawn Cemetery.

**KAUFMAN—Marshall F. Sr.**, 59, well known in outdoor show business for 20 years, January 26 of a self-inflicted gunshot wound in the washroom of a Fern Creek, Ky., gasoline station. At one time he owned and operated the Virginia Rose Shows, which played Kentucky territory, and for a number of years operated bingo in Louisville at his Veterans' Service Club. Kaufman, who also represented Endy Bros.' Shows and sold rides, was en route to his Louisville home from Chattanooga. Survived by his widow, Rose; three sons, Maurice, Russell and Marshall Jr.; daughter, Mrs. Louis Petrilli; his father, Louis, and a sister, Mrs. Thelma Badgett.

**LYON—Frederick D. Jr.**, 71, legit actor, January 26 at his home in Verona, N. J. He had singing roles in New York productions of "The Prince of Pilsen," "The Belle of Mayfair" and "The Old Homestead." His last Broadway appearance was in "Say When" during the 1934-'35 season. His widow, two sisters and a brother survive.

**MARCUM—E. H. (Hinnie)**, 59, former clown and rope spinner, January 23 of a stroke. Survived by his widow, Aita, and a daughter.

**MAVETY—Charles F.**, 54, theater owner and Canadian film industry figure, January 27 in Kleinburg, Ont. He was the owner of the My Theater at Weston, Ont. He founded and operated the Mavety Film Delivery Service, which he sold recently. He also was one of the founders of Canadian Picture Pioneers and was the group's secretary-treasurer at his death. His widow, a son and a daughter survive.

**McCARGAR—Fred**, manager of the Salinas (Calif.) Rodeo for 25 years and Monterey County Fair for four, of a heart attack January 28 in Chico, Calif., four days before he was to assume management of the annual there. He leaves his wife and two children.

**McGHEE—Charles L.**, 67, operator of the giraffe pit show on Kelly-Miller Circus, at Joplin, Mo., January 28. Survived by his widow, a son and a brother.

**McKINNON—Walter C.**, 47, for 33 years in outdoor show business and formerly with the Blue Grass and Cumberland Valley shows, recently in Mercy Hospital, Charlotte, N. C. Survived by his widow; a son, Charles, and a sister.

**MEARS—Benjamin Stannard**, 80, actor and playwright, January 27 in Cliffside, N. J. He began his stage career in 1890, and among the actors with whom he appeared were Cyril Maude and William Farnham. He was seen with Pearl White and other names of early movie days and also played vaudeville with his wife. Among plays in which he had roles were "Ben Hur," "Rachel," "The Belles" and "The Girl With Green Eyes." He collaborated with Hugh Stanislaus Stange on the dramatization of Booth Tarkington's "Seventeen" when it was first produced as a play in 1918. With Stange he also worked on "Peg of Peacock Alley" and "You Know Me, Al." Two sisters and a brother survive.

**MILLER—Al H.**, 68, veteran showman, January 23 of a heart attack at his home in Dawson, Ga. Since retiring in 1941 he had staged Terrell County Fair at Dawson. Miller broke into the business in 1910 as a stage manager. After serving in the Army during World War I, he toured with a vaudeville show of his own thru the South. In 1938 he opened a film theater which he operated until 1941. He also was a magician and a member of the International Brotherhood of Magicians. Survived by his widow and four sons, Charles, Travis, James and Lamar.

**MURPHREE—James B.**, 39, who was connected with a Fresno, Calif., dance studio and at one time danced on the stage, January 27 in Fresno. He was a veteran of World War II and a member of the American Legion. Survived by a brother, William, and a sister, Mrs. Norman F. Phillips, Mobile,

Ala. Burial January 31 in Magnolia Cemetery, Mobile.

**PAYNE—Lewis**, 82, for 23 years operator of Crystal Lake Beach Ballroom, Beaver Dam, Wis., before retiring, January 17 in a McAllen, Tex., hospital. He was a member of the Masonic, Elks and Odd Fellows lodges. Survived by his widow, Alice. Burial in the family plot in Clinton, Ia.

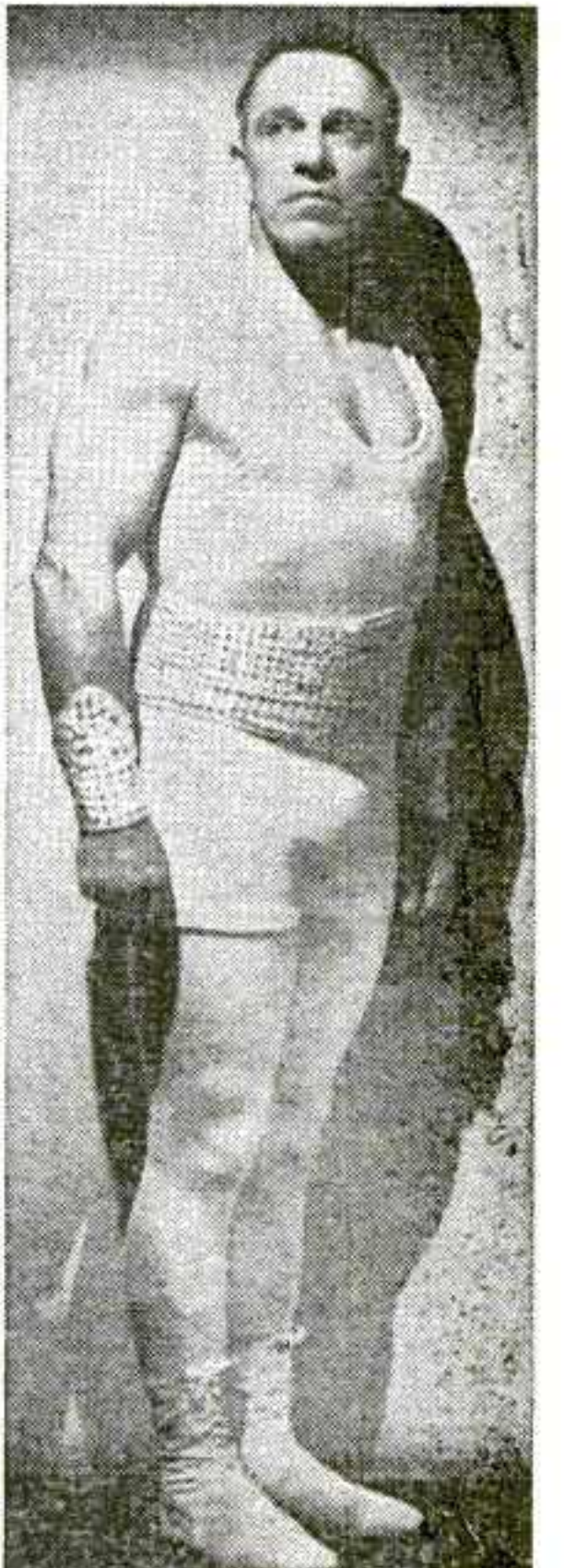
**PHILLIPS—Claude D.**, 80, associated with circuses for years, January 27 in Los Angeles. He leaves two daughters, Ida Mae Sabo and Gladys Forrest, both of Southern California. Burial in Evergreen Cemetery, Los Angeles, January 30.

**PRIESTLY—Robert J.**, 70, former manager of CJKX, Yorkton, Sask., and later a reader of poetry and philosophy on CKCK, Regina, Sask., in Veterans' Hospital, Victoria, B. C., January 18. Surviving are a daughter and two sons.

**WARD—Fannie**, retired actress who made a career of looking young, January 27 in New York. Born in St. Louis, she made her stage debut in "Peppino" with Eddie Foy. She later appeared in "Sinbad" and in 18 other legit works in New York before going to London in 1894 for the lead in "The Shop Girl." In all she acted in some 40 plays in New York and London. She practically retired from the theater in 1915, being seen after that in a few variety shows and several movies. She returned to the stage in 1931 for a brief period and toured in "The Truth Game." Survived by three grandchildren.

**WEBB—William H.**, 51, owner of film theaters in Gastonia, Shelby and Kings Mountain, N. C., January 26 at his home in Shelby. Survived by his widow and daughter.

**WRIGHT—John**, 50, trumpeter and band leader, January 24 in Milwaukee. Born in England, he settled in Milwaukee in 1937 after touring as trumpeter with Don Pedro, with the Seattle Harmony Kings and leading his own groups in Indianapolis and Chicago. In recent years he worked for several Milwaukee music shops. His widow, father and a brother survive.



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In Loving Memory of Our Dear Mother **MARIE BeGAR** who passed away Feb. 8, 1950 **Grace, Earl and Harry**

In Memory of **J. H. (HEAVY) GUYTON** Who passed away February 10, 1948. **MRS. HAZEL HENLEY**

## Paris Peek

By ANNE MICHAELS

Continued from page 2

but never produced on the stage. Anita Loos, who did the New York adaptation, is now in the process of translating the French "Ami-Ami" (Friend-Friend) into English for a New York production. The authors, Gredy and Barillet, have finally chosen a lead for their new play, "Don Debarras" (Good Riddance); Anne Vernon opens it at the Theater Danou in February. . . . After Britannicus, which ex-film star Jean Marais is doing at the Comedie Francaise, the actor will play Jean Cocteau's "Infernal Machine." . . . "The Council," playing a re-engagement here in English and French, getting the best critical plaudits of the Paris theater season, especially star Patricia Neway, for whom the critics seem to be running out of superlatives. . . . Janine Charrat formed a new ballet company in Paris with Paul Draper guesting one or two ballets.

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## Conklins Get CNE Pact; Execs Back U. S. Talent

### Midway Ops Win Repeat 5-Year Pact

#### Mayor's Criticism Leads to Boost In Concess Costs

TORONTO, Feb. 2.—J. W. (Patty) and Frank Conklin, fun zone operators at Canadian National Exhibition, were assured of five additional years of uninterrupted midway operation as the result of a decision this week by the board of directors. The contract, which reportedly will be ready for signing early next week, contains terms identical in most respects with those contained in the initial five-year pact which ran out with the closing of the 1951 Exhibition.

The delay in awarding the pact, normally expected to coincide with the staging of the outdoor meetings in Chicago, was occasioned by charges leveled by newly elected Mayor Allan Lamport at Elwood A. Hughes, CNE general manager; the Conklins, William Beasley, bingo operator, and others concerned with the operation of the famed annual.

At a series of CNE executive board meetings beginning last week, Mayor Lamport charged that the awarding of midway contracts to Conklin and Beasley without open bidding resulted in "midway million ireds being made at the expense of Toronto taxpayers." He questioned what he termed the "absolute authority" of Hughes to interpret the terms of the Conklin contract and sought to have deleted from the midway pact a number of miscellaneous concession units, in-

(Continued on page 67)

### New Video Circus Using Outdoor Acts

NEW YORK, Feb. 2.—Latest television outlet for outdoor talent will bow here Sunday (3) when the Sweets Company of America, Inc., tees off its Tootsie Hippodrome via American Broadcasting Company.

To be telecast at 12:15 to 12:30 p.m. EST, the new show will use circus-type acts and one animal act each Sunday.

## California Fair Executives To Attend Three-Day Seminar

SACRAMENTO, Feb. 2.—A college of fairs seminar for new managers, assistant managers, secretaries or limited paid staff personnel will be held here in the State capital, February 13-15, Louis S. Merrill, Western Fairs Association general manager, said. Sessions will be held from 9 a.m. to noon and from 2 to 5 p.m. daily with the exception of the last day when a noon adjournment is set.

The event is under the sponsorship of the State Division of Fairs & Expositions, Department of Finance, and the WFA. The sessions will be conducted by State agency representatives and WFA staffers.

In announcing plans for the seminar, Merrill urged that all fairmen, who will be attending at their own personal expense, bring a manual of accounting and procedures and a service agreement guide, circular letter file and other general policy literature. The annual personnel also is being urged to submit questions in writing in advance to A. E. Snider, chief of the DF&E.

During the meeting, Snider will head the panel discussing division policies. J. F. Brady, insurance adviser, will lead the discussion on insurance and bonds. Other panels include Louis J. Heinzer, administrative adviser, on legal approval of documents; deputy fire marshal, fire regulations and inspections, and Donald Van Riper, supervising landscape architect, procedure of the Division of Architecture.

### TORONTO EXECS EYE ASSISTANT FOR HUGHES

TORONTO, Feb. 2.—Directors of Canadian National Exhibition have appointed a committee of six members to study the appointment of an assistant general manager to understudy Elwood A. Hughes, long time chief executive.

Altho the direct action stemmed from the criticism of Mayor Allan Lamport, a board member, fair execs said that possible candidates for the job had been under study for several years.

Ivan Brodie, manager of the exhibit space department at the Exhibition the past five years, is believed to have the backing of Hughes. Hughes has often praised the job done in handling this important department.

Ex-mayor H. E. McCallum is reported a possible candidate in the local press. A rumor a year ago that he would succeed Hughes proved unfounded.

### Gotham Rodeo Pacts Four Hamid Acts

NEW YORK, Feb. 2.—Four circus-type acts booked thru the George A. Hamid office here were named this week for appearance at the Bronx County American Legion Rodeo, Stampede and Round-Up, February 22-March 1, by Gordon Kibbler, producer of the event.

They are Baudy's Greyhounds, Bob Cimse and Company, the Hollywood Sky Rockets and Mickey King. In keeping with the nature of the appearance, the first-named will use a mock rodeo and stage coach hold-up, featuring ponies, dogs and monkeys. Cimse troupe will offer an aerial novelty involving a motorcycle. Sky Rockets will present a double swappole routine and Mickey King will work a web, featuring one-arm, turn-overs.

Acts join Buster Crabbe, Jim Atkins and Johnny Mack Brown, who will be top attractions of the rodeo.

William O. Gould, exhibit supervisor of the DF&E, is programmed for the premium pointers and procedures, which will cover (a) allocating of State funds to district and county fairs, with emphasis on the agricultural and business and professions codes; (b) the master premium list, which will include general provisions, limitations and application; (c) the fair premium list as to preparation and approval, and entry, judging and award procedures from the point of personnel and processes, records and reports.

George N. Miller, assistant chief, DF&E, will talk on budgets and control of expenditures. His points will include preparation of budget, itemization and justification; schedules 5A, 5B and 5C; employees to be hired and rates of pay; handling of purchases over \$100; purchases of equipment, and procedure for construction projects.

Procedures on contracts and agreements has been assigned Harold A. Boening, senior account clerk, DF&E, and will cover a review of the service agreement guide and the detailed handling of all contracts, such as the standard service agreement, fairground facilities, concession and exhibit space pacts.

Two other important general accounting procedures are to be outlined by Walter H. Heineman, senior DF&E accountant, and David G. Moore, semi-senior ac-

(Continued on page 75)

### Hughes Favors Bob Hope for Night Show

#### Mayor Plugs for All-Canadian Grandstand Show

TORONTO, Feb. 2.—Elwood A. Hughes, general manager, will shortly recommend to the board of directors of Canadian National Exhibition that the same grandstand show format used so successfully in recent years be retained in 1952 and, indeed, for many years to come.

It is believed that Bob Hope, whose free time reportedly coincides with dates of the CNE for the first time, will head the list of potential names to be submitted by Hughes as possible successors to the spotlight held last year by Jimmy Durante and before him by Danny Kaye and Olsen and Johnson.

Leon Leonidoff, producer of extravaganzas at New York's Radio

(Continued on page 75)

### Phillips Resigns As Mich. State Fair President

#### Action Follows Jury's Charge Of Bribe-Taking

DETROIT, Feb. 2.—Sidney J. Phillips, president of the Michigan State Fair Board, this week resigned in the wake of a charge made last week by a one-man grand jury that he had accepted a \$300 bribe from a midway operator at the 1951 fair.

Phillips' resignation was accepted by Gov. Mennen Williams following a conference between the governor and Rep. Howard R. Carroll, chairman of the House Judiciary Committee, which had planned to start impeachment proceedings against Phillips.

Earlier the governor had asked the Legislature to institute impeachment action.

A farmer, Phillips is a Democrat and had been appointed to the fair board by the governor, who also is a Democrat. Phillips handled carnival concessions at the '51 fair.

The grand jury which indicted him is probing the administration of the State fair.

### Third Group Bids for Right To CNE Races

TORONTO, Feb. 2.—St. Clair Young Men's Christian Association announced this week that it was a third contender for the stock car racing concession at Canadian National Exhibition grounds which the parks committee decided to grant the week before.

Committee recommended that the contract be awarded to a group headed by Fred Hamilton, former controller, for 30 days of racing, with a minimum guarantee of \$60,000. Herb Payne, operator of the Van Hooten Shows, immediately protested awarding of the pact without bids "to a pal of Mayor Lamport." The latter said he would not approve any contract let without bids.

In the letter to the parks committee, Fred Graham, president of the St. Clair club, requested his organization be given the chance to bid for the concession. Proceeds from the venture would go to a children's camp, he said.

### HE LIVES DANGEROUSLY

RICHMOND, Va., Feb. 2.—Ben Allen, of Posters, Inc., Philadelphia, produced a laugh at the recent Virginia fairs' meeting in the John Marshall Hotel here by a zany listing on the lobby directory, which he installed.

Appearing under the heading of thrill shows was the name of Roy Jones, ambassador to the outdoor field for Pepsi-Cola. Jones agreed that the listing was appropriate, and he and Allen toasted the designation.

At the North Carolina fairs gathering in Raleigh, those visiting Allen's hotel room had a choice not only of the usual refreshments but several kinds of fruit juice as well.

### SELF-EMPLOYED

## Liable to Pay 2 1/4% Tax on SS Regulation

CINCINNATI, Feb. 2.—In response to a number of inquiries made at its headquarters in the Post Office Building here, the Cincinnati Social Security Administration this week revealed that any member of the entertainment field, including carnival and circus acts and concessionaires, who operates as an independent contractor is considered self-employed and as such comes under Social Security rules and regulations. The local office pointed out that any self-employed person whose net income for 1951 was \$400 or more must pay a Social Security tax of 2 1/4 per cent on his net income for the year.

This return, the local office says, must be reported on Form Schedule C "schedule of profit (or loss) from business or profession and computation of self-employment tax (for old-age and survivors insurance)" and must be attached to the indi-

(Continued on page 75)

## Ark. Annuals Hunt Carnivals At Little Rock Convention

LITTLE ROCK, Feb. 2.—A shortage of midway attractions for Arkansas fairs was the biggest problem faced by fair executives of the State at the annual meeting of the Arkansas Fair Managers' Association here Wednesday and Thursday (30-31) in the Marion Hotel.

Due to earlier dates for the Arkansas Livestock Show and Rodeo here this year—brought about by leap year—county fair dates are crowded into three weeks, thus creating a shortage of carnivals in the State. As a result, fair boards scrambled for midway contracts, but more than several left the two-day meeting without definite commitments.

Turnout of fair and attraction suppliers here hit a new high with 40 fairs represented and almost that many show people on hand. Only two formal speeches were on the program, those of C. A. Vines, University of Arkansas, and Victor H. Wohlford, of the university's department of vocational training.

Balance of the meeting was turned over to panel discussions. Thursday afternoon's main topic along this line was an effort to stimulate better co-operation between fairs and associate members of the organization. J. O. Greene, Snapp Greater Shows, and Joe Sharp, American Beauty Shows, spoke for the carnivals. Other attraction suppliers who participated were George B. Flint, Boyle Woolfolk Agency, Chicago; Billy Senior, Barnes-Carruthers Theatrical Enterprises, Chicago, and Eldred Stacy, Music Corporation of America.

L. H. Autry was re-elected president of the association. Clint Walden replaced Edgar Pryor as vice-president and Sen. Clyde E. Byrd was re-named secretary-treasurer. Meeting reached its climax at the Thursday evening banquet.

## Army to Get Part-Time Use Of Ind. Bldgs.

### Hoosier State Fair Structure Leased On Temporary Basis

INDIANAPOLIS, Feb. 2.—Indiana State Fair this week signed a contract with the Army for rental of several buildings for use by the Army Finance Department but the deal will not affect fair operations, Carl Tyner, secretary-manager, announced.

Under the pact, the Army will take over two of the fair's youth buildings March 1. These structures will be used as a clerical training center for the finance branch, which is in process of being moved from St. Louis to near-by Fort Benjamin Harrison.

Buildings will be vacated by the Army in mid-August and returned to the fair. Following the fair, the Army again moves in to take over three youth buildings in addition to the Radio Center. The last-named is to be used to house administrative offices. Contract runs until August, 1953.

Rental of the buildings will not affect plans for 1952 which are going ahead as usual, Tyner said. Negotiations are under way to again sign a name attraction and groundwork also is being laid for special entertainment features as a tie-in with the fair's centennial celebration.

### Bridgeport Skeds Barnum Celebration

BRIDGEPORT, Conn., Feb. 2.—The third annual Barnum Festival is tentatively set for July 3-6.

The city's annual tribute to the memory of one of its favorite citizens and one-time mayor was approved at a meeting of the advisory committee this week. Permanent honorary chairman is Herman Steinkraus, with remainder of committee comprising Mayor Jasper McLevy, J. William Hope, A. V. Bodine, Harold B. Dow, John Shenton and Milton Friedberg.

Following supper a floorshow was staged which included the following acts: Fred Lowry, Bob Evans, Katherine Toomay, Belmont Sisters and Professor Backwards, who also emceed the show.

Visitors at the two-day confab included Martin Zook, manager of the Mid-South Fair, Memphis; Harry Maloure, secretary of the Carruthersville, Mo., Fair; Mr. and Mrs. Vince McCabe, Harry Hennies, Keith Chapman, Bill Wilcox and Charlie Knoll.

Carnival attraction and show supply people on hand included:

H. V. Peterson and H. M. Booth, Tivoli Exhibition Shows; J. O. Green, Snapp Greater Shows; Mr. and Mrs. Floyd O. Kile, Kile Shows; Mr. and Mrs. Jimmie Benson, Greater Dixieland Shows; Jack Moore, Moore's Modern Shows; John Francis, John Francis Shows; Mr. and Mrs. E. A. Bodart, Bodart Shows; Mr. and Mrs. Joe Sharp and Mr. and Mrs. Harold Eutah, American Beauty Shows; B. V. Nessler, Nessler Shows; Mr. and Mrs. Bill Dyer, Dyer's Greater Shows; Billy King and Bill Pike, Southern Valley Shows.

(Continued on page 75)

## 12 Annuals Buy Sound From Webb

NEW YORK, Feb. 2.—A. B. Webb, representing Price's Amplifying Service, Staunton, Va., signed contracts with 12 fairs during the recent Eastern fair meetings.

Sound service has been purchased by annuals at Richmond, Staunton, Petersburg, Galax and Chase City, Va.; Spartanburg, Sumter, Florence, Columbia, S. C.; Port Royal, Pa.; Harrington, Del., and Ronceverte, W. Va.

Webb reported that several other contracts are pending, with only the confliction of dates offering a problem in most instances.



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  - 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... 2.00
  - Smaller Size, 3/8" diam. Red or Green Plastics, M... 1.50
  - Adv. Display Posters, size 24x36, Ea. .15
  - Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00
  - Thin, Transparent Plastic Markers, Brown, 3/4-inch. Per M... 1.00
  - Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M... 2.25
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## Talent Topics

By CHARLIE BYRNES and JIM McHUGH

**Eugene Snyder**, of the Aerial Sniders, high act, arrived recently in Miami from Havana, where he had been working with the **Silver Condors** as a free attraction at one of the parks there. . . . Recent migrant to the land of sunshine is **Jim Lamont**, whose knowledge of birds is being put to good use in Boynton Beach, Fla., where he is working at a bird farm for the winter. . . . **The Larabees**, whips and ropes, left Chicago recently for two months in Florida. **Lucky's** right arm, broken early in December, has mended and the act is again at top efficiency. While in Chicago the Larabees spent some time with the **Tony Ridolas** and **Bud and Rose Carlell**.

**Al Ackermann**, head man of the **Six Tip-Tops**, acrobats, is wintering at his Lake Minnetonka, Minn., home and playing a few indoor clown dates in the area. Al was out of circulation recently for two weeks when he was called for jury duty in Minneapolis. **Ackermann** infos that he caught **Len Patrick's** trampoline act recently in Wayzata, Minn., and that they are booked on the Minnesota and North Dakota school circuit thru May 16.

**Leo Couture**, high diver, has renamed and reframed his act. New name is "Leoquatics" and new equipment is being built. Leo will go out this season with a new tank, all-aluminum frame for the diving boards and a new plastic liner. Leo, who is spending the winter as a swimming instructor in Montreal, opens his season at the Cleveland Sports Show March 28. . . . **Jack Knoll**, trapeze, has been playing club dates thruout the South and Southeast for the Jimmy Hezter Agency, closing Saturday (2) at Kingsport, Tenn. Knoll is in Huntington, W. Va., this week and follows with Wil-

liamson, W. Va. On March 10 Jack joins an industrial exhibit tour which will keep him busy thru May 1.

**George Hubler** and **Jim Copley**, trampoline-bar act working as **Glenn Martin** and **Company**, are on the theater-club circuit. **Billy Barton**, aerialist, is skedded for the **Ken Murray** television show from New York Saturday (9). While playing the LaTour Vaudeville Arena in Quebec recently, Barton shared billing honors with the **Three Edwards**.

**The Henrys**, dogs and ponies and roly-boly, join **West Bros.' Circus** at Laurel, Miss., February 7. . . . **Farias Duo**, roly-boly, arrived in Miami recently from Cuba and will hop to Chicago the middle of February.

**Skating Berrys** are spending the winter at their farm just outside Kansas City, Mo., and have been keeping fairly busy in that area. The act worked the floorshow at both the Kansas and Missouri fair meetings and has signed with **J. C. Michaels** for the summer. **Charlie Berry Jr.**, with the act 11 years, is attending Onarga (Ill.) Military Academy.

**Capt. Roy Simms**, high act, is busy in his Dennard, Ark., home, having part of his rigging rebuilt. The rig was damaged during a recent ice storm when Roy was using it as a television aerial.

**Ada Leonard** and **Her All-Girl Orchestra** have been signed as one of the feature attractions at the National Orange Show in San Bernardino, Calif. Miss Leonard is a regular on the Hollywood television station, KTTV, and signing her is in line with the plan of **Russ Stapleton**, of **Fanchon & Marco** in Los Angeles to headline the swing auditorium show with top names. Orange Show opens March 6 for 11 days.

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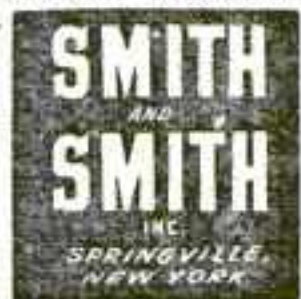
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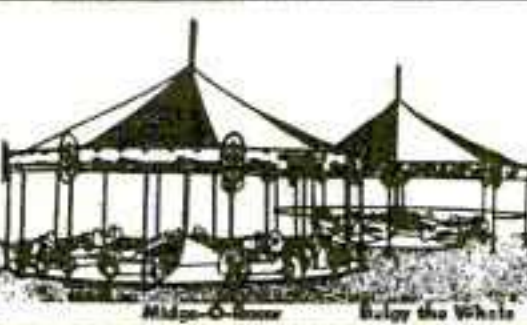
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## Out in the Open

**Ed Kelmans**, operator of Indian Point Park, Peekskill, N. Y., and Seaside Park on Long Island, was a guest January 24 in Detroit at a party marking the 49th birthday of **Abner Rosenzweig**, vice-president and general manager of defunct Eastwood Park there. Ed was in Detroit on business.

**Ben Allen**, of Posters, Inc., Philadelphia, was a guest at the Philadelphia Sports Writers' dinner held January 28 in that city. Present were college football's **Dick Kazmaier** and **Bob Ward**, fighter **Rocky Marciano**, **Ferris Fain** and **Robin Roberts** from the baseball world, and **Bob Walston** of pro football's Philly Eagles.

**Bill Brown**, of the Swenson Thrillcade, recently spent two weeks in Texas, where he booked 10 still dates for the org. Included will be performances at Corpus Christi, Austin, Houston, Mercedes, Kilgore, Waco and San Antonio.

**J. Charles Yule**, former managing director of the Calgary (Alta.) Exhibition and Stampede

was honored recently by the city of Calgary with a gift of a cowboy belt with a buckle bearing the city's coat-of-arms. Presentation was made by Mayor D. H. Mackay in recognition of Yule's success in building up the event over a period of years.

**Sam J. Levy**, top man in the Barnes-Carruthers Theatrical Enterprises, and **Mrs. Levy** left Chicago Thursday (24) for a three-week vacation in Miami Beach.

**A Joseph Geist**, owner of Rockaways' (N. Y.) Playland, departed this week with his wife for a month's vacation in Florida. . . . **Robert Gunther**, treasurer of Olympic (N. J.) Park, reports that remodeling work on the spot's Roller Coaster should be completed in a few weeks.

**Joseph Bader**, superintendent of grounds at Michigan State Fair, Detroit, was in charge of the restaurant operations during the Detroit Shrine Circus run at the State Fair Coliseum. **Vic Johnson**, cookhouse op. served as his assistant.

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## Fort Worth Stock Expo Romps Ahead of '51 Pace

FORT WORTH, Feb. 2.—Southwestern Exposition and Fat Stock Show drew an estimated 50,000 thru Wednesday (30), with the first six-day draw exceeding the total attendance for 10 days in 1951.

Ideal weather and a record line-up of special days is given credit for the high attendance by President-Manager W. R. Watt. For the first time in several years, there has been no rain or cold. Temperature here this week has been in the mid-70's while last year's show opened in the midst of the worst ice and cold spell of the winter.

## Holland Signs With National

CHICAGO, Feb. 2.—Bill Holland, Reading, Pa., auto race driver, and 1949 winner of the Indianapolis 500-mile, this week signed with National Speedways, Inc. (Al Sweeney-Gaylord White) to again compete for the organization in 1952.

Holland is skedded to open his campaign at the Sweeney-White big car races in Danville, Ill., May 11. He recently was appointed director of research for the National Association of Independent Garage Owners.

Rodeo has had a sellout every night so far and expects capacity houses in the 6,500-seat Will Rogers Memorial Coliseum for the remaining night performances thru Sunday (3). Matinees have had good houses also, with four sell-outs on the week-ends.

Opening performance of "The Merry Widow," being presented by the Fort Worth Civic Opera Association in the Auditorium, adjacent to the Coliseum, drew capacity. The performances are skedded in the 2,200-seat house.

A total of 90 special days, said to be a record number for any Southwest exposition, have been skedded by Boyce House, publicity director. Friday (1) was school kid's day for Fort Worth moppets, with schools closed and kids being admitted for a nickel. Day was expected to bring Bill Hames Shows, occupying the midway, best business of the show's run.

Special days for organizations, towns and groups have been well patronized, House said. Special trains have come in from Baton Rouge, La., and Oklahoma City.

Rodeo this year has record prize money of \$60,000, according to Producer Verne Elliott of Platteville, Colo.

## Outdoor Biz Lined Up for Augusta Dates

AUGUSTA, Ga., Feb. 2.—Augusta is assured of plenty of outdoor amusements this season due primarily to the boom caused by the billion dollar H-Bomb project across the river from here on the South Carolina side.

First carnival will be the Ross Exhibitions, which will exhibit during the week of March 1, under police auspices. Contract was set by the late Stanley Roberts.

James E. Strates Shows are scheduled to play at the Exchange Club Fairgrounds the week of March 21, sponsored by the Shrine. Curtis Bockus, general agent, completed arrangements. Strates will use Augusta to break the long move from De Land, Fla., quarters to the 10-day engagement in Washington the first week in April.

The Dumont Shows, with Lou Riley at the helm, has most of its equipment already set up on the lot in the 2300 block, Milledgeville Road, main highway to Camp Gordon, but so far no date has been announced.

Johnny Vivona, Vivona Bros., Shows, was in town with his general agent, William R. (Red) Hicks, but left after attending the fair meeting at Columbia, S. C., without announcing plans.

Rogers Bros.' Circus, Si Rubins manager, will exhibit here two days in mid-March, sponsored by the Junior Chamber of Commerce. Bennie Fowler, general agent, signed the contract. Lot difficulties, due to a big raise in rent for the Green Street grounds, are giving general agents a problem.

## Chi Outdoor Show Outpaces '51 Run

CHICAGO, Feb. 2.—Chicago Outdoor Show, thru Friday (1), eighth day of its 10-day run, was outpacing its '52 predecessor by approximately 10,000 attendance, Nick Kahler, producer, announced. Show is being held at the Coliseum this year, after several years at Navy Pier.

Front gate is tabbed at \$1 for adults and 60 cents for children, with the arena show at \$1.75 reserved and \$1 for general admission.

All exhibit space is jammed but little in the way of midway games or booths was apparent.

Talent in the two-a-day show includes Jimmy Running, Ed Ludwowski, Arbutus and Bill Lumoreaux, log rolling and canoe tipping; Bill Fontana, performing dog; Al Dault, table rock; Cilly Feindt, high-school horse; LeBrac and Bernice, cyclists; Vinson Sisters, aquatic; Johnny Roberts, golf trick shot; Max Patkin, baseball clown; Henry Hansen, ski jumper, and Dick Berg's Movieland Seals.

Publicity for the stand here is handled by Bill Margolis on radio-television and Ted Benato and Jerry Morrison, newspapers.

## D-J ARBOGAST "AT LIBERTY"

CHICAGO, Feb. 2.—Arbogast, slapstick disk jockey on Radio Station WMAQ here, took a look at the "free act" business Wednesday (30) but decided to pull back. Observing that The Billboard indicated high acts make good money, Arbogast revealed he had framed an act. In cahoots with the sound effects man, he stepped thru a window and, amid the audible flapping of wings, proceeded to fly.

But Arbo's partner wasn't impressed. "You'll never get \$500 a week for bird imitations," he opined.

## Biz Reported Good for New Augusta Spot

AUGUSTA, Ga., Feb. 2.—Fun Land, new amusement park here which started building November 9, has been attracting excellent patronage, especially during week-ends. The park will operate the year 'round. It is the only one in this area.

The park is located on U. S. Highway 28, a quarter-mile from downtown Augusta on the route to the million dollar H-Bomb project which has 18,000 workers and is expected to expand to 55,000 employees by July 1. A trailer colony with 985 homes for Du Pont employees is being installed within 1,000 yards of the park. Two other housing projects are a half-mile away. Bus transportation will be ready by February 15, making the park easily accessible.

Fun Land is located on a 11-acre tract with ample parking facilities. Permanent buildings, so far, are a midway cafeteria, main office and bingo stand. Other buildings will be ready by spring when materials are available. Owner-operators are Dr. J. T. Norvell Jr., president; Joe Haworth, vice-president and general manager, and Mrs. Frances Norvell, secretary-treasurer.

Haworth, formerly business manager and legal adjuster for outdoor shows, is general manager of the park.

The park now has a Ferris Wheel, Rolloplane, Comet, Baby Rocket, Baby Auto Ride and miniature train. Haworth expects a Merry-Go-Round and two kiddie rides to be added, plus six concessions for a total of 18.

Children's parties are staged Saturday and Sunday afternoons with a 9-cent charge on rides from 1 to 5 p.m., and a free circus program including Ralph Greene's trained ponies, a bareback riding monkey, and Capt. Dan Riley and his talking mule and trained dogs presented in a ring.

Cafeteria is owned and managed by Mrs. Fannie Haworth, with Uncle Bill Spencer the chef. Jim Barefield manages the bingo, and concessionaires here include Little Joe and Babe Miller, two ducks; Jack Gray, popcorn; Mrs. Frances Purvis, ball game; Helen Hunting, Ernest (Curly) Healy, Shorty Baker, J. C. Wilson and Harry Dingler. Lynn Hunting is chief electrician. "Trailer City," located in the rear of the park, has all modern conveniences and now has a population of over 50.

Pawnee Bros.' Circus, with Ralph Greene, secretary, is wintering at the park. Recent visitors have included Buddy and Bootsie Paddock, Dr. J. R. Roberts; Curtis Bockus, general agent, James E. Strates Shows; William R. (Red) Hicks, general agent, and Johnny Vivona, owner, Vivona Bros.' Shows; Ben Braunstein; Lou Riley, Dumont Shows; Tom and Jeannette Terrell, indoor circus promoters; Bennie Fowler, general agent, Rogers Bros.' Circus; K. G. McGarry, Girl Show manager; Charles and Vates Cunningham, owners, and Bill Perkins, agent, Giant Jungle Rats exhibit; F. E. (Verne) Spain, business manager, Marion Greater Shows, and Eddie Lewis, retired concessionaire.

## Williams & Lee Agency Inks Western Fairs

ST. PAUL, Feb. 2.—Williams & Lee Attractions will furnish the night grandstand shows at the Wyoming State Fair, Douglas, and the B and D circuits in Montana, Gladys M. Williams, announced here this week.

Other contracts for night shows and acts include Rice Lake and Friendship in Wisconsin; Waterloo and Albion, Neb., and Wheaton, Minn.

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tains all 12 Analyses. Very well writ-  
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bers, etc. 40¢  
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**Princeton Prof Labels  
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ATLANTIC CITY, Feb. 2.—Skillo, bingo-styled Boardwalk game which Atlantic County Prosecutor Lewis Scott thinks is too close to bingo to be legal, was declared a game of skill by mathematical experts. However, Superior Court Judge Vincent S. Haneman reserved decision in a case which may decide the fate of such games in all New Jersey resorts.

Judge Haneman, after hearing testimony of an expert from Princeton University, ordered attorneys for operators of the game and counsel for the city and county to file briefs. Decision is not expected until April.

It was the first time that the

bingo-type game was brought to trial. It was also the first time that the game itself was brought into court. The much-heralded demonstration of the game in the Superior Court never took place. Both Edward I. Feinberg, attorney for operators, and Prosecutor Scott agreed that a statistical survey pre-

(Continued on page 69)

**Merry-Go-Round  
In Calgary Zoo  
Expansion Plan**

CALGARY, Alta., Feb. 2.—A \$95,000 capital development program to be carried out by the Calgary Zoological Society at St. George's Island zoo in the next five years has been endorsed by city council. The council has agreed to foot a third of the amount.

The council also approved the society's request for a grant of \$12,000 of the city's one-third share of the cost in 1952, the money to go toward building improvements. The program includes \$6,000 for purchase of a Merry-Go-Round, which the zoo expects to provide a continuous source of revenue for the society.

The five-year development program includes an expenditure of \$15,000 for a new waterfowl build-

(Continued on page 69)

**H. Blumenfeld  
Joins Wirth  
Talent Agency**

NEW YORK, Feb. 2.—Herman Blumenfeld, long with the George A. Hamid office here, recently joined local talent booker Frank Wirth, it was announced this week.

Blumenfeld became general manager for Wirth, who specializes in booking attractions for indoor circuses. Blumenfeld entered the booking business in Europe in 1908 before coming to this country in 1914. With Wirth, he formed the talent agency of Wirth, Blumenfeld & Company in the 1920's.

The partnership lasted for four years until Blumenfeld moved to the West, remaining in the booking line. He returned East and joined Hamid's office in 1932, staying with him until recently.

**LaBrequé Staging  
Youngstown Show**

YOUNGSTOWN, O., Feb. 2.—Harry LaBrequé, general agent for National Home Shows, Inc., Dallas, has contracted to stage the first annual Mahoning Valley Home Show here, March 25-30, under sponsorship of the Mahoning Valley Home Builders' Association and with the endorsement of the Youngstown Real Estate Board and the Realtors' Listing Exchange. The show will be held in Idora Park Ballroom and Exhibit Hall, selected because the site has ample parking and exhibit space.

The following committee under the general chairmanship of Chris Bode Jr., has been named: Luther Patterson, co-chairman; Ted Brownlee, Lewis Glassford, John Gillespie, James Clemmons, Arthur Wester and Philip Ley.

Offices have been established in the Terminal Building, with a staff under the direction of LaBrequé and Manager Charles W. Moore.

**So. Calif. Execs  
Discuss Carnival  
Shortage Problem**

DEL MAR, Calif., Feb. 2.—Unless more carnivals are attracted to the fairs circuit in Southern California, it may be necessary for these annuals to buy midway rides and equipment on a co-operative basis. This was the opinion of nearly 30 secretary-managers and fair officials who met here at the grounds of the San Diego County Fair for the regular quarterly meeting of the Southern group of the Western Fairs Association.

Paul T. Mannen, manager of the local event, who presided over the sessions, appointed a committee to give the plan further study.

"It is not our intention to go into

(Continued on page 69)

**Kelley Authors  
Book About Fair**

DELAWARE, O., Feb. 2.—F. Beverly Kelley, circus press agent and director of Delaware County Fair here, is the author of a book, "Kathleen Visits the Fair," which will be published this year by Little, Brown & Company, Boston.

The volume will include 30 photographs taken by Gordon Custer, magazine editor of The Columbus Dispatch, and concerns a tour of Delaware County annual by Kelley's daughter, Kathleen, in 1950. Kelley now is on the road as agent for "Mr. Roberts."

**Stettler, Alta., Elects**

STETTLER, Alta., Feb. 2.—F. T. Colley was re-elected president of Stettler Agricultural Society. W. Mackie and R. Armstrong are vice-presidents, and W. Hay, secretary.

**OPERATION HEADACHE**

**Atlantic City Hall Manager  
Explains Budget Problems**

ATLANTIC CITY, Feb. 2.—Difficulties of fixing a budget to operate city-owned Convention Hall were explained this week by Philip E. M. Thompson, its general manager, to a fact-finding committee for the newly-formed Citizens Union of Atlantic County established to examine the house's proposed 1952 budget.

Thompson said the sum asked was set at \$965,000 because it was impossible to tell a year in advance how much will be spent servicing conventions and other events or even how many conventions might be booked. Budget is scheduled

for a public hearing and final reading late this month and the committee was seeking information to determine what stand will be taken by the Citizens Union at that time.

Facts developed at the conference revealed that the city has provided \$655,000 in the past five years in deficiency appropriations for the hall's operation. The city received \$765,000 in 1945 from the federal government for use of the house by the army during the war. During 1948, 1,400,000 persons were admitted to the hall. Bad debts of the house are about .01 per

(Continued on page 69)

**Carnival Routes**  
Send to  
2160 Patterson St.  
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)  
Franklin, Don: (Coliseum) San Antonio, Tex., 15-24.  
Georgia State: Fort Benning, Columbus, Ga.  
Hames, Bill: Houston, Tex.  
Prel's Broadway: (Fair) Fort Myers, Fla.; (Fair) Fort Pierce 11-16.  
Royal Expo: (Fair) Titusville, Fla.; (Fair) Key West 12-23.  
Royal American: (Fair) Tampa, Fla. 5-16.  
Sunshine: Tampa, Fla., 4-16.

**Circus Routes**  
Send to  
2160 Patterson St.  
Cincinnati 22, O.

Davenport, Orrin: Detroit, Mich., 4-10; Cleveland, O., 11-24.  
Hamid-Morton: Milwaukee, Wis., 4-9.  
Kriel Bros.: (Fair) Decatur, Ga., 4-8; Harriman, Tenn., 11-15.  
Polack Bros.: Eastern: (Capitol) Wheeling, W. Va., 8-9; (Arena) London, Ont., Can., 12-15.  
Polack Bros.: Western: Scott Air Force Base, Ill., 6-8; (Armory) Louisville, Ky., 11-17.  
West Bros.: Laruel, Miss., 7; Hattiesburg 8; Vicksburg 9; Monroe, La., 10-11; Pine Bluff, Ark., 12-13; Little Rock 14; Port Smith 15-16.

**Misc. Routes**  
Send to  
2160 Patterson St.  
Cincinnati 22, O.

Miller's, Irvin C., Brown-Skin Models (Lincoln) Houston, Tex., 6; (Lincoln) Port Arthur 7; (Booker T.) Galveston 8-9; (Palace) Lake Charles, La., 11; (Temple) Baton Rouge 12.

**Charter Walterboro**  
WALTERBORO, S. C., Feb. 2.—D. C. L. Hiers Fair Association, Inc., has been chartered by the secretary of state to operate here. Bruce Hiers is president and capital stock of \$1,000 was authorized.

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INDIANAPOLIS 2, INDIANA

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Our new Super Deluxe new style head, bowl, brushes, holders, spindle. Smooth running. Heater rheostat and FREE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers — send your machine in now for check-up.  
**ELECTRIC CANDY FLOSS MACHINE CO.**  
726 Benton Avenue Nashville 7, Tenn.

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With Excel's Electric  
CORN POPPER**  
\$5-450 daily profit from popcorn with the Excel Popper. Continuous demand, continuous earnings. Pays for itself in amazingly short time because of incredibly low price. Does the work of \$500 machine. Is fully guaranteed. Beautiful grey metallic finish, gleaming nickel trim, elec. lighted, decorated with multi-colored popcorn signs: 17" by 17" by 26", weighs only 30 lbs., portable and ideal for ANY location. Uses AC or DC current, any cycle, has many other features. Salesmen, write for proposition!  
**Excel Mfg. Corporation**  
Dept. B-29 MUNCIE, INDIANA

Multiplex Faucet Co. Serving the Trade 47 Years  
a 3 1/2% Profit on a 5 Cent Sale!  
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ROOT BEER BARREL**  
FOUR SIZES: 8 GAL. 17 GAL. 45 GAL. 60 GAL.  
Advertises Ice Cold Root Beer to attract a large volume of sales at an exceptionally large Profit. Capture volume business and profits with the Multiplex.  
**Exclusive!** Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.  
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STURDY OAK STAINLESS STEEL HOOPS  
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**POPPERS SUPPLY CO., Inc., of Phila.**  
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## Week-End Sale Big For Davenport Org

Detroit Houses Pick Up in Mid-Week; Pinito Del Oro Injured, Goes Home

DETROIT, Feb. 2. — Orrin Davenport's Shrine Circus opened its full-scale season Monday (28) at the State Fair Coliseum here, with fair houses for opening days. Weather was clear, but temperatures near zero nightly discouraged patrons using the fairgrounds parking lot.

The two-week stand was set a whole month earlier than last year's. Advance ticket sale was highly encouraging, with Friday thru Sunday (1-3) reserves sold out. The usual slow start followed by capacity week-ends was expected.

Pinito Del Oro, single trapeze, was injured in a fall Tuesday (29) afternoon when she fell from a

rope as she was coming down after her act. At Highland Park General Hospital she was treated for a dislocated ankle and a pulled ligament. She was expected to be out of the act for about a month. She and her husband returned to Sarasota.

Walter Cornell, property man, died in his hotel room of pneumonia Tuesday. Funeral services were conducted by circus personnel Thursday.

### 2 Units Combined

The show here combined two units which had played separately at Grand Rapids and Saginaw last week. Grand Rapids set new records, Thomas said, and both stands played to capacity thru-out.

Good publicity, including advances, opening reviews and yarns about acts which appear in the Ringling-Paramount movie, was scored. New faces also helped to draw, with only three of the 28 acts being repeaters here, according to Thomas's list.

Acts in the program include: Tournament; Dick Lewis, table rocks, and the Hoffmans, plate spinning; Albert Rix, bears; the Ortons, swaying pole, and the Man in the Moon; Joe Geiger, and the Elonias, juggling; La Blonde Trio, comedy bars; Roland Tieber's Seals with Francis Hogan; the Four Quinlins and the Four Macks, roller skating, and the Chaludis, bicycle; trapeze number, featuring Elly Ardely.

Loyal-Repensky, riding act; Wong Troupe; the Marcus Family, juggling, and Tien-Tsi-Liu Troupe, Chinese acrobats; Harry Haag's dogs and ponies, Sonny Moore's dogs, and Miss Ruby's (Haag), dogs; aerial ballet, featuring Pinito Del Oro; Kinko, midget auto; Manus, trapeze; Antalek, high perch, and Gallasso one-finger stand; Rodry Brothers, aerial; Fredonias, acrobatic; Bokara Troupe, teeterboard, and Chatta Sisters, balancing; Ringling elephants (10), worked by Eugene Scott; Kimris Duo, aerial novelty; Cole Bros. Liberty horses; Flying Artonys and Flying Comets.

Staff for the Detroit show: Orrin Davenport, producer; Col. Harry Thomas, equestrian director; Izzy Cervone, band leader; Charles Jones, boss property man; Chuck Marine, assistant property

(Continued on page 61)

## German Unit Solid in Rome

ROME, Feb. 2.—German Circus Apollo, which opened here January 15 to give Romans their first look at a major circus in 12 years, is doing good business.

Show opened here after stands in 11 major European cities. Matinees are offered at 4 o'clock, and the night show goes on at 9. In addition to a straight circus act line-up, the show offers a water ballet and a replica of Niagara Falls.

In quarters, Slim Kirkman has completed pictorial work on the trucks. Bill Capell has completed two more stake drivers and Bob Capell has built a new pie car and six concession stands. Doc Capell said concessions will be office-owned this season.

A new calliope wagon has been completed for use with the six-up pony hitch used with last year's wagon for downtown bally. A third light plant has been added to the show's array.

Visitors at quarters have included Neal and James Walters of Neal Walters Poster Company, Eureka Springs, Ark.; Mr. and Mrs. Eddie Morran, of Southern Valley Shows; Mr. and Mrs. Jack Lucas, Mr. and Mrs. Lee Walters, Jay Warner, ridermaker, and Eddie Arnett, carnival owner.

## THEATER TAKES POLACK CROWD

FORT WAYNE, Ind., Feb. 2. —Polack Bros.' Western Unit scored such hefty turnaways at the final three performances here Saturday and Sunday (26-27) that Manager Louis Stern advised the overflow to go to the Emboyd Theater instead.

The local house is managed by Harvey Cox and regularly uses six acts of vaude, including numerous circus turns. Cox spent much time with the Polack org during the engagement.

## Cole-Walters Builds Seats; Expects Hippo

HUGO, Okla., Feb. 2.—Cole & Walters Circus, in quarters here, is building new bible-back seats which include aisle space between each seat. The space is designed for candy butchers or for use as a foot rest by persons in the row behind.

Whitey Thorn is supervising construction. Each seat is unusually large. In addition to the space between them, there is the usual aisle at the end of each row. Seats will be six-high.

The show is expecting delivery soon on a pigmy hippo to replace one lost at the outset of last season. A new tank wagon is ready for it.

## SCHMIDT TO WORK MILLS ELEPHANTS

English Clowns, Girls Contracted; Production Numbers Planned for '52

CLEVELAND, Feb. 2.—Hugo Schmidt has been signed by Mills Bros.' Circus as elephant trainer, it was announced here this week by Jack and Jake Mills. They also named several acts, including new importations, which have been contracted for 1952.

Schmidt, first brought to this country by Ringling-Barnum, will work the seven elephants and also will present his chimp act. While Schmidt is to be elephant trainer, Virgil (Ky.) Sgraves will continue as boss bull handler.

An enlarged troupe of Wallaby girls will be brought from England by Digger Pugh along with a half dozen English clowns. Among the latter will be Whimsical Walker's trio with a comedy car; Trudy, a woman clown, and a dwarf comic.

## Hamid-Morton Set For Milwaukee Bow

Bowling Event Forces Change in Date; Early Advance Sale Pars Last Year's

MILWAUKEE, Feb. 2.—Hamid-Morton Circus will open its new season at the Arena here Monday (4) thru Sunday (10). Memphis comes next, with the show at Municipal Auditorium there February 15-22. Both dates are Shrine auspices.

Early advance sale in Milwaukee was running about the same as last year. Omer Kenyon, general rep, pointed out that the dates here are two weeks earlier than usual because of the 120-day bowling congress opening here shortly. Normally, H-M opens at Memphis and then moves on to Milwaukee. Kenyon said a number of major shows have lost their Arena dates here because of the bowling events.

Robert H. Morton will be on hand when the show opens. The program includes a number of major changes from last year's line-up. New acts arriving from Europe will move to Milwaukee via an extra sleeper and baggage car from New York. The cars are due in Milwaukee Sunday (3).

### New Acts Named

Program for the show is scheduled to include a wild animal act, as yet not identified. Other scheduled acts include:

Twelve-girl ballet directed by Johnny Simru; Dime Wilson, table rock; Janet's Ponies and Dogs; Evelyn Sisters, dogs and ponies; Francine Volante, aerial leap; Three Sidneys, cycles; Two

Karolis, acro-balancing; Don-wallys, ladder perch; Roland Tiebor's Seals; the Leontines, swaying perch; Winifred Colleano, trapeze and leap; Torelli Sisters, Liberty horses; Ferdinand, slack wire; Three Sevillas, juggling; Linda and Constant, head balancing and shoulder perch.

The Allan Company, motorcycle treadmill and aerial ladders, English importation; Nelson's Trained Pigs; Two Bentons, comedy pantomime; Davis and Gabby, comedy; Florida Sky Rockets, aerial; Claude Valois, high-school horses; Six Tokayers, teeterboard; Helen Haag, chimps; Eight Arriolas, Spanish trampoline casting importation; Madame Malkova, high wire; Hamid-Morton Baby Elephants, two displays, Joe Hanson and Joe Hanson Jr.; Flying Otaris, flying return, and the Great Rasini, European automobile somersault importation.

Joe Basile again will have the Hamid-Morton band, and this year he is being billed as director of the band on H-M's "Big Top Circus," CBS television program.

## Wallace-Clark Bows April 18; Buys Airplane

HOT SPRINGS, Feb. 2. — Norman (Luke) Anderson will open his Wallace & Clark Circus here April 18 under auspices of the Elks Club. He has purchased an airplane which he will use for advance promotion work.

Bill and Jackie Wilcox will be back as head of the advertising department and special agent, respectively. Syd Stevens, who was on the Biller show last year, will have the press chores on Wallace & Clark.

## Fernandez Sets Japanese Plan

TOKYO, Feb. 2.—E. K. Fernandez, veteran Hawaiian showman, this week inked a contract to bring the first all-American circus here. The show is scheduled to play Tokyo for 40 days and then move to Osaka for 20 days. Other towns in Japan are to follow.

After about three months in this country, Fernandez plans to present the show in Hong Kong, Manila and Hawaiian Islands.

Fernandez said that he plans to go direct from here to Los Angeles to book talent. The performers will leave the States about the middle of March. In booking the show, the promoter said that it would be necessary for all performers to obtain passports and they must have been vaccinated for cholera, typhus, tetanus and paratyphoid before leaving America. Following his usual policy, the booker said he would pay transportation to and from the Orient with lodging and board also to be taken care of.

## Watts Returns To Kelly-Miller As Gen. Supt.

HUGO, Okla., Feb. 2.—Ira M. Watts is scheduled to be back on the Al G. Kelly & Miller Bros.' Circus this season as general superintendent. Watts closed early last season because of his wife's health and has been handling an advertising promotion plan since then. He has been on K-M several seasons.

Pete Lindemann, who took Watts' place last year, is to be on K-M this season as equestrian director.

Painting of the show has started here. Opening date, while not yet announced, is expected to be late in April.

## Bob Mills To Direct Hunt Band

FLORENCE, N. J., Feb. 2. — Robert Mills, who directed the band on Mills Bros.' Circus last season, will perform the same chores for Hunt Bros.' Circus this year, it was announced this week by Harry Hunt, manager.

Lighting this year will be extra powerful, supplied by International Diesel, Hunt said. The lights will be strong enough to enable film to be made of the show for use on a television stanza built around Hunt Bros. and which is presently offered to sponsors.

Off-season activities for circus personnel and stock include a Saturday (10) appearance of Hunt's daughter, Marsha, on "Candy Carnival" via the Columbia Broadcasting System network. On the same day, Marvin and Hazel King, wire walkers, will appear on video's "Super Circus" from Chicago.

## Capell Bros. to Drop Auspices; Opens Mar. 17, Mulls Canada

LEESVILLE, La., Feb. 2.—Capell Bros.' Circus will show only three auspices dates, all coming within the season's first week, and then will switch to independent showings, H. N. (Doc) Capell, owner-manager, disclosed this week.

The show, now in quarters here, will open March 17, make six days in Louisiana and seven in Texas before jumping into Oklahoma and heading for the Northwest. Capell said Jack Capell, his son, now is in the Northwest arranging for a trek thru Western Canada.

Capell Bros. will carry four elephants, 12 head of lead stock, several cages of animals and Oklahoma Shorty's Gorilla Show, Capell reported. Big top will be a 90 with five 40s and Side Show will have a 70 with four 30s, he stated.

## R-B Sponsor Dates Set Thru Mid-July

NEW YORK, Feb. 2. — Ringling-Barnum circus has either contracts or verbal commitments for an all-auspices route into mid-July, Paul Eagles, promotion manager of R-B, reported this week.

New York, Boston and Philadelphia are exceptions. Eagles said that 10 Pennsylvania stands, all the show will make in that State this year, were signed with sponsors. Practically the entire East Coast route of the circus, which will take the show to about July 1, has been set with auspices, either contracted or by verbal agreement.

With the circus due to follow last year's route closely, the line-up includes dates in the States of New York, New Jersey, Delaware, Maryland, Massachusetts, Connecticut and Rhode Island, in addition to Pennsylvania.

Eagles said that since the announcement of R-B's new policy some weeks ago in The Billboard he had received more than 200 letters from groups wanting to sponsor the show. Some came from the maritime provinces in

Canada but the show is not expected to go north this year. Eagles said the crew out scouting the sponsored dates has not had a turn-down to date.

## RINGLING WANTS SABU FOR ELEPHANT TURN

CHICAGO, Feb. 2. — Ringling Bros. and Barnum & Bailey has made a pitch for Sabu, the elephant boy, who is now appearing with Tom Arnold's Harringay Arena Circus in England. The Indian youth, who became well-known by movie roles, is understood to be dickering now with Ringling about his television privileges during his proposed circus stint.

Presumably, Sabu would appear in an elephant display using Ringling bulls if the deal goes thru. In the English circus, he is working with 11 elephants owned by Franz Altoff. Rehearsals for the act were

held to a minimum because the elephants did not arrive at the arena until about four days before the show opened.

Sabu has made television films and it is understood that he wants to make more. He hopes to work out a deal with Ringling whereby he would be permitted to do television work while under R-B contract. This, however, would be a reversal of the present Ringling policy of keeping the show's acts off of video except for guest shots in which the talent usually doesn't perform. Sabu is due in New York Thursday (7).



# Under the Marquee

Charles Davitt and Joe and Wally Beach, Springfield, Mass., caught Shrine Circus at Worcester, Mass., and visited with the Cycling Kirks, Larry Griswold, Harry and Charlotte Levine and Joe Basile.

Franz Mikkenie, owner of Circus Mikkenie, whose winter quarters are located in Amsterdam, Holland, spent several days in Copenhagen lining up talent for next summer. Circus Mikkenie does not confine its activity to Holland. It frequently tours Belgium, France, Spain and other countries. Show carries a big top with metal-paneled side walls and ornate front.

Eddie Johnson is back in the Ringling-Barnum press department and is on the job in Sarasota, Fla. . . . John Ringling North passed thru Chicago last week en route from Rochester, Minn., to Ardmore, Okla., where he'll look in on the Ringling oil interests.

Museum of the American Circus, Sarasota, Fla., has prepared a 32-page booklet as a guide to the museum and history of circus business. Included are photos of the old wagons exhibited there, a chart showing the Ringling family tree, and credits to many show people for contributions to the museum.

Pat Purcell has resigned his advance post with "Skating Vanities." . . . Lucio Cristiani has returned to Macon, Ga., quarters of King Bros. after his European junket. . . . Mr. and Mrs. Sid T. Jessop, of the United States Tent & Awning Company, Chicago, caught the Sarasota, Fla., premiere of "The Greatest Show on Earth" Thursday (31), representing the Showmen's League of America, of which he is president. . . . George Hubler and Jim Copley, of Glenn Martin and Com-

pany, trampoline and bars, visited Joe Beach, fan and former clown, at Holyoke, Mass., where they played the Valley Arena Gardens. They also saw the Ringling-Paramount movie in New York and visited the Skating Carters at Springfield, Mass.

Since closing the season as business manager of Hagan-Wallace Circus, Al Porter has been at Jack Brady's motel in Miami Beach, Fla., where he met Bob Lesley, promoter for the Orange Bowl date; Walterboro, S. C., where he met Dale Barron, who bought the Don Robinson Circus, and New York, where he talked with Bob Dickman, who is framing Van Bros.' Circus. Porter also met Al Stern, home show promoter, at Daytona Beach, Fla., and caught the Virginia fair meeting and visited with Izzy Cetlin, Curtis L. Bockus, Red Hicks, Bill Page and John Marks. He's now at Alexandria, Va.

Merle Evans was guest of honor recently at the meeting of the CFA tent named for him at Columbus, Kan., and returned to Sarasota, Fla., with rabbits bagged on a hunt there. Officers elected by the tent include D. J. Poynor, Joplin, Mo., president; Bill Hamlet, Columbus, vice-president; Paul Van Pool, Joplin, secretary-treasurer; George Potter, Joplin, chaplain, and Don Walker, Kansas City, Mo., historian. Tom Taylor, magician, entertained.

Mr. and Mrs. Pat Kelly, of the Kelly & Morris Circus, last week motored to their home in Havana, Ill., from Punta Gorda, Fla. Charley Smith is at the show's quarters getting concessions ready for the season's opener. . . . Floree Galt, press agent with Polack Bros.' Circus Eastern Unit, visited the Press Club in Charleston, W. Va., last week between airplane flights en route from Huntington to Wheeling, W. Va.

Following a motor tour of Florida with his wife and C. S. Karland, owner, Karland's Three-Ring Magic Circus, Prof. Raymond Shannon suffered a paralytic stroke, Karland reports from his Norfolk headquarters. Karland says that Shannon held the chair of musical instructor at Long Island University, New York, and conducted a 96-piece band for the school. A former chautauqua singer and promoter, Shannon was considered one of the country's leading band instructors. "His affliction is a distinct blow to the Karland circus and it is not known yet who will replace him," Karland said. While in Sarasota, Karland and the Shannons were guests of the Ray Marlowes and G. W. Smith, former manager of the Ringling-Barnum show and currently managing the Clyde Beatty Circus.

Happy Kellems, clown, will remain with the Gene Autry Show until February 24 when he begins his indoor circus dates. . . . Jack Moore, former wire walker with the Nettie Carroll Troupe on the Barnum & Bailey and Hagenbeck-Wallace circuses, is ill and confined to his home, 41 South Street, Danbury, Conn., and would like to read letters from friends. . . . Charles Hilderra, clown, last week signed with the Clyde Beatty Circus for 1952, marking his fifth consecutive season with that org.

Richard Scatterday, of the Kelly-Miller show, was in Chicago last week. . . . Doc Howe stopped off in Chicago on his way back to New York after Canadian fair meetings.

Paul Eagles, promotion manager of Ringling-Barnum, was a guest January 25 when the Circus Saints and Sinners put Sen. Robert Taft on the spot at a New York luncheon. . . . Frank Braden, of R-B's press staff, left January 30 for a quick swing of Eastern cities on behalf of "The Greatest Show on Earth" flicker.

## C. L. McGhee, Pit Show Operator on K-M, Dies

JOPLIN, Mo., Feb. 2.—Charles L. (Peanuts) McGhee, for the past several seasons in charge of the giraffe pit show on Al G. Kelly & Miller Bros.' Circus, died Monday (28) at a hospital here. He had been a patient for 10 days. Surviving are his widow, Mrs. Margaret McGhee; a son, Charles L. Jr., of Lake Charles, La., and a brother, Luther McGhee, of Lincoln, Neb.

# Dressing Room Gossip

## Polack Western

Promoter Sam Ward earned the nickname, "Two in a Seat," at Fort Wayne. Madelaine Geraldo is now a member of the radio personality department. Joe Lemke's chimp college has added a kindergarten class for two new youngsters. Harvey Cox, manager of the Quimby theaters, held open house for the folks at his Emboyd Theater to catch his vaude bill. The Wallendas have new turquoise blouses created by Mayme Ward. The Ward-Bells Grecian wardrobe is an eye-catching and original innovation.

Francis Brunns now does his finish trick on a mirrored pedestal. His assistant, Mary Tahmin, has beautiful wardrobe. Bobo Barnett's skunk is a tough character for assistant Tommy Roberts to handle. Old Man Winter got the best of Bobo's truck and cracked the engine block. Jack and Martha Joyce are enjoying their new trailer. The travel labels on the Excess Baggage props provide plenty of backyard reading material. The Packs elephants are sporting new red leather leg bands and the McDonalds have new wardrobe.

Roger (Ring) Aigner is superintendent of the camels and is aided by John Mahoney. Spiller's penguins vie with the acts with all their varied wardrobe. Laurence Cross and Harry Dann hold the record for rapid-fire air wave conversation. Esmeralda Theron, six-year-old cycle performer, makes a big hit in the Theron act. Chester Sherman won a race with one of Lemke's chimps. Carl Wallenda received many congratulatory telegrams on his birthday. The blacklight finish of the Whirlwinds skating act gets hefty applause. Harold and Mildred Ward took delivery on a new car.

Visitors: Bob Raupfer, Mahlon (Alabama) Campbell, the Orantos, Vivian Nelson, Leo and Mabel Parker, Mickey and Freddie Freeman, Carl and Babe Solts, Jack Lehr, Phil Worthen, Frieda and Ernie Wiswell, the Al Sweeneys, Lopez and Adrianna, Charley and Thea Borza with Nita, Pepi, Americo and Charley Jr.; Ethel Robinson, Viola MacLeod, Len Fisher, Mickey Blue, Madelaine Mahoney, Art Hansen, the Mandos Sisters, the Gretonas, the Four Philips, Eric Philmore, Dr. and Mrs. H. H. Conley, Tom Carroll, the Jack Cervones, Claude and Jeanne Crumley, Earl Shipley, Claire and Henry Barrett, Tubby and Spatz, Joanides and family, Art Bassett, Eva Mae Lewis, John and Shirley Tremblay Moran, the Claussens, Oliver Burtch, Charlie and Jo Webb, Fred and Betty Proper, Mrs. Bessie Polack, Edith and Whitey Boyd, Bert and Corrine Dearo, the Bokaros, Charlie Jones, Genevieve Ward Sharp and Bud and Rose Lepper. — HARRY DANN.

## Week-End Sale

Continued from page 60  
man; Harry Haag, manager of transportation; Alvin Welch, manager of Ringling unit; wardrobe, Dorothy Davenport, Charlotte Thomas and Hughey Burgoon.

Clown alley included Kenneth Waite, Felix Adler, Dick Lewis, Duke Anderson, Joe Lewis, Mickey McDonald, George LaSalle, Paul Jerome, Jack Klippell, Jimmy Armstrong, Frank Saludo, Charles Bell, Harry Nelson, Jackie LeClair, Oscar Lawande, Otto Griebing and Irving Romig.

## Schmidt to Work

Continued from page 60  
named. Newly designed poster cards are reaching final stages at Triangle Poster Company. Production of newspaper ad material will start next week.

Promoters James Hill, Sid Karp, Dick Rogers, Pat Flanagan, Sam Shaman and Eddie DeBold are at work.

Lee and Jackie Davis, with the Clyde Beatty Circus last season, were visitors at the home office of The Billboard in Cincy last Friday (1), having just been released from General Hospital there, where Lee put in three weeks and Jackie eight weeks, both on major operations. They expect to be with the Kelly-Miller Circus the coming season.

## Polack Eastern

Sam Polack, our general agent, was on for the opening at Lansing. Everyone is kept busy under the leadership of Mrs. I. J. Polack. Bobby Harrison has enlarged his props department with three new men plus last year's crew: Pop Hausman was shooting pictures at several performances.

Harold Conn has at last appeared in his home town, Lansing, after some 35 years in the circus business. Henry Kyes does a great job with the music, even if they do put his hand in a far corner of the building.

The Cardboard Club has had several meetings. Visitors on the show included Hilda, Kirk and Nick Oranto, en route to Flint; Charlie Davis, Bill Kay and Johnny Simons of Flint; Dixie Davis and his committee from Flint, Bob Rich, Ted Hausman and Mr. and Mrs. Ed Mackey. Kathi King, a local youngster, has been our guest in clown alley, with Harold Conn applying the white.—BOB LORRAINE.

## Orrin Davenport

After two big weeks in Toledo and Grand Rapids for the No. 1 unit and a big week in Saginaw for the No. 2 unit, we have joined forces for Detroit and Cleveland.

Visitors included Fred Moss, Bob Schultz, Gene Wakland, Henry Kyes, Georgetto Brothers, Earl Shipley, Bob Lorraine, Chick Yale, Vern E. Wood, the Shyretts and Ed Lynch.

Felix Adler broke a lifetime record by going to bed at 11 p.m. Pa LaBlonde is the Daniel Boone of the aerial bars with his coon skin cap. Dorita Konyot still is one of the greatest menage riders.—DICK LEWIS.

## HAPPY SPITZER

Presenting His Mule Act  
"FOOLISH, WISE AND RECKLESS"  
Appearing On  
KEN MURRAY TV SHOW  
March 8 and March 15  
Next Opening  
HUNT BROS.' CIRCUS  
April 28  
Permanent Address c/o The Billboard

## ANIMAL MAN

Are you tired of traveling? Can an experienced Animal Man to supervise feeding and cleaning of small tropical zoo. Year round job. Send picture, qualifications and salary expected in first letter.  
Tropical Hobbyland  
1525 N.W. 27TH AVE., MIAMI, FLA.

## 4 PHONEMEN

Wanted who can sell U.P.C.'s, Book and Banners on 15 elephants in street parade. For producers, 35 weeks consecutive on King Bros.' Circus Advance Staff. Now working Jacees at Hickory, N. C.; Asheville, N. C.; Shrine; High Point, N. C.; Civitans; Scranton, Pa.; Police, and other top city auspices to follow. You must be able to produce and stand prosperity. Contact ELMER YATES, Hickory Hotel, Hickory, N. C.

## PHONEMEN

Book, U.P.C. Tickets, Banners.  
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## PROMOTION URGED AT CONN. MEETING

### Bartlett Re-Elected President; Johnson, Leonard Named Veeps

HARTFORD, Conn., Feb. 2.—Advertising and promotion is one of the most important factors in a fair's success, Jack Reynolds, manager of Eastern States Exposition, Springfield, Mass., told delegates to the 36th annual meeting of the Association of Connecticut Fairs at Hartford Courant Auditorium here Saturday (26).

He urged fair executives to spend more than half of their advertising budgets on newspaper space with the balance on radio, television and posters. Reynolds also cautioned that entertainment must be good, plentiful and clean, adding that people come to the fairs to learn something new, compare their methods with those of experts and to have a good time.

Adrian Potter, also of the Springfield annual, outlined the exhibit policy at Eastern States Exposition and Bligh A. Dodds, of Gouverneur, N. Y. Fair, related how strong attractions had built up front-gate attendance at his fair. Dodds, chairman of International Association of Fairs and Expositions' government relations committee, also told of the work done to eliminate admission taxes at fairs.

Neely Turner, of Connecticut's agricultural experiment station, spoke on agriculture in England; Fred Libutzke reported on the Department of Farms and Markets and Randolph Whaples, State 4-H leader, spoke on youth organizations.

Joseph Bartlett, North Haven,

was elected association president for his sixth consecutive term. Other officers include Paul Johnson, first vice-president; Emerson Leonard, second vice-president, and Mrs. Laura Bartlett, secretary-treasurer.

Board of directors includes J. Francis Ryan, D. Everett Neelans, Horace McKnight, Donald Williams, John Leahy, William G. Stark, James Puller, Warren Brockett and Henry A. Kreser.

One-day meeting ended with dinner and a floorshow presented by Harry Henri, A to Z Entertainment Bureau, Hartford.

## Grandstand Rates Hiked At Sacramento

SACRAMENTO, Feb. 2.—Boost in prices of grandstand general admission and reserved seats at the 1952 California State Fair has been decided by the board of directors.

Evening performances scale will be \$1 for adults, up 40 cents from last year. Children, admitted free at night in 1951, will be able to see the show for 60 cents. Reserved seats are being boosted from \$1.20 to \$1.50 for both the afternoon and night shows.

Ned Green, secretary-manager, said that counties that had exhibited last year had indicated their intentions to again show. Several counties have requested larger space. The number of foreign countries to show has been upped to 10 with the addition of New Zealand and Japan requesting space.

## BUSY BOWL LOOMS

### Dallas Fair to Profit From Pro Grid Transfer

DALLAS, Feb. 2.—State Fair of Texas looks forward to its busiest and most profitable football season in history with the moving of the National Professional Football League New York Yanks' franchise to Dallas. The Yanks franchise was bought by syndicate of Dallas businessmen and the name was changed to Texas Rangers.

Altho no definite deal has yet been worked out, backers have indicated a desire to play in the 75,311-seat Cotton Bowl. The fair gets rental and percentage of the take in the bowl and also a percentage of concessions.

Pro grid move to Dallas means at least six additional games in the bowl, to supplement one of the best line-ups of college games the stadium has skedded in many years.

Pro deal also means at least one and maybe two pro games will be played during the 16 days of the State Fair in October. This would help boost attendance and take.

About 16 professional and college football games loom for bowl in fall, plus Negro college game and several high school games. Pro games may boost number of tilts to be played during fair itself to 10.

Stadium schedule of major games tentatively includes Southern Methodist games with Duke, Georgia Tech, Kansas, Texas A&M, Baylor and Texas Christian; Texas vs. Oklahoma; Texas A&M vs. Oklahoma A&M; University of Mexico vs. Austin College. In addition, the new Dallas pro team will play six home games. Status of exhibition game sponsored early in season by Dallas Salesmanship Club between Detroit Lions and some other pro club is uncertain but probably will be played.

Games skedded during fair will include SMU-Georgia Tech, Texas-Oklahoma, Mexico-Austin College, a Negro college game, four or five high school games and one or two pro games. Stadium averaged about 55,000 per game last year and drew a total of 457,553. Officials believe total of 700,000 in

## Meetings of Fair Assns.

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.

## Fred McCargar Dies Suddenly In Chico, Calif.

CHICO, Calif., Feb. 2. — Fred McCargar, who managed the Salinas Rodeo for 25 years and a week ago was named to manage the local Third District Fair, starting February 1, died of a heart attack here Monday night (28).

McCargar was appointed January 23 to succeed Maurice H. Hogan as manager of the local annual. Hogan recently resigned the post.

In addition to handling the Salinas Rodeo, McCargar was also associated with the Chamber of Commerce in that city. He moved from that post to that of the secretary-manager of the Monterey Seventh District Fair, where he served for four years. Upon resigning the last named, he was recommended for the local assignment by A. E. Snider, chief of the Division of Fairs & Expositions.

McCargar's death was believed to have been hastened by over-exertion removing seepage water from the basement of his Monterey home.

McCargar leaves his wife, two children and six grandchildren.

## Record Turnout Marks Rocky Mountain Confab

GREAT FALLS, Mont., Feb. 2.—A record turnout of Montana fair executives showed up here this week for the 26th annual meeting of the Rocky Mountain Association of Fairs to set their '52 dates, sign attractions and elect A. F. Klingler, Shelby, as the organization's new president.

Representatives from 24 annuals were on hand for the meeting held here in the Rainbow Hotel, Sunday thru Tuesday (27-29) for a total attendance of 120 fair and attraction people.

Klingler succeeds Stephen J. Urs, Glasgow, as president. Dwight Howard, Savage, was named vice-president, and Clifford Coover, Shelby, was re-elected secretary.

Barnes-Carruthers Theatrical Enterprises, Chicago, was awarded the night show contracts for the Billings and Great Falls fairs, with Thearle-Duffield Fireworks, Inc., getting the pyro pacts at the two annuals. Siebrand Bros.' Shows were again awarded the midway pacts with rodeo bookings postponed to a later date.

Northern Exposition Shows closed for the midway pact at the smaller fairs, with the night grandstand shows split up between Williams & Lee, and Clarence Smith Theatrical Agency. Other midway pacts went to Forsythe & Daws, Northern Exposition and Hill's Greater Shows.

## Okla. Execs Set Circuits At Conclave

STILLWATER, Okla., Feb. 8.—The trend toward establishment of fair circuits in Oklahoma, which first got under way last year, was again prominent at the 4th annual convention of the Oklahoma Association of Fairs here on the campus of Oklahoma A. & M., Sunday thru Thursday (27-29).

When fair delegates left the meeting several loops were in the process of being organized, mainly for the booking of carnivals on a package deal.

All association officers were re-elected, with H. Dale Martin, Wewoka, as president; L. C. Chessmore, Nowata, vice-president, and Vera G. McQuilkin, Oklahoma City, as secretary.

First day was turned over to registration and booking of attractions and was topped by the annual buffet supper which drew approximately 55 fair and attraction representatives.

Formal sessions began Monday with a welcome address by Dr. Oliver S. Willham, president of the college. C. G. (Pete) Baker and Wayne Liles led a discussion on legislation; Harry James and Harold Casey, on finance; Rosco (Bo) Belcher, publicity, and A. A. Sewall and Claude Chessmore, entertainment.

The 1953 meeting is skedded to be held in Oklahoma City.

Speakers at the business sessions included Gov. John W. Bonner, who lauded the fairs as a show-place for the State's basic industry, agriculture, and J. Hugh King, president of the Washington Association of Fairs.

"A" circuit dates set are: Great Falls, August 4-9; Billings, August 11-16; Casper, Wyo., August 13-16; Douglas, Wyo., August 27-30; and Cheyenne, Wyo., September 1-3.

Circuit designation for the smaller fairs was voted out this year but the dates are as follows: Shelby, July 24-27; Havre, July 28-30; Lewistown, August 1-2; Dodson, August 9-10; Baker, August 15-17; Forsyth, August 19-21; Terry, August 22-23, and Sidney, August 25-27.

Also Glendive, August 30-September 1; Basin, August 15-17; Powell, Wyo., August 21-23; Miles City, August 26-28; Chinook, August 30-September 1; Fort Benton, September 5-7; Deer Lodge, August 22-24; Plains, August 23-24; Libby, August 31-September 2; Hamilton, September 4-6; Kalispell, September 10-12, and Glasgow, August 30-September 1.

## Beasley CNE Bingo Looted Of 10G Stock

TORONTO, Feb. 2.—Estimated \$10,000 in bingo prizes were stolen Wednesday (30) from a Canadian National Exhibition midway building here. The prizes were owned by William Beasley, operator of the games during fair weeks.

Among the prizes were 208 radios valued at \$40 each, six electric food mixers and six toasters. Several radios were shattered on the floor of the building, where the thieves dropped them in loading the merchandise into a truck.

The theft was discovered by a watchman.

## Mineola to Raze Track Fencing

MINEOLA, N. Y., Feb. 2.—President J. Alfred Valentine of the Mineola Fair this week awarded a contract for demolishing fences about the fairgrounds race track in preparation for the September 9-13 edition.

Razing fences will afford easy access to all parking areas on the grounds. The new arrangement will permit creation of three new lines of exhibition and concession space, with more than 3,000 feet in extra frontages. Changes are made necessary by a large new public parking area planned by Nassau County.

## PNE Completes Board Line-Up

VANCOUVER, B. C., Feb. 2.—Pacific National Exhibition here completed its 1952 board of directors recently by the addition of 10 names to the list. Included are Bernard Allen, William Manson, G. L. Landon, W. H. Pym, J. C. Hackney, Hedley Firbank, Orville C. Cook, Laurence Johansson, and one representative each from the Vancouver and New Westminster boards of trade.

Honorary directors include S. P. Cromie, Mrs. Tilly J. Rolston, A. G. Canning, W. J. Borrie, Leslie Gilmore, W. H. Hicks, Mrs. Mary Lipsett, M. M. O'Brien and Thomas Sommerville.

## Forrest City, Ark., Plans 10G Building

FORREST CITY, Ark., Feb. 2.—St. Francis County Fair will start construction work soon on a new \$10,000 livestock building with plans for completion by fair time.

Building also will be used for livestock shows and sales in addition to its fair use.

## Atom Exhibit On Option to Morristown

MORRISTOWN, N. J., Feb. 2.—Morris County Fair has been given an option on the United States Atomic Energy Commission's exhibition, covering 8,000 square feet and including 25 unit displays, it was announced this week.

Option was obtained thru efforts of Sen. H. Alexander Smith and Nelson Lyon, chairman of the Par-Troy Hills planning board. At a special meeting of the annual's board of trustees, fair manager Alexis L. Clark presented a budget amounting to \$13,000. The board voted to accept \$5,000. The manager was authorized to invite a local corporation or individual to guarantee the fair against loss for the other \$8,000.

While agreeing that the atomic energy exhibit would be a potent crowd lure, the board and Clark were unwilling to accept total responsibility. They felt that the vagaries of weather and other circumstances beyond their control made such a move risky.

Starting last year the exhibition was placed at three Midwest and Southern State fairs. The State Civil Defense Division of New Jersey has promised full cooperation in publicizing the exhibit and in urging its 165,000 volunteer workers in 550 municipalities to see it.

Committee was named to aid the fair in efforts to offer the exhibit. It includes John Roach Jr., Robert Moore, Gen. Norman F. Ramsey, E. P. Balch, E. J. McEwan, Sen. David Young, Frank Valgenti, William J. McElroy and Gen. E. H. Hawkwood.

## Akron, O., Event Elects Cromleigh

AKRON, Feb. 2. — Joseph M. Cromleigh is the new president of Summit County Fair Board here. A director for two years, he was chosen at the board's annual meeting.

Other officers elected were R. J. Berno, vice-president; Elder A. Fisher, secretary, and Ed M. Palmer, treasurer. Fair will be held at Summit Beach Park, September 9-14.



# Name Coulter Ottawa Prexy; Gains Listed

OTTAWA, Feb. 2. — L. L. Coulter was elected president of the Central Canada Exhibition Association at the annual meeting of the group held here recently.

In his report to the meeting, Dr. W. A. Armstrong, outgoing president, said that during the year ending November 30, 1951, \$80,000 was spent on improvements and additions to the Lansdowne Park grounds of the annual. The money went for installation of a new tile floor in the lobby of the Coliseum, rewiring and repainting, new grandstand seats, additional toilet facilities, extension of paved roads and water service, construction of a football practice field and a baseball diamond and resurfacing of flooring in the new wing of the Coliseum.

Number of entries in all departments of the 1951 exhibition set a new record, Dr. Armstrong said. He reported that all improvements and additions made last year came from association revenue. Further improvements are planned, but the program necessarily will be hampered by the shortage of building materials, Dr. Armstrong said. The sellout of exhibit space last year shows the need for new buildings.

### Name Other Execs

In addition to Coulter, S. F. Dadson and D. M. Stewart will serve as vice-presidents. H. H. McElroy was retained as general manager and J. K. Clarke as assistant general manager and secretary. Directors chosen include W. E. Burton, William Henry, Fraser Hurdman, Dr. E. F. Johnston, Clarke Mansfield, J. W. Miller, C. D. Ogilvie and Stewart, agricultural section; Thomas F. Argue, Omar G. Armstrong, Dadson, George W. Pingle, Frank O. Plant, Don B. Reid, George A. Rich and John Wilkinson, merchants, manufacturers and general section; Coulter, controller, Mayor Charlotte Whitton, W. Hamilton, J. Morin, J. Grant Shaw, E. Query, M. M. Walsh and D. McMillan, all aldermen, city council section.

Life directors include Dr. Armstrong, D. Roy Campbell, Sam Crooks, A. H. Fitzsimmons, Dr. G. M. Geldert, H. Stanley Higman, Frank H. Plant and E. A. Band. Guest of honor at the meeting was Stanley Woodward, United States ambassador to Canada.

# Galt, Calif., Adds One Day

GALT, Calif., Feb. 2. — With an extra day added for the 1952 run, the Sacramento County Fair here will be held July 17-20, Robert Baker, new secretary-manager, said. Baker succeeded Sam Kellett, who resigned.

Baker said that the extra day will give commercial exhibitors more time to display their products.

The fair will not have pari-mutuel racing but efforts will be made to hold local quarter horse running. Junior department activities, such as livestock exhibits and 4H Club programs will be stressed.

# Red Bluff, Calif., Seeks 35G Bldg.

RED BLUFF, Calif., Feb. 2.—A request for a prefabricated building costing about \$35,000 has been filed with the State Division of Fairs and Expositions by the Tehama County Fair board here.

The structure would be located near the Home Economics Building and give the annual an added 14,000 square feet of exhibit space.

# Hamburg Event Re-Elects Barnes

HAMBURG, Ark., Feb. 2.—L. T. Barnes, Hamburg, was elected president of Ashley County Fair and Livestock Association for the sixth consecutive year.

Ben Posey, of Crossett, was named vice-president and co-ordinator of program activities; Tom Durham, of Hamburg, was re-elected secretary-treasurer.

# 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**  
Cocoa—Indian River Orange Jubilee, Feb. 20-23, R. I. McClure.  
Daytona Beach—Hallifax 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.  
Plant City—Florida Strawberry Festival, Feb. 25-March 1, C. R. Patten.  
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**  
Houston—Houston Fat Stock Show, Jan. 30-Feb. 10, Herman Engel.  
San Antonio—Livestock Expo. Feb. 15-24, James F. Grote.

# Race Handle \$1,350,488 At Barrington

GREAT BARRINGTON, Mass. Feb. 2.—Last year's Barrington Fair contributed \$1,350,488 to the State's total racing revenue, it was revealed in a State Racing Commission audit report.

Local annual's sum was wagered by 52,535 persons. In 1950, 57,689 fair visitors laid out \$1,095,107. Report also showed that the 1951 Three-County Fair, Northampton, had 41,171 customers who bet \$975,612.

Total handle for 1951 was \$113,162,585, against \$105,302,858 in 1950. State's share of racing revenue for 1951 was \$8,503,983.08, compared to \$7,592,654.91 for 1950. Attendance was 3,357,541 in 1951 and 3,337,427 the previous year.

# Dallas Adds Holstein Show

DALLAS, Feb. 2.—State Fair of Texas has announced it will present a Pan-American Holstein Show as a feature of its livestock shows at the 1952 expo in October.

Ray W. Wilson, manager of fair's livestock department, made final arrangements for show with the board of directors of Holstein-Friesian Association of America, which will be co-sponsor of the show. Premium list of \$10,000, plus six silver trophies, has been announced. Wilson said this is largest premium to be offered for Holstein-Friesian breed at any show in the country this year.

Goal of 250 head of cattle has been set. Premiums include \$500 award for each State herd exhibited. Champions will be named and awards given at "Parade of Champions" along the same lines as successful "parades" held at the 1951 Pan-American National Hereford Show and 1950 All American Jersey Show. Wilson said booking of show follows policy of fairs in recent year to feature dairy and beef breeds at show in alternate years. About 25 other breeds of dairy and beef cattle, horses, sheep, swine, and goats also will be shown at the fair.

# Minn. Short Course Set for March 3-5

MINNEAPOLIS, Feb. 2.—The sixth annual Minnesota fair management short course, co-sponsored by the University of Minnesota and the Federation of County Fairs, will be held in the Radisson Hotel here March 3-5.

Fair executives from outside the State and from Canada have been invited to attend this year's course which will include a wide variety of topics. Included on the program are discussions of radio, safety rules, exhibits, premium books, remodeling of fairgrounds, insurance rates, State aid, Social Security and withholding tax.

# South Jersey Sets Dates, '52 Program

CAMDEN, N. J., Feb. 2.—Edgar R. Schuler, general chairman of South Jersey State Fair and Exposition, this week completed committee arrangements for this year's annual which will be held May 25-June 1. Schuler said that a permanent fair site, directly across from the entrance to the Garden State Race Track, has been secured. Because of increased interest in the event, larger headquarters have been opened on the sixth floor of the Broadway-Stevens Building here.

O. C. Buck Shows again have been awarded the midway contract, and James Cassidy has purchased exclusive rights to the glass pitch concessions on the independent midway for the second year.

An innovation this year will be the setting up of juvenile coin clubs. Secretary Sam Burgdorf, a leading numismatist of this area, plans to display his collection currently on display in the fair's general offices. It has created considerable interest among daily visitors concerned with that portion of the fair's program, Schuler said.

Thousands of pennies of all dates have been secured and, under the proposed plan, will be given to children of South Jersey who will be taught the methods of becoming coin collectors. The moppets will receive their coins at the fair office daily. Prizes to be awarded the finest collections include cash, ribbons and trophies, Schuler said. Eugene R. Tanz is directing the annual's public relations department.

# Jersey Annuals Study Problems

TRENTON, N. J., Feb. 2.—Advance ticket sales, promotional stunts, balanced publicity and special features were aired in general discussion at a Farmers' Week meeting of the New Jersey Association of Agricultural Fairs January 28.

The fairs session was one of 40 farm and commodity organizations holding meetings during the week-long 80th annual Farmers' Week sponsored by the State Department of Agriculture.

Summarizing activities of the 18 agricultural fairs held in 1951, association Secretary William C. Lynn reported a total attendance of 700,000, of which 657,500 was at gate fairs, and the remainder at free 4-H events of one to three days.

Definite commitments on State aid to fairs cannot be made at this time, W. H. Allen, State secretary of agriculture, informed the group. The budget has been presented to the Legislature, but it has not been acted on yet by the appropriations committee. There are hopes for some increase in aid to fairs this year.

Dates were announced by 12 fairs. They are Burlington County Farm Fair, August 1-2; Sussex County Farm & Horse Show, August 5-9; Essex County 4-H Fair, August 12-13; Monmouth County 4-H Show, August 15-16; Morris County Fair, August 19-23; Middlesex County Fair, August 20-23; Atlantic County 4-H Fair, August 21-23; Flemington Fair, August 26-September 1; Cumberland County Fair, September 16-20, and New Jersey State Fair, September 21-28.

Annual meeting of the association is scheduled for May, at a date to be determined.

# Seymour Elected Prez At Claresholm, Alta.

CLARESHOLM, Alta., Feb. 2.—Fred B. Seymour was elected president of the Claresholm Stampede and Fair Association at its annual meeting. He succeeds Dr. P. J. Carroll, who resigned because of ill health.

Other officers are: Honorary president, Dr. P. J. Carroll; vice-presidents, J. S. Merchant and Ed Toone; secretary, Harry R. Dawson; treasurer, Jack Hamshaw; business manager, Ralph Berlin; rodeo managers, Pat Burton and Dick Andrews; arena director, Pat Cocklin.

# PENNSY MEETING NOTES

## Easy Approach Gets Headliner for Confab

NEW YORK, Feb. 2.—It took only a letter or two from Charles W. Swoyer, executive secretary, to persuade Charles F. Brannon, U. S. Secretary of Agriculture to attend the annual meeting of the Pennsylvania Association of County Fairs in Reading last week. Originally, it had been hoped to get Dr. J. S. Dorton, manager of North Carolina State Fair and immediate past president of the International Association of Fairs and Expositions, to fill the feature spot. However, the doctor was too busy at home formulating plans to replace the grandstand destroyed by fire at Shelby (N. C.) Fair, which he also operates in addition to Charlotte (N. C.) Fair. Commenting on the coup in securing Brannon as a headliner, Swoyer said that the "big fellows" were often the most approachable, and easiest to get for a worthy cause.

### Lewis on Mexican Jaunt

Samuel S. Lewis, president of York (Pa.) Fair and recently appointed secretary of forestry and water by Pennsylvania's Governor Fine, was scheduled to leave this week with Mrs. Lewis for a lengthy vacation in Mexico. Before leaving, Lewis reportedly met in New York with booker Frank Wirth to discuss plans for his fair's 1952 grandstand presentation. Annual uses several name personalities or groups each year and it is believed that the formula for '52 will follow the same pattern.

### Allentown By-Passed

Secretary Reba Schall, Allentown Fair, hoped to have the 1953 Pennsylvania meeting slated for her town, but lack of co-operation on the part of hotels there nixed the possibility and Harrisburg was chosen. Altho hotel accommodations in Allentown are believed equal at least to those in Reading, hoteliers reportedly would not guarantee a sufficient number of rooms. President and Mrs. Howard Signmaster, Allentown, are vacationing in Miami.

### Bennie Weiss Adds Two

Big-hearted Bennie Weiss added two fairs, Flemington, N. J., and Lehigh, Pa., to his route of skillo dates. Bidding was competitive and heavy, Bennie reported. Only two dates remain to be added for a full season, and it is likely that the route will be full before completion of the New York fair meeting, Bennie said. Wife Martha, nearly as well known in her own right, accompanied Bennie. Son Jackie, still in the Army, reports a happy existence.

### 12 From Harrington

A group of 12 represented Harrington (Del.) Fair and provided the largest single delegation. The expense of jaunts undertaken by big groups interested in the Maryland event reportedly poses no problems, since the annual culls highly lucrative earnings from pari-mutuel trotting meets staged annually at its plant.

### Spangler Plans New Units

R. M. Spangler and his son, R. M. Jr., operators of Rolling Green Park, Sunbury, Pa., and Red Lion (Pa.) Fair, planned to head for Florida after the meeting. While there they will discuss new units with Ben Schiff, manufacturer of rides. Then, purely for pleasure, the senior member of the clan will head for Mexico. Business last year was the best ever experienced by the Spanglers, and the outlook for this year is even better.

### Surgery Aids Hartzman

Bill Hartzman, treasurer of the Cetlin & Wilson Shows, is getting along nicely after undergoing a spinal operation prior to Christmas at Duke University Hospital to correct a nerve condition. The surgery eliminated pressure on a nerve that was wedged between two spinal disks. While it is still too early to gauge all possible results, all-round success is indicated by the fact that Bill looks and feels good. Several check-ups lie ahead, but it is more than likely that he will again be shoveling silver and bailing bills come spring.

### Bucky Allen to Tampa

Bernard (Bucky) Allen, concession manager, World of Mirth Shows, and president of the National Showmen's Association, represented both organizations at the Southern and Pennsylvania fair meetings. He is scheduled to leave Monday (4) for Tampa to join Frank Bergen, World of Mirth general manager.

### A. Hymes Adds Dates

Concessionaire A. Hymes added Flemington (N. J.) Fair to the list of annuals at which he has novelities. Hymes reported that he will again play all fairs in conjunction with the Cetlin & Wilson Shows (Continued on page 75)

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## Cincy's Coney Gets Feet Wet; Costs 10G

CINCINNATI, Feb. 2. — With the Ohio River standing at 57 feet, Coney Island here is getting a dunking which park officials have learned to expect and accept as routine in the over-all operation of the spot. President and General Manager Edward L. Schott said late yesterday that unless heavy rains push the river further out of its banks that the clean-up job will only cost \$8,000 to \$10,000. Floods under 60 feet generally do minor damage, he said.

The entire park surface is now covered, including the floor of the administrative office highest point in the resort. Water stands six to seven feet over Sunlite Pool lockers, located in the park's lowest spot. The renovation of this area, said Schott, is about the toughest job in rehabilitating the park after a flood because of the many locker surfaces which must be cleaned. Schott is pleased that the water is three feet below the

hardwood dance floor of Moonlite Ballroom. A dousing of the floor would, perhaps, entail a costly repair job, altho in recent years special construction methods in putting down the floor have minimized losses.

As customary, at the close of the season park personnel removed all equipment which is not permanently installed. This includes ride cars, motors, restaurant equipment, cash registers, Merry-Go-Round horses and kiddieland equipment.

## B. Brown Takes Supt. Position At Summit Beach

AKRON, Feb. 2. — Bernard C. Brown, for 12 years superintendent of Detroit's Eastwood Park, has been named superintendent of Summit Beach Park here. The appointment was announced by Ed Palmer, manager of Summit Beach. Last year Brown was superintendent of Jefferson Beach, Detroit.

Brown will be in charge of a general redecorating and rebuilding program at Summit Beach. Palmer said the Akron spot bid in competition with several other parks for Brown's services.

Palmer also announced that Elder (Bud) Fisher will take over the park's publicity post. Fisher is publicity director for Griffiths-Palmer Enterprises, Akron outdoor spot's promotion agency.

## Swanson Named Jantzen Beach Co. President

### Retains Manager's Post; Wells Stays As Board Chairman

PORTLAND, Ore., Feb. 2.—Erle G. Swanson Jr., manager of Jantzen Beach Park the past two years, has been named president of the Hayden Island Amusement Company, park operator, it was announced this week.

Swanson continues as park manager and succeeds Harvey Wells as president. Wells retains his position as chairman of the board. Wells, an insurance agent and State senator, was president for 22 years and relinquished the post because of other business interests.

Swanson came to Jantzen from Timberline Lodge on Mount Hood, where he was assistant manager for three years. He is a World War II veteran and a University of Oregon graduate.

At Jantzen Beach Ballroom Thursday (24) about 2,500 customers paid \$1.50 to hear Johnnie Ray sing at a youth organization benefit. Ray, top recording star, is a native of Portland and formerly sang at night clubs here.

## Package Video Kid Show for Rock's Spot

NEW YORK, Feb. 2.—Sherwood Company, local firm packaging television shows, has put together a half-hour weekly offering that will originate at Rockaways' Playland, be carried by the National Broadcasting Company video network and be sponsored by a nationally-advertised brand of children's shoes.

Leo Greenland and Oscar Lerman, of Sherwood, assembled the package. Format of the show or the prospective sponsor were not disclosed. Greenland said the deal would be cemented shortly and claimed the show would be unique. If sold to the sponsor, the stanza will start in late April and run 26 weeks.

Rockaways has added a kiddie Bug ride from R. E. Chambliss and a kiddie Jeep from Allan Herschell for the coming season. Three mechanical ticket dispensing units

have been installed. The park is lining up new sites for outdoor advertising, and two new charter bus firms will service the spot from New Jersey.

Management reported that despite the weather over last weekend (27-28), business paid expenses. Weekly ads are run in the Long Island Daily Press informing the public that the spot is open. WNBC and WNBT, key radio and TV stations here for National Broadcasting Company, push the park at different hours each week as part of the reciprocal plug program started last season.

## Worthington Named Mgr. At Woodside

PHILADELPHIA, Feb. 2. — Three-man executive committee of the board of directors of Woodside Park here was appointed this week to carry on operation of the spot.

Robert F. Irwin Jr., vice-president, will be executive head. Elmer F. Strunk, secretary and treasurer, and Austin F. Platt, director of public relations, are others on the committee. The board named John J. Worthington, assistant general manager, general manager of the park.

Presidency of the park, a post held by Norman S. Alexander for many years until his death recently, will not be filled for the time being, according to the board. Alexander also was general manager.

## TV to Originate At Palisades, Says Rosenthal

NEW YORK, Feb. 2.—Playing it close to the vest, Irving Rosenthal, co-owner of Palisades (N. J.) Park, this week claimed that a deal was "practically set" which would see two weekly network television shows originate at the spot this season.

However, he named neither sponsors nor network. His claim on network shows was one better than that recently made by Rockaways Playland. Rockaways is committed in its dealings to the National Broadcasting Company.

Rosenthal disclosed that negotiations between Palisades and Terrell Jacobs had reached the contract stage before being abandoned. Rosenthal claimed he decided against bringing Jacobs and 22 cats to the park because of the noise the beasts might make after closing hours. The park is in a suburban residential district.

Palisades plans to enlarge the sandy area about its swimming pool and install a wading pool for children. Rosenthal is still searching for a flashy ride to place near the spot's office building. He envisions something as eye-catching as a Velare Bros. Sky Wheel.

Chateaux in Miniature exhibit presented last season at the park will not be back, Rosenthal said. Instead, the structure used for the display will be turned into a private guest house for staff use.

## Golf Replaces Live Ponies At Ga. Kidspot

MACON, Ga., Feb. 2.—Baconsfield Kiddieland, only moppet spot in this area, will add a miniature golf course and discontinue use of live ponies this year, according to Owner J. T. Thrasher Jr. The course will be adjacent to the Kiddieland.

Thrasher said ponies were being dropped because he found the animals frightened some small children. The pony ring was near the entrance and Thrasher figured that some youngsters were reluctant to enter the park if they had to approach the ponies.

The spot was opened in 1950 and has had two fairly successful seasons. Season runs from April to October here and the spot is open on week-ends in the fall. There are four rides, Auto, Swings, Kiddie Merry-Go-Round and Boats.

Baconsfield is five blocks from downtown Macon, adjacent to the city swimming pool and across a street from the zoo.

life, was organized at a meeting in the convention bureau. The association will act as a nucleus for a large committee with an anticipated membership of some 1,500 persons. The first action of the association was to name the subcommittee to meet with the city commission on the capital improvement program.

## Two Eastwood Rides Peddled To Kelmans

NEW YORK, Feb. 2.—Ed Kelmans, operator of two parks in this area, announced that he had purchased the Dodgem and Pretzel rides and a dozen public address hook-ups from liquidating Eastwood Park, Detroit.

Kelmans was in Detroit January 24 and dealt with Abner Rosenzweig, vice-president and general manager of Eastwood. The former will place the rides and public address equipment at Indian Point Park, Peekskill, N. Y. He also operates Seaside Park on Long Island.

He bought 12 of 25 Dodgem cars two years old, steel floor plates and their under structure and the roofing of the Eastwood building housing the ride. Pretzel ride has 13 cars, Kelmans said. The other 14 Dodgem cars were being held for sale to George A. Hamid for use at White City Park, Worcester, Mass., Kelmans said. Delivery on Kelmans' purchases will be immediate. He reported that Cuban interests had purchased Eastwood's Bubble Bounce, Moon Rocket and Caterpillar.

## 4 Scheduled A. C. Projects To Cost 500G

ATLANTIC CITY, Feb. 2.—The city commission has promised four capital improvements costing some \$500,000 will be completed in time for the resort's 1954 centennial celebration. The promise came as the five-member planning committee of the newly created Atlantic City Centennial Association, Inc., met with the commission to discuss plans for marking the resort's 100th anniversary.

Ezra C. Bell, local hotelman who heads up the celebration association, told the city commissioners that if the four permanent improvements are to be completed by 1954, his group will make plans to fit in with them.

The Atlantic City Centennial Association, Inc., was organized a week earlier as a move to carry the projected exposition forward. The group, headed by Bell, and representing the various phases of the resort's business and amusement

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## LA. NOTES

### Ruback Org Contracts Eunice Fair

ALEXANDRIA, La., Feb. 2.—Jack Ruback, of Alamo Exposition Shows, closed to provide the midway attractions at the '52 South-west Louisiana Fair, Eunice, at the annual meeting of the Louisiana Association of Fairs and Festivals here this week. Dates this year will be October 15-19.

Harry and Edna Madison, former owners of Madison Bros.' Shows, recently closed their eat stand and photo gallery in one of the department stores here and expect to move soon to New Orleans.

Mr. and Mrs. Eddie Moran, who repped Southern Valley Shows at the confab this week, had Mrs. F. Neails and Mrs. K. Mora as guests. Billy King was also on hand for the show.

Other shows and representatives here this week included Jimmie Henson and Mac McGee, Greater Dixieland Shows; W. P. Matertook, Harry Burke Shows; C. A. Hensley, Schafer Just for Fun Shows; Mr. and Mrs. Floyd O. Kile, Kile Shows; B. W. Hottle and Hal Dunn, Buff Hottle Shows; Jess Wrigley, 20th Century Shows; J. O. Green, Snapp Greater Shows; H. V. Petersen and H. M. Booth, Tivoli Exposition Shows; C. I. Anstead, Groves Greater Shows; Lloyd A. Burde, Ocean Springs Amusement Rides; Ralph R. Miller, rides; Cliff Liles, rides; Bill Raines, Raines Amusement Company, and Harry Cloud.

### Phoenix Club Committees Set

PHOENIX, Feb. 2.—Operating committees for the Arizona Showmen's Association were announced this week by Don Hanna, newly elected president.

Personnel of the groups will include:  
Board of directors: P. W. Siebrand, Lloyd Wilson, Paul Pesicka, Hank Carille, Charles Denny, H. Siebrand, C. F. Zeiger, Frank Merrow, C. O. Hayes, Jack Austin, Marguerite Stone, Harry A. Lucas, Glenna Hale, Louis Wald, John Stone, C. A. Gallamore, Joe Divino, D. W. Yeakle, P. H. Siebrand, Joe Stevens, Harry Clark and Vance LaJune.  
Also Louis Block, John Hicks, Harry L. Gordon, John Steffen, Walter Towers, Les Usleton, Harry Dwyer, Nora Lucas, Laura Patrick, Betty Wilson, Earl Salter, Inga Siebrand, Ralph Horstman, Joe Steinberg and Margaret Siebrand.  
Finance: Harold Dwyer, P. W. Siebrand, C. F. Zeiger, Jack Austin, Louis Wald, H. Siebrand, Kenneth Burke, Lloyd Wilson, Melvin Gallamore, W. J. Siebrand, John Stone, Tony Maseth, Harry Berko and Ed Lungren.  
Ways and means: Marguerite Stone, Rose Merrow, Janelle Siebrand, Cora Ritter, Virgie Waters, Eddie Yates, Inga Siebrand, Margaret Siebrand, Francis Pesicka, Mary Stevens, Cleo LaJune, Grace Reynolds, Elizabeth Towers, Polly Gallamore, Marie Berko, Marcia Burke and Evadne Chadwick.  
Sick and relief: Harry L. Gordon, D. W. Yeakle, Walter Towers, Glenna Hale, Laura Patrick and Beannie Rose.  
Cemetery: D. W. Yeakle, Marguerite Stone, Harry L. Gordon, Harry A. Lucas, C. E. Gallamore, W. R. Siebrand and Marie.

(Continued on page 66)

### R-C Org Control Sold to Crawshaw

NORTH VANCOUVER, B. C., Feb. 2.—Royal Canadian Shows will go out this season under the sole ownership of George Crawshaw who recently bought out William Baddeley, his partner of long standing.

Org will open at Vancouver in April and will tour Western Canada, playing stampedes and celebrations. Signed for the third successive year are events at Medicine Hat, Cardston and Swift Current.

Staff line-up under the new owner will be George Crawshaw, president; Jerry Crawshaw, manager; Richard Crawshaw, treasurer and lot superintendent, and James McAllister, general agent and press agent.

### Caravans Club Mother Dies in Milwaukee

MILWAUKEE, Feb. 2.—Katie Owens, club mother of Caravans, Inc., Chicago show club, died here Friday (1) while visiting with her sister.

Mrs. Owens, who had been club mother for four years, was the widow of the late Colonel Owens, veteran outdoor showman.

### Award Beam Midway Pact At Farmville

FARMVILLE, Va., Feb. 2.—Directors of the Farmville Fair Monday (28) awarded the 1952 midway contract to Beam's Attractions. The dates are September 22-27.

Awarding of the Farmville dates comes on the heels of an announcement by Owner Merle Beam last week at the meeting of the Pennsylvania County Fairs Association in Reading in which he said that he would invade the South for the first time with his shows. For the past 23 years the routing of the organization has been confined largely to Pennsylvania, its home State, and Maryland.

In Reading, Beam said that he had assurance of several dates in Virginia and North Carolina. The unit is interested in acquiring celebration dates as well as fairs.

### Collins Org Opens Tour May 1 in WQ.

MINNEAPOLIS, Feb. 2.—William T. Collins Shows will open on its home lot here May 1, with its '52 tour booked solid, Bill Collins, owner-manager, announced.

Collins recently returned from his rounds of fair meetings with a complete route for the coming season and is busy lining up concessions.

Gus Pappas will be back to manage the office-owned concessions. Will Carter has booked his cookhouse, and Clarence Sayre his Motordrome and an eat stand. Filipino Jimmy will handle the Side Show and Snake unit. New 165-foot banner has been ordered for the former and Jimmy has already lined up 14 acts for the show. F. C. Adams has booked his popcorn and Whipper will come on with four concessions.

Work in quarters is skedded to begin March 1 with plans to redecorate all show fronts and retitle back-end units.

Owner and Mrs. Collins have received several visitors recently, including Charles Carroll, Veterans United Shows; Mr. and Mrs. William Wolf, Wolf Greater Shows, and Mr. and Mrs. Henry Hingst.

### 20th Century Inks Tex. Fair

PASADENA, Tex., Feb. 2.—In its first move into Texas, the Al Martin-E. D. McCrary 20th Century Shows this week signed to provide the midway attractions at the Pasadena Fair, October 21-25.

J. C. (Jess) Wrigley represented the show with Robert Thompson Jr., signing for the fair. A railroad show played here in '51.

### Show Folks Name Krekos Chairman Of Hi-Jinks Cele

SAN FRANCISCO, Feb. 2.—Mike Krekos, general manager of West Coast Shows, has been named chairman of the Show Folks of America Hi-Jinks to be held March 3 in the clubrooms at 145 Turk Street here. William Kindel, of Kindel & Graham, novelty jobbers, will serve as co-chairman.

The Hi-Jinks, an annual event, will be highlighted with a stage-show. Prizes will be awarded, the first three being war bonds. Other awards will include home appliances.

Harry G. Seber was named to head the Hi-Jinks committee. Frances Seber was named to serve as chairlady of the board of directors for the organization during 1952. Nathan Cohn will be co-chairman. The selections changed the usual procedure of the junior past president serving as the board's chairman. The death of Fred Weidmann during his term as president made the change necessary.

### A BEASTLY THING TO DO

VENICE, Fla., Feb. 2.—Probably one of the most unusual applicants to apply for membership in a civic group recently became a member of the local Rotary Club when Tommy, a chimp from World of Mirth Shows, was voted into the group on an honorary basis.

Tommy and Andy, an albino raccoon, were presented as entertainment on the club's luncheon program. However, it was not decided what classification Tommy would receive, and the Rotarians planned a special directors' meeting to take up the matter.

### Two Church Dates Slated By Manning

HAMMONTON, N. J., Feb. 2.—Two dates under church auspices here have been set for the week of June 23 and for July 14, respectively, Ross Manning, owner of the shows bearing his name, announced this week.

Week-long date will be sponsored by the local Holy Name Society. On July 14 the 77th annual Our Lady of Mount Carmel Feast will be observed. Anthony Pilazza is chairman of the committees for both events.

Fireworks and acts will be featured at both dates.

### Capital City Sets '52 Tour

LOUISVILLE, Feb. 2.—Capital City Shows will furnish midway attractions at 16 fairs and two celebrations, V. L. Collier, org's general agent, announced here this week.

Fairs will include two in Indiana, three in Kentucky, three in Tennessee, one in Alabama, six in Georgia and one in Florida. Two celebrations are the Dayton, Tenn., Strawberry Festival and the Stearns, Ky., July 4 event, he said.

Show will open the middle of March at its Valdosta, Ga., winter base and will carry 10 rides, 8 shows, concessions and a free act, Collier said. Free attraction will be Capt. Billie Shaffer, sway pole.

Milton (Whitie) Perry has a skeleton crew in quarters, painting and overhauling equipment. A new panel Minstrel Show front has been framed for Willie Partee and his unit. Eddie Greeno will have monkeys, Wild Life and a revue and Flash Harris will come on with his Motordrome.

### Miami Show Club Sets Committee Chairmen for '52

MIAMI, Feb. 2.—Miami Showmen's Association this week announced committee chairmen for '52 with Robert K. Parker and Harry Westbrook heading the ways and means group.

Maxie Sharp will head up the year book and directory group; Benny Glasberg, house; P. J. Finerty, banquet and ball, with Lew Lange as co-chairman; Cliff Wilson, finance and building committees; William Bryant and Lyman Truesdale, relief; A. L. Rossman, publicity; William Tucker, funeral; Muri Deemer, children's Christmas party; Claude Sechrest, membership, and Lew Lange, by-laws.

Membership application of J. W. Ackley was approved. Bryant and Truesdale reported the sick list includes Ray Speer and Rudolph Geiger, at Pratt General Hospital, Coral Gables; William Langen, Jackson Memorial Hospital; Eddie Horwitz, Mercy Hospital, and J. W. Pinkston, at his Attalla, Ala., home.

Maxie Sharp returned here after being away for several weeks. Michael Roman reported his brother had passed away in Pater-son, N. J. Harry Modele returned home recently from the Reading, Pa., fair meeting.

### WOM Inks Dover, N. H.; Ups Fair Total to 16

RICHMOND, Va., Feb. 2.—A new fair slated for Dover, N. H., has been added to the route of the World of Mirth Shows, Frank Bergen, general manager, reported here this week. The annual, which will operate the week of June 30, will lead off the show's fair route. It is the 16th event carded for the 1952 season by the Bergen unit.

Date, which includes July 4, has promise of being a winner from the start, Bergen said. Show, like many other units, has long been in need of a solid spot for the holiday, and every effort will be made to turn the date into a growing annual.

Grounds are only a few miles from heavily patronized beaches, but Bergen said that appeal of a fair and the influx of visitors should insure success. The World of Mirth, which has garnered vacationist's dollars for years at many Maine dates, may well find the pickings equally good at Dover.

The route of 16 fairs, with each event limited to a week, is the longest in the unit's history. Annuals run thru the middle of November.

Shows' still date route is virtually set, Bergen said. An announcement on the opening date is

### Pan American Skeds Early Season Bow

LOS ANGELES, Feb. 2.—Pan American Shows, headed by Jimmy Wood with Louie Goebel as a partner, will open its 1952 season five weeks ahead of schedule with a last-minute switch at the California Mid-Winter Fair in Imperial, calling for the show to play that date for nine days starting February 23. The organization, which features committee-operated stands will use concessionaires for the first seven weeks of the tour, William Overly, general agent, said.

The show has been booked also to play the Desert Cavalcade in Calexico and its inking marks the first time in 11 years that the event has featured a carnival. Overly said that Pan American will be part of the street fair with one city block to be used for this purpose.

After the Imperial run, dates in Brawley and El Centro are to be played. The Desert Cavalcade, one of the biggest events in the Imperial Valley, is expected to draw its largest crowd with the Mexican border being opened during the four days starting March 20. After nearly a week's stand in El Cajon, PA will be featured at the Sportsmen's Show in San Diego, opening April 1 for six days. The show will be on the circus grounds of the Convoir parking lot.

Overly said that the season is practically booked with many community events being scheduled. Show will carry 7 major and 7 kid rides, 3 shows, 14 light towers, an entrance arch, and 2 60-foot searchlights.

### Bergens Mark 35th Wedding Anniversary

RICHMOND, Va., Feb. 2.—Mr. and Mrs. Frank Bergen celebrated their 35th wedding anniversary at their home here this week. Only a few close friends were aware of the occasion.

The Bergens are en route to Tampa, where they will attend the Florida State Fair. They will vacation for several weeks after which they will return to Richmond where Frank intends to get his World of Mirth Shows winter quarters operating at full capacity early next month.

### Laredo, Tex., Cele Re-Inks Loos Org

LAREDO, Tex., Feb. 2.—J. George Loos Shows this week signed a four-year midway contract with the Washington Birthday Celebration here, with the pact to terminate March 5, 1956.

J. George Loos, org's manager, has been elected to the board of directors of the event.

expected shortly. Bergen said several major changes are planned for the back end, including the taking over of the top revue by Dixie Gordon.

Bernard (Bucky) Allen, concession manager, represented the show at many of the Eastern fair meetings. Bergen was unable to attend the confabs because of illness. Agent Gerald Snellens attended the Western Canadian A Circuit meeting on an exploratory mission.

### Nat Rodgers Elected Prez By Tampa Club

TAMPA, Feb. 2.—Nat Rodgers was elected president of the Greater Tampa Showmen's Association at its regular Monday (28) meeting here. Lloyd Serfass was named first vice-president; C. J. Sedlmayr Sr., second vice-president, and O. J. Weiss, third vice-president.

Elected to the board of directors were Harry (Irish) Gaughn, George Ringlin, Tommy Arger, Pete Burkhardt, George Rinehardt, William Clain, Pat Delany, Sam Gordon, Jack Potts Horbett, H. C. (Doc) Hartwick, Edward M. Hunter, T. W. Kelly, Eddie Zaccini, Earl Maddox, Pat McGee, Ray Myers, Glenn Porter, Harry Rubin, Dave Wise, Bill Perrot, Charlie Gross, Al Tomaini, Jack Norman, Jack Young and George Schwertfeger.

Judges of the election were C. J. Sedlmayr Jr., and Kenny Reveling, with Hal Hall and Anthony Waver as stand-ins.

### NSA Ladies Entertain 50 Servicemen

NEW YORK, Feb. 2.—The 50 servicemen entertained by the Ladies' Auxiliary, National Showmen's Association, Wednesday (30) at Rosoff's Restaurant here were welcomed by Mrs. Bess Hamid, auxiliary president, and her husband, George. Ceil Forman, Jean Harris and Rae Gruberg acted as hostesses.

While dinner was served, auxiliary members Helen Young, Flo Thompson and Mildred Ford provided singing, dancing and piano selections. A line-up of acts was presented by Anita Goldie, courtesy of the George A. Hamid office, after dinner.

In addition to the auxiliary, those present included Dan Thaler, Ike Weinberg, Louig King and Jack McCormick. A late arrival was Ceil Merson, who had just returned from Baltimore.

### Tampa Auxiliary Names Dolly Young As '52 President

TAMPA, Feb. 2.—Mrs. Dolly Young was unanimously elected president of the Ladies' Auxiliary of the Greater Tampa Showmen's Association, at the organization's annual election here Wednesday (30).

Also elected without opposition were Mrs. Nat D. Rodgers, first vice-president; Mrs. Pat McGee, second vice-president; Mrs. Geraldine Gaughn, third vice-president; Mrs. Jimmie Owens, treasurer, and Mrs. S. E. Fillingham, secretary.

Named to the board of directors were Mrs. June Boyles, Katy Burkhardt, Lorraine Brady, Evelyn Clain, Doty Carrell, Ellen Edwards, Vera Hauk, Lola K. Hunter, Mary Lee Homen, Myrtle Jeter, Nell King, Lucille Lichter, Hazel Maddox, Ida Morin, Bonnie Norman, Leona Plas, Mary Pasterczyk, Bertie Perrot, Florence Rubin, Ella Stophel, Hattie Wagner, Mary Wenzik, Grace Lamay, Esther Young and Patty Ann Sciortino.



## ATTENTION— SHOOTING GALLERY OPERATORS!

**IF YOU NEED GALLERIES  
ACT NOW!**

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do... assure your future with Evans—the Gallery built to last.

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NO WAITING for  
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LONG RANGE GALLERIES**

GALLERY "L"—8 ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and belt.

GALLERY "E"—10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal! With or without motor and belt.

## Winter Quarters

### Virginia Greater

SUFFOLK, Va., Feb. 2.—Party was held Saturday (26) at quarters here to honor the newly married Evelyn Mitchell and James R. Mobley, of the U. S. Navy. Manager Rocco Masucci was host, and among those present were William C. (Bill) Murray, shows' general agent and business manager; Earl Hayes, George Gillespie, Clyde Thomas, Jimmy Thomas, William Smith, Joe Corey; Ike, Mike and Leo Matina; Ronnie Prue, Sam Mitchell, Bum Montgomery and Mr. and Mrs. Ro Mitchell, parents of the bride.

Bob Milliken is expected here shortly from his home in Atlanta. He will be the shows' chief electrician and mechanic and will have charge of renovation of rides here. Fletcher Gibson, Merry-Go-Round foreman, is due here in a few days, as is popcorn operator Tony Buzzella.

Mr. and Mrs. Benny Lail visited quarters recently from their home in Norfolk, Va., and reported that they will operate one of the girl shows this season. Mr. and Mrs. Jessie Brown will come on soon to get their "Cotton Club Minstrel Revue" ready for the road.

## Crafts Contracts Las Vegas Cele

LAS VEGAS, Nev., Feb. 2.—Contract to play the midway of the annual Helldorado Celebration here May 15-18 has been awarded to Orville N. Crafts of the Crafts 20 Big Shows in North Hollywood, Calif. The cele is sponsored by the Elks.

Crafts bid on the event when he was here for his recent marriage to Eleanor Stephens of San Francisco.

## WHEELS OF ALL TYPES



PaddleWheels, TurkeyWheels, Star Wheels, Big Six Wheels, Horse Race, Baseball, Cigarette Wheels, DoubleWheels, Laydowns, Penny Pitches.

**WE REPAIR BIG SIZES**  
**CARDINAL MFG. CORP.**  
430 Keap Street Brooklyn, N. Y.  
EVergreen 7-5027

**WANTED**
**WANTED**

## DOWN RIVER AMUSEMENT CO.

MICHIGAN'S CLEANEST MIDWAY

**HANKY PANKS**—Concessions that work for Stock, Jewelry, Novelties, Penny Pitch, Fish Pond, Duck Pond, Balloon Darts, Pitch-Till-You-Wins, Cork Gallery, Ball Games, Guess Your Age, French Fries.

**SHOWS**—Glass House, Fun House, Monkey Show.

**RIDES**—WILL BUY, LEASE OR BOOK LATE MODEL TILT AND OCTOPUS.

**RISE HELP** who can drive Semis. No Gypsies, Boozers or Chasers.

*Will open April 10 in River Rouge.*

10138 W. Jefferson River Rouge 18, Mich.  
Phone Vlnewood 2-1810

### Page Bros.

SPRINGFIELD, Tenn., Feb. 2.—The Ferris Wheel purchased recently has arrived at quarters. Five men are readying equipment for April 19 opening. Tennessee fairs recently signed by General Agent C. C. Leisure include Clinton, McMinnville, Springfield, Oakland City, Camden and Lewisburg.

## Phoenix Club

Continued from page 65

Berko.  
House: S. C. Rittenhouse, W. R. Siebrand, John Steffen, Dallas McArthur, John Miller, Jim Hale, Joe Stevens, Ray Reynolds, Frank Merrow, Louis Wald, George Redwood and Don Ballard.

Entertainment: Betty Wilson, Marguerite Stone, Rose Merrow, Billie Hicks, Janella Siebrand, Ann Horstman, Margaret Siebrand, Vance LaJune, Daisy M. Howard, Lucille Cherry, Harold Dwyer, Glenna Hale, Francis Wald, Inga Siebrand, Bert Easley, Orville Patton, William Gallamore and Gloria Jones.

Building: Lloyd Wilson, Joe Divino, Frank Scerba, P. H. Siebrand, Francis Wald, Ray Reynolds, John Miller, Ralph Horstman, Walter Jones, Harry L. Gordon and Jack Austin.

Bylaws: H. Siebrand, Francis Wilson, Harry L. Gordon, Frank Merrow, Don Hanna, Harry Berko, John Hicks, Louie Block, P. W. Siebrand and Melvin Gallamore.

Membership: Marguerite Stone, Joe Steinberg, Cora Ritter, Billie Hicks, Janella Siebrand, Polly Gallamore, Betty Wilson, Mary Stevens, Arthur Hockwald, Grace Reynolds, Eva Burton, Dutch McCarthy, Les Usleton, Wilbur Hooper, Rose Merrow, Harry L. Gordon, Walter Towers, D. W. Yeakle, P. H. Siebrand and Glenna Hale.

Also B. B. Bassford, Ione Divino, Joe Divino, Francis Pesicka, Ruby Freeman, Harold Dwyer, Marie Berko, Lloyd Wilson, C. E. Gallamore, P. W. Siebrand, Paul Pesicka, Art Thompson, Vance LaJune, Margaret Siebrand, Earl Salter, Louie Wald, Cleo LaJune, Frank Merrow, Harry A. Lucas, W. R. Siebrand and Gloria Jones.

Publicity: William F. Jones, Daisy Howard and William Saunders. Sergeant at arms Les S. Usleton. Attorney, Francis Wilson. Physician, Charles Kalill.

## FOR HUSTLERS ONLY

Make money during spare time. Experience unnecessary. Unlimited opportunity.

**\$50—\$75—\$100 DAILY!**

Sell 3 1/2 yd. pieces of fine gabardine tropical, sharkskin, etc. Material in attractive colors. Excellent for men, women's suits, sport shirts, etc. Easy to carry with regular line. Fast moving. In popular demand.

**We Sell Below Wholesale**

For further information and price list, contact:  
**LONDON CROWN, INC.**  
Hy Stein, c/o Hotel DeSoto, Tampa, Fla. 2-5581  
49 West 27th Street, New York 1, N. Y. Murrhill 3-9330  
Sam Solomon, 5131 North Kenmore Ave. Chicago, Illinois SUnnyside 4-6866

**LAST CALL**
**for**
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## CHARRO DAYS

BROWNSVILLE, TEXAS, FEBRUARY 16-24

Two Saturdays — Two Sundays

**CONCESSIONS**—Cook House, Frozen Custard, Chocolate Ice Cream Dip, Long Hot Dogs, Juice and Grab, and all Merchandise Concessions.

**SHOWS**—Any Shows of merit. Will sell Novelties for midway and streets. We also hold contract for the greatest street celebration in America. **BATTLE OF FLOWERS**, San Antonio, April 21-26. All contact

**JACK RUBACK**  
2240 East Houston St., San Antonio, Tex. Phone Fannin 1812.

### Leader

EDMONTON, Alta., Feb. 2.—A. J. Ody, owner, his wife, Nancy, and son, Adam, returned here from a motor trip to Chicago. They visited amusement parks and shows. Ody purchased considerable equipment. Shows will play four provinces in 1952.

## FOR SALE OR TRADE

1948 Model Spitfire, 1948 Model Fly-O-Plane, both in very good condition. Also have Moon Rocket, good for parts only.

**E. B. NELSON**  
1508A Tuscaloosa Ave., Birmingham, Ala.  
Phone: 6-4587

## FOR SALE SUICIDE JAP PT BOAT

Mounted in special built 35 ft. trailer with Reo tractor. Plenty exhibit material. Unit set up for walk-thru. Ready to roll. Crew quarters built in. Everything you need. P.A. system, etc.

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Columbia, S. C.

**JACK PERRY—Gen. Mgr.**
**WILLIE LEWIS—Bus. Mgr.**

## ROSS MANNING SHOWS

OPENING MARCH 1ST (SOLDIERS' PAY DAY), AUGUSTA, GA.  
AUSPICES: POLICE PENSION FUND (2 SATURDAYS)

**CAN PLACE:** Cookhouse, Ball Game, Mitt Camp, Duck Pond, Age and Scales, Custard, Glass Pitch, Basket Ball, High Striker, Six Cat, Penny and Cigarette Pitch, Long and Short Range Gallery, Novelty. **RISE HELP:** Want Foreman for Spitfire, Dipper, Second Men for all Rides, semi drivers preferred. **RIDES:** Will book Tilt, Rolloplane. Can place Kid Rides.

Due to disappointment have opening for Side Show Operator. We have complete set-up, all new top, banners, sound, etc. Splendid opportunity for money maker.

**SHOWS:** Funhouse or Glass House, Minstrel Show (have complete set-up. Want Man to take over Life Show (You need Exhibits). Snake Show, Wildlife.

Want Billposter with transportation. Have to start billing Augusta, Feb. 20th.

This Show out 36 weeks. Following Fairs signed, three pending: Woodstock, Va.; Martinsville, Va.; High Point, N. C.; Asheboro, N. C.; Statesville, N. C.; Lexington, N. C.; Laurinburg, N. C.; Hamlet, N. C.; Lancaster, S. C.; Gaffney, S. C. Write or wire

**ROSS MANNING, c/o New Warehouse, Kingstree, S. C.**

## W.G. WADE SHOWS

**WILL SEE YOU AT  
THE TAMPA FAIR  
FEB. 8-16**

Can also be reached at  
the Tampa Terrace Hotel

**C. P. O. Box 1488**  
Detroit 31, Michigan

## I. T. SHOWS UNIT NO. 2

Opening May 26 for Long Island Tour

**WANTS** Side Show, Monkey Show, Motordrome or any Novelty Show. Must be good.

**WANT** Bingo for 12 weeks of good spots.

**WANT** Custard Machine: opening in Brooklyn for six weeks and then Long Island dates.

Only strictly legitimate Concessions considered. What have you?

**PHIL ISSER, General Manager**  
1539 East 29th Street, Brooklyn, N. Y. Phone NAvarre 8-8960.

## CONEY ISLAND SHOWS

OPENING IN MARCH—WANT

**SHOWS**—Side Show, Mechanical Show, two Girl Shows, Monkey or small Circus, Minstrel, Unborn, Illusion, Wildlife, Big Snake, or any good Grind Shows. Will furnish outfits to reliable Showmen.

**RIDES**—Pony Ride, Spitfire, Roll-O-Plane, Dark Ride, Caterpillar.

**RISE HELP**—Foremen (Must be good, sober Truck Drivers) for Little Beauty Merry-Go-Round, Wheels, Tilt-A-Whirl, Chairplane, Skooter.

**CONCESSIONS**—Penny Arcade, Cookhouse, Scales, Age, Custard, Photos, Palmistry, Lead Gallery, Pan Game, Ball Games, Buckets, Jewelry, Balloon Darts, High Striker. All Concessions that work for stock. Bob Buffington wants Bingo Help.

**MISCELLANEOUS HELP**—Show Painter at once, Builders, Electrician, Winter Quarters now open. Fair Grounds, Maryville, Tenn.

## Page Bros.' Shows

Opening Springfield, Tenn., April 19th. Want Cookhouse, Photo, Ball Games, Custard, Arcade, Hanky Panks of all kinds. Side Show, Snake, I have all equipment. Operator for Monkey Show and new Fun House. Foreman for Merry-Go-Round, Tilt, Ride Help on all Rides. Top salary. For Sale—28-foot Semi, 2 Light Plants, 7 1/2 and 17 1/2, cheap.

**W. E. (Shotgun) Page**  
Bay View Hotel Tampa, Fla.  
P.S.: Bennie Ackers and Joe Jenning, contact.

## LEE BECHT AMUSEMENTS

OPENING APRIL 12

Want legitimate Concessions—Cat Rack, Balloon Dart, Add Dart, Scale and Age, Cork Gallery, Short Range, String Game or any Store not conflicting.

**RISE HELP**—Foreman on Merry-Go-Round, Foreman on Chairplane. Man to handle two new factory built Auto and Jeep Rides, also Second Men on all Rides. Must be sober and reliable and licensed semi drivers. Agitators and gypsies, save your time and mine. All replies to

**P. O. Box 92, Mt. Healthy, Cincinnati 31, Ohio**

## FOR SALE

Light Plant and Merry-Go-Round. Can be seen here. Jenny, Warner make, 30 ft., 20 horses, 2 chariots, khaki top, Allis-Chalmers power unit, perfect condition, ready to operate, \$3,000 cash, no terms or lease. 10 K.W. Light Plant, bought new, used 2 seasons, 110 a.c. or 110-220, ground cables, switch and junction boxes; take \$600 cash. Come see them, a good bargain. Inquire Red Front Cafe or phone 2431.

**IVY WEST**  
General Delivery Gunnison, Mississippi  
P.S.: A. Evans, contact me.

**WANT**
**WANT**
**WANT**

For 1952 Season and an Outstanding Route of Celebrations and Fairs in Illinois, Wisconsin and Minnesota.

**CONCESSIONS**—Hanky Panks of all kinds. **SHOWS**—Want 5-in-1 or 10-in-1, Monkey, Girl, Mechanical, Athletic, Snake, Illusion, Motordrome, Monkey Speedway. Can furnish complete Side Show and Girl Show equipment with transportation, all in best of condition, to responsible parties only. **RIDES**—Want Rollo-Fun House, Dark Ride, Roll-O-Plane, Rock-O-Plane, C-Cruise, Chairplane, Boats and Live Ponies. (Fred Lehr, contact.) Can place Help on all Rides, Merry-Go-Round, Wheel, Octopus, Spitfire, new Tilt, Kiddie Rides, Fun House. **OPENING IN APRIL.** **FOR SALE**—Semi, special fitted for 20 Wheel, Good tires and in good condition. Also several Tractors, \$350.00 each. All replies **MICKEY STARK, Mgr., P.O. Box 227** (Winterquarters in Fairgrounds), Mt. Sterling, Ill. (Phone: 329)

## 21st century shows

**WANT**
**WANT**

**SHOWS**—Minstrel Show Manager with Talent; we have complete outfit. Will book any Show of merit not conflicting. We have tents and fronts for operators with ideas.

**RIDES**—Will book Sky Fighter or other Major Ride not conflicting. Will also book Kid Rides not conflicting. **HELP**—Can place Ride Help in all departments. Top salaries to those who drive. **EVERYONE CONTRACTED, PLEASE GET IN TOUCH.** (Bill Kennedy, write)

**Address: E. D. McCrary**  
HILLSBORO HOTEL, TAMPA, FLA., FEB. 5 TO 10; OR BOX 126, OTTAWA, KANSAS

## L. J. HETH SHOWS

NOW BOOKING FOR SEASON 1952

Shows, Rides, Concessions. Can place Ride Help, must drive.

Address: North Birmingham, Ala.

**WANT . . . for . . . WANT**

## WEST FELICIANA PARISH FAIR & LIVESTOCK SHOW

ST. FRANCISVILLE, LA., FEB. 14-15-16.

Can place Stock Concessions of all kind, \$15.50. Also place Grab, Photos, Novelties, Ball Game, Hi Striker, Palmistry, etc. Everything open. We have the exclusive and can place you. Write or wire at once. Can use any clean Grind Show, 25%. Some Rides open. What have you? All replies to

**FLOYD O. KILE, P. O. Box 85, Baton Rouge, La.**

## GREEN MOUNTAIN SPORTSMEN SHOW

BOX 629 WHITE RIVER JUNCTION, VT.

**WANTS**

Any type Fish or Game Exhibits, all types of Model Exhibits. Also interested in small Circus. **WHAT HAVE YOU TO OFFER?** "Playing to thousands!" It's the largest outdoor sport show in New England. Show Dates: May 29 thru June 1.

## WANT TO BUY

Or rent with option to buy, small Concession Trailer, preferably without fixtures.

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**Keystone Ticket Co.** SHAMOKIN, PA. DEPT. B

Send Cash With Order. Stock Tickets, \$22.00 per 100,000.

<b>100,000</b>	<b>\$29.00</b>
10,000 . . .	\$ 9.50
20,000 . . .	11.75
50,000 . . .	18.75

## BAZUKA-STRATO GUN CONCESSION

Complete Outfit mounted on '46 Chev-Fruehauf Van type truck; 5 Guns, 2 air comp. motor driven traveling Target, Frame, Nets, Pipe Framing, cost over \$5,000. Any reasonable offer will be accepted. Illness forces sale.

**D. M. PARKER**  
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## HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.



# Midway Confab

Mr. and Mrs. W. E. Page, owner-operators of Page Bros. Shows, who are wintering in Tampa, plan to return to org's winter quarters in Springfield, Tenn., about March 1. . . . W. L. (Doc) Wallace, veteran Side Show manager, reports that he recently took delivery on the Jacobs Ladder which he will add to his electronic act. . . . Homer R. Sharar has returned to San Antonio following a vacation in Mexico. . . . Lew Alter, Side Show operator, and Lou Hall, concessionaire, have joined C. C. Groscurth's Blue Grass Shows which are slated to open their season in Owensboro, Ky., April 17.

Mrs. J. Lusk and daughter, Connie, who are making their home in Dallas, attended the Canadian Class A Fair Circuit meetings in Winnipeg, Man., despite the 30 below weather. . . . Joseph Gidaco, who worked bingo for Jackie Hornfield before retiring from the road two years ago, is in Ward 17-3A, Veterans' Hospital, Lebanon, Pa., and would like to read letters from friends.

Jack Wallace, formerly with Mound City Shows, infos from Lonsdale, Ark., that poor health will keep him off the road in 1952. He plans to operate a small ride unit in a Benton, Ark., city park. . . . Turner Scott has booked Jimmie Mrazeh's Kiddie Fire Truck and Pony Cart for his Daytona Beach, Fla., permanent spot and now has four rides on the layout. . . . Hall and Leonard Side Show joined Barney Tassell Shows in Bowling Green, Fla., recently. Francis Doran is featured and Ivy Doran is handling tickets.

J. P. (Jimmy) Sullivan, owner-manager of Wallace Bros. Shows, was presented with an elaborate chime clock by the Western Canada Class B Fair Circuit in recognition of his 14 years' association with the loop. Presentation was made at the circuit meeting in Winnipeg.

Geraldine Pease is in Milton, Fla., recovering from a recent serious illness. . . . Following a brief visit with his mother in Milwaukee, Willie Moore Harris has returned to Dyersburg, Tenn., to assume his duties as photo gallery manager for James L. Reed for 1952. He also will have charge of other concessions. This season marks Harris' fourth with Reed. . . . Mrs. Ethel L. West, veteran troupier and known in carnival circles as Ethel Lorenzo, is in ill

health and practically destitute at her home, 809 Fernwood Drive, East Point, Ga. She has lost the sight of one eye but would like to read letters from friends.

Clarence E. Jennings, former concessionaire, has opened A.B.C. Novelty Sales in Detroit to supply bingo merchandise to veteran organizations. . . . Mr. and Mrs. Frank Dubey, vacationing in Tampa, have signed to operate two concessions on the Down River Amusement Company this season. Charles Otis, wintering in Paducah, Ky., will have three units with that org.

West Coast Exposition Shows, No. 2 unit of the Mike Krekos organization, has been awarded the contract to play the Cloverdale Citrus Fair, Cloverdale, Calif., beginning February 19. This marks the first time that a big show has played the fair. Exposition is taking its entire lineup of equipment there.

Lee Brandon, one of the three general agents for Orville N. Crafts in North Hollywood, is in Los Angeles making side trips to book Crafts 20 Big, Crafts Exposition and Crafts Fiesta. The other two agents are Tom Wyckoff and Leo Haggerty, who only recently was appointed to this spot as well as manager of Fiesta Shows.

Royal American's Posing Show this season will feature Rita Cortes and include girls from China, Spain, France, Hawaii, Egypt and America under the title, "Continental Beauties of the World." Leon Miller is preparing a special wardrobe for the offering and will produce the show.

E. L. Smith, after visiting quarters of Snapp Greater Shows, Joplin, Mo.; F. C. Bogle Shows, Arma, Kan., and Cherokee Amusement, Erie Kan. visited Parada Shows' quarters at Carney Kan., where full-scale preparations were going on for the new tour. Bill Mitchell, his Merry-Go-Round foreman friend, was away on business, but General Agent H. L. Daffin told Smith that the org is booked solid, including a number of fairs and celebrations. Mr. and Mrs. H. C. Swisher, owner-operators, have returned from a Texas and Mexico vacation. Forest Swisher and Mr. and Mrs. Earl McReynolds have purchased new house trailers.

Raymond A. Walton, former animal exhibit operator, has been named sales manager of the Illinois Fireworks Company, Danville, Ill.

# Conklins Get CNE Pact

Continued from page 56

cluding candy floss, frozen custard, candy apple, popcorn and refreshment stands. These should be held for open bidding, he said.

### Terms Listed

Percentage terms covering shows and rides are to be the same in the new contract, with the CNE receiving 35 per cent of the gross after taxes on all rides and shows except the circus; 25 per cent on the circus, and 25 per cent on rides being operated for the first time.

The flat fee based on footage covering the concession units will be raised, as will the \$2,000 rental paid on the Conklin bingo stand. Mayor Lamport reported that rent on the Beasley bingo unit will be jumped from \$10,000 to \$18,000, but the actual raise reportedly has not been decided.

Conklin's previous pact with the CNE limited operation of bingo units to two. However, it appeared likely that a third unit will be allowed, starting this year, and that it will be awarded on competitive bidding.

### Lamport Only Dissenter

Hughes has been authorized by President H. A. Northey and directors to negotiate with Conklin and Beasley for more money in payment for concession space. Mayor Lamport alone opposed the awarding of the midway pact to Conklin. Conklin is in Florida, but is expected here early next week.

CNE execs are believed to have no desire to squeeze the highest possible dollar out of midway interests. The Conklin units alone paid the CNE \$650,000 in percentages and rents during the past five years. This sum, averaging \$140,000 yearly and representing an estimated gross for the period of \$2,600,000, is probably a record for fair midway operation.

With an estimated average annual gross of \$560,000, the Conklin interests have earned a gross income of \$2,150,000 for the same period. A big percentage of this income, of course, went to operators of shows and rides contracted by the Conklins especially for this date and for erection of numerous permanent-type buildings to house both shows and rides.

### May Tax Buildings

Mayor Lamport also proposed the midway buildings erected and owned by the Conklins and used only during the staging of the exhibition be taxed by the city. No opposition to this move was recorded, but it is reliably reported that the new midway contract will provide for a maximum percentage payment to the CNE of 25 per cent on all units in the event that the tax is imposed.

The expired Conklin contract called for operation of 17 rides, 10 or more children's rides, six modern shows, three Funhouses, one Arcade and a dining hall.

The development of the CNE midway zone by the Conklins was widely heralded as one of the greatest advancements in the presentation of fun units at fairs. The costly presentation was made possible only by the awarding of contracts covering several years, thus making it possible for operators to amortize their investment.

Despite the widely-publicized opposition on the part of Mayor Lamport, no other showmen were reported interested in attempting to wrest the midway plum from the Conklins. The operation is unique and was originated and put into effect by the Conklins.

The new contract will run thru 1956. The mayor is elected to a one-year term.

# FAIRS — FAIRS — FAIRS

## WILLIAM T. COLLINS SHOWS

"Pride of the Northwest"

NOW BOOKING FOR 1952

FAIRS STARTING IN JUNE AND ENDING THE MIDDLE OF SEPTEMBER BOOKED SOLID, NO LAYOFFS. Write what you have, all mail answered. FAIRS INCLUDE—Starting June 19th, Crosby, N. Dak.; then Bottineau, Cando, Minnewaukan, Rugby, Fessenden, Grand Forks, all N. Dak.; Wadena, Perham, New Ulm, Bird Island, Hutchinson, all Minn.; La Crosse and Marshfield, Wisc.; Sioux Falls, S. Dak., and Hobo Days at Britt, Iowa.

CONCESSIONS—Will book all kinds of Slum Outfits, open midway; new policy and reasonable privilege. Everything open except Bingo, Percentage, Long Range, Crab, Floss, Cookhouse and Popcorn. Want Man and Wife for Pan Game, Hoopla and Glass Pitch. Concessionaires, get your season's work before the other fairs start; it costs you a 3¢ stamp to inquire. POSITIVELY NO GYPSIES. Good proposition for Arcade.

SHOWMEN—Here is a real opportunity for independent Showmen with their own outfits. Will book reasonable any Show of merit other than Side Show, Snake, Motordrome. Can use Man and wife for First class combination Fun House; must be Fun House Man and one who is able to stand prosperity; will have to drive semi, Tex, answer. Want to hear from organized Minstrel or Hillbilly Show. We have the best of equipment and good transportation, will treat you right and give you a fair proposition. We don't want the biggest show but a good, high class, fast stepping talented show. We will furnish everything except talent, wardrobe, working men and sound systems. Want Managers for Girl Revue and Posing Shows or will give them both to a good Manager, but Revue must be presented strictly as a Revue when necessary. Must have good wardrobe and young girls and do something else besides cooch. This is an opportunity for someone to have a big season if you have what we want and can co-operate with the office. We will furnish everything except sound systems, talent, workingmen and wardrobe.

RIDES—Will book reasonable any non-conflicting Rides such as Ponies, Caterpillar, Spitfire, Dipper, Roll-O-Whirl, Rock-O-Plane or what have you?

RIDEMEN—Can use Help on all Rides, Foremen, Second and Third Men. Man for Office, Front Gate, Towers, Searchlight, Mechanic's Helper, Electrician; all must drive semi-trailers. New policy on wages, etc. Best of treatment, NO DRINKING tolerated. It will pay to inquire and only cost you a postcard or 3¢ stamp.

REPEAT: ALL MAIL ANSWERED. WRITE AT ONCE.

WM. T. COLLINS, Owner; ART SIGNOR, Mgr.

801 E. 78TH ST. MINNEAPOLIS, MINN.

# LAWRENCE Greater Shows

AMERICA'S MOST PROGRESSIVE CARNIVAL

## WANT FOR 1952 SEASON

FOR OUTSTANDING ROUTE OF STILL DATES AND FAIRS  
WINTER QUARTERS NOW OPEN

### CONCESSIONS:

Stock Concessions of all kinds. Also Arcade, Long and Short Range Gallery, Age and Scales, Cookhouse and Custard.

### SHOWS:

Side Show with or without outfit. Couple to handle Trained Rhesus Monkeys; must have some animals of your own. Have complete outfit for this show. Man to operate Snake Show and Unborn. Have specimens and outfit. Wild Life Show. Want organized Girl and Posing Shows that will be in keeping with the high standards of our midway. Illusion Show with good attractions inside. Any Grind Show.

### HELP:

Want Office Secretary, Foremen for all Major Rides, also Second Men. If you know your job we can use you. Need Builders, Painters and General Help in quarters. Lot Man and Diesel Electrician, one who understands Caterpillar units. Fun House Operator, Man to take care of complete set of Kiddie Rides. Truck Mechanics and Assistants. Want Help for office-owned Concessions. Morris Lipsky would like to hear from all of his help and show people. Jimmy Ferency and Tiny Dempsey, contact.

WRITE or WIRE MORRIS LIPSKY or SAM LEVY, Suite 7-J, 333 W. 57th St., New York City OR WINTER QUARTERS, GROWER'S WAREHOUSE, DUNN, N. C. PHONE: COLUMBUS 5-5242.

# CETLIN & WILSON SHOWS

★ Opening Saturday, April 25th, In Petersburg, Va.

★ Fairs start in July and then all Fairs until middle of November.

★

### WANT

Octopus, Spitfire, Looper, Fly-o-Plane, Hi Ball or any Ride that does not conflict. Will furnish wagons for same and assure you a route of outstanding State and County Fairs.

### WANT

Grind Shows of all kinds with own equipment. What have you?

- All legitimate Merchandise Hanky Panks open. No exclusives.
- Can place experienced Workingmen in all departments. Can also place Foremen.

Winter Quarters will open in Petersburg, Va., Fairgrounds late in March.

All Address

Cetlin & Wilson Shows, P. O. Box 787, Petersburg, Va.

# HILL'S GREATER SHOWS

Want for the Best Route in the West. Opening 1st of March.

CONCESSIONS: Hanky Panks of all kinds, no exclusive. Will sell "Ex" on Mug Outfit and Frozen Custard. SHOWS: Will book any Show of merit. Wonderful Route for Motordrome. Want Side Show with or without frame-up (Ernest Luther, wire). Want Snake Show, Fun House, Glass House. Have 2 Beautiful Girl Show Frame-Ups open (Mac MacDonor, wire). HELP: Want Ride Men in all departments. Foreman for Flying Scooter, also Second Men. Foreman for Spitfire, also Second Men. Second and Third Men on Tilt-A-Whirl. Second Men for Merry-Go-Round and Wheel. Foreman for Midgo Racer. Foreman and Second Men on Kiddieland. 2 Men for Light Towers. Have opening for Electrician (Bill Jones, wire if coming). Want Billposter and Bannerman Combination.

This Show just completed a Route of 12 of the Top Fairs and Celebrations in Montana. Starting at Livingston, Montana, 4th of July, followed by Helena, Butte, Deer Lodge, Anaconda, Bozeman; Basin, Wyo.; Powell, Wyo.; Miles City, Mont.; Glasgow, Mont.; Ft. Benton, Mont., and Kalispell, Mont., followed by 7 New Mexico and Texas Fairs.

ALL WIRES AND MAIL: P.O. BOX 1106, ARANSAS PASS, TEX. (PHONE: 488)

H. P. HILL, Sole Owner and Manager



# GEORGE CLYDE SMITH

## OPEN LATTER PART OF APRIL WANTED

Ball Games, Fish and Duck Pond, Custard, Candy Floss, Photos, High Striker, Pitch-Till-U-Win, String Game, Hoop-La, Cigarette Gallery, Long and Short Range Gallery, Six Cats, Balloon Darts, Penny Arcade, Girl Show, Motordrome, Snake Show, Mechanical City, Monkey Show, Wheel Foreman and General Ride Help. Wanted also Truck Mechanic.

**GEORGE C. SMITH**

P. O. Box 521, Cumberland, Maryland

1ST CALL

1ST CALL

## F. C. BOGLE SHOWS, INC.

11—RIDES—11

—FREE GATE—

7—SHOWS—7

NOW BOOKING FOR STAR STUDDED ROUTE IN KANSAS, MISSOURI & OKLAHOMA

CONCESSIONS—Everything open except Bingo, Cookhouse, Derby, Will book P.C. if you have stock. Positively no flats. SHOWS—Have tops and fronts for Side Show, Girl Show or any Grind Shows, excellent season's deal for Shows with own equipment, especially Motor Drome. RIDES—Will book non-conflicting Major Rides, Kiddie Rides—Will book set of four or singly. HELP—Funhouse Operator, Second Men and Foremen for Tilt, Spitfire, Octopus, Mix-Up (salary or P.C.). Winter Quarters now open. WANT—Mechanic, Ride Supt., Lot Man, Adv. Man, Painter, Builder, Frankie Perneti, Alvin Smith, L. R. McNeese, Gene, former mech. Peppers Show, wire collect, have good deals for you.

Write **F. C. BOGLE, Mgr., Arma, Kansas**

## GRAND AMERICAN SHOWS

Opening April 14, with 6 major and 2 Kiddie Rides, vicinity of St. Louis. Still Route—Festus, Moberly, Clinton, Hannibal, Mo.; Ottumwa, Waterloo, Des Moines, Fort Dodge, Ames, Iowa. 15 celebrations and fairs starting in June, Iowa and Minnesota. Offering exceptional route and terms for Shows of all kinds; will furnish top. No Athletic Show. Want Shows, Arcade. Want capable Cook House and Grab People; will furnish outfit. Will place a few Hankey Panks. No grift. Want Ride Help who will drive semis. Write

**L. O. WEAVER**

P. O. Box 724, Fairbank, Iowa.

## SHAN BROS.' SHOWS

Opening in April

Now booking Shows and Concessions. Want to buy Monkey Speedway and Two Kiddie Rides, must be in good shape. Want Painters; Duffy and Kisko, answer if at liberty. All replies

**SHAN WILCOX, Maryville, Tenn.**

P.S.: Will be at Tampa Fair, Feb. 9, 10 and 11.

## CAVALCADE OF AMUSEMENTS

Can place high class Freak Show with own equipment. Will furnish wagons for same if necessary. Also have new Frame Up for high class Snake Show operator. Can place several Ride Foremen, top wages to capable men. Want Tractor Drivers and Mule Skinners, also several Train Hands and Polers. We open latter part of March.

Address **AL WAGNER, Mgr.**

Box 66

(Phone: 6-9553)

Mobile, Ala.

## YOUR ATTENTION, PLEASE!

We need a new or secondhand "High Striker" or "Ring the Bell," complete with maul. Must be in good condition, reasonably priced.

Write Box D-138, c/o The Billboard, Cincinnati 22, O.

## THIS IS IT

HOMESTEAD, FLA., WEEK OF FEB. 11, WHITE LOT; WEEK OF FEB. 18, COLORED FAIR  
Can place Concessions and Hankey Panks of all kinds, Major and Kiddie Rides and Shows of merit. This week, Perrine, Fla.

**BARNEY TASSELL UNIT SHOWS**

P.S.: Watch Billboard for future announcement for largest affair ever on east coast of Florida.

## SOUTHERN VALLEY SHOWS

OPENING FEB. 25, DELHI, LOUISIANA, LIVESTOCK SHOW

Want Concessions of all kinds except Popcorn, Bingo, Fish and Duck Ponds, Set Joint, Glass Pitch, all others open. Will book Shows with own outfits (no Girl Shows). Want Ride Help, Foremen and Second Men on all Rides. (Eaton, come on.) Winter quarters now open. Wire

**EDDIE MORAN, MGR., MONROE, LA., TILL FEB. 23; THEN DELHI, LA.**

**LESLIE'S TRAILER PARTS and ACCESSORIES**  
Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U.S.A. Write for free catalog, 1920 Stewart Ave., S. W., on Highway 4 going south, Atlanta, Georgia  
Fairfax 2626

## OFFICE SECRETARY

(CARNIVAL)

AT LIBERTY now, to anyone interested in the services of or who needs an experienced, honest, reliable man, with knowledge of all office routine and taxes. Address **H. L. MASTERS, Church St., Redwood, N. Y.**

## Popcorn & Hamburger Trailer for Sale

All aluminum 8 ft. glass front. Fluorescent lights. New Coleman burners. New 4 ft. deep freeze. Some stock. Ready to go. \$700 takes it.

**C. F. MAY**

c/o Yellow Calf Co., Hutchinson, Kansas

## WANT CARNIVAL

With Rides, etc. for our ANNUAL SPRING VACATIONLAND FESTIVAL

June 21-22, 1952. Contact

**R. W. CHRISTIANSEN**  
Chairman of Entertainment, Chetek, Wis.

## Tivoli Exposition Shows

NOW BOOKING

RIDES—SHOWS—CONCESSIONS FOR 1952 SEASON.

**H. V. PETERSEN, Mgr.**  
P.O. Box 742 Joplin, Mo.

## WANTED

CONCESSIONS—RIDES—SHOWS  
Can place useful Show People. What can you do?  
Celebrations in Illinois and Iowa. Get in touch.

**MANAGER, UNITED EXPOSITION SHOWS**  
Liberty, Texas

# Club Activities

## Showmen's League of America

CHICAGO, Feb. 2.—Past President Lou Keller was in the chair at the regular Thursday night (31) meeting in the Hotel Sherman.

Arthur Morse and Morris A. Haft, league counsels, announced lease for the quarters on Washington Boulevard had been canceled and a report on several new locations will be made by next week.

Joe Murphy has been discharged from the hospital and is residing at the Lincoln Hotel. Louis Belden is still confined at his brother's home. Lou Berger is up and around again. No late report on W. C. Deneke.

President and Mrs. S. T. Jessop will represent the league at the Tampa club's banquet and ball.

Transfer of Canadian bonds has been completed and they now rest in the club's vault in Chicago. League recently received dividends on its six shares of Eastman stock.

Letters received from William Carsky, Nat Green, J. W. Conklin, S. T. Jessop, Richard Miller Neil Webb and Ned Torti.

Vice-President J. P. (Jimmy) Sullivan infers he'll be present at an early meeting. Al Kaufman is back from his Miami vacation.

## Greater Tampa Showmen's Association

Tampa, Fla.

TAMPA, Feb. 2.—Nat Rodgers, first vice-president, was in the chair at the regular meeting. Assisting him were Lloyd Serfass, second vice-president; C. J. Sedlmayr Sr., third vice-president; Vern Korh, secretary, and Harry Julius, treasurer. George Ringlin delivered the invocation.

Dave Schwartz club accountant, read the annual report. Al Tommani reported over 450 attended the fish fry at Gibsonton. Fish were donated by Tommani and Robert Brown and after dinner the ladies beat the men in a softball game. Andy Zane won the casting contest.

Ringlin reported all hospital confinements had been released with Bert H. Britt, Charles Shepperd and Charlie Myles recuperating at home.

A jamboree is skedded at the Florida State Fair for benefit of the club. Memorial services were set for Sunday (10) at 11 a.m., with the banquet and ball that night in the Terrace Hotel. Harry Julius is chairman of the latter affair.

### Ladies Auxiliary

Mrs. Evelyn Kleider, president, handed the gavel at the annual meeting, held Wednesday afternoon (30). Also present were Mrs. Dolly Young, first vice-president; Mrs. Nat D. Rodgers, second vice-president; Mrs. Pat McGee, third vice-president; Mrs. Jimmie Owens, treasurer; Mrs. S. E. Fillingham, secretary, and Mrs. Elton Edwards corresponding secretary. Lucille Lichliter delivered the invocation.

Following the report of committees Mrs. Rodgers explained in detail proposed changes in the bylaws. Grace Fillingham reported 420 members are in good standing, 117 delinquent and 250 in the memory fund. Ellen Edwards announced the Clover Garden Circle would meet February 21 and will hold a rummage sale March 8.

Following election of officers, the new president, Mrs. Dolly Young, announced the following committee chairmen and co-chairmen: Mrs. C. J. Sedlmayr Jr. and Mrs. Josephine Quinn advisory; Ella Stophel, chaplain; Hazel Maddox and Blanche Lemesh, sergeant at arms; Mrs. C. J. Sedlmayr Jr. and Mrs. Joe Pontico, finance; Virginia McGee and Nell King, ways and means; Bertie Perrot and Grace Fillingham, press; Mrs. Russell J. Caughey and Mrs. Mike Farino, library; Helen Julius and Mildred Gordon, welfare; Evelyn Clain and Rose Hunter, sick; Kattie Burkhardt and Mebel Payne, house; Bonnie Norman and Esther Young, entertainment; Mary Wenzik and Myrtle Jeter, refreshments; Mrs. Nat D. Rodgers and Mrs. Russell J. Caughey, hostess, and Leona Plas and Blanche Lemesh, membership.

## Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Feb. 2.—The Valentine party was discussed at Monday night's (28) meeting. On the rostrum were Jerry Mackey, president; Charles Walpert, vice-president; Lou Manly, secretary, and Al Weber, treasurer.

Lights were dimmed in memory of Claude D. Phillips, who died Sunday (27).

Manly read communications from Mrs. Harry Rawlings expressing appreciation for flowers sent her husband in the hospital, and a report on Frank J. Morgan, who is a patient in an Illinois hospital. He also has on hand membership applications of Albert L. Wicks, Loren Owen, George E. Eastman and Lon B. Jennings. Raymond (Si) Otis was among those inducted.

Ben Beno, custodian and house committee chairman, advised that the clubrooms will remain open until 2 a.m. from now on.

Sam Dolman, membership committee chairman, said that anyone obtaining five or more members would receive dues free, a gesture of the president.

The February 11 meeting has been postponed because of the Valentine party. Edith Walpert and Gladys Mackey visited the meeting to check on the number of box suppers that would be needed. The hospital plan was discussed briefly with nearly \$500 more being contributed and pledged. The fund now has about \$3,000.

Introduced were K. C. Beatson, club's new attorney; Tony Massey, owner of Redwood Empire Shows; Al Lindenberg, now a novelty dealer in San Francisco; Harry Martin; Monroe Eisenman and Cheerful Gardner. Mike Doolan showed colored movies of the memorial services.

## Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 2.—President Jeanette Hart called the meeting to order, assisted by the new officers, including Faye Davis, secretary; Babe Weinstein, social secretary; Marguerite Lohmar, treasurer; Leonora Gdynia, sergeant at arms, and Rose Brown, chaplain.

Communications were read from Mrs. Bess Hamid and Katherine Gawle. Vern Schantz, assisted by Mary Russo and Arlene Sidenberg, took up a collection for the March of Dimes. Ida McCoy, chairman of the sick committee, reported Tillie Cahle, Adele Volker and Teresa Sidenberg were confined.

Clara Campbell was surprised with a birthday cake, served by Nora Gdynia and Virginia Vonbrehen. Clubrooms have been decorated and new drapes and furniture have helped to make it more comfortable.

Babe Weinstein, social secretary, was commended for her work which entails considerable correspondence. Estelle Regan, '51 president, thanked all officers and members for their co-operation during her term of office.

Others attending the meeting included Rose Brown, Lotis Francis, Elsie Wear, Florence Cobb, Joan Lipsky, Verna Schantz, Ellen Robertson, Mary Thompson Gene Wolf, Gertrude Lang, Norma Lang, Vera Jensen, Norma Riaff, Lela Graber, Minnie Quillon and Daisy Davis.

Verna Schantz won the door award, which was donated by Rose Brown.

## Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Feb. 2.—Rose Morrow, outgoing third vice-president, opened the regular meeting and introduced the following new officers: Don Hanna, president; P. W. Siebrand Jr., first vice-president; Betty Wilson, second vice-president; Ralph Horstman, third vice-president; William E. Saunders, secretary, and W. J. Siebrand, treasurer.

Kenneth D. Rogers and Burt L. Harris were elected to membership. John Lorman, of the Pacific Coast Showmen's Association, was a visitor and spoke briefly. A table cloth auction is skedded for February 25.

## Hot Springs Showmen's Association

310 1/2 Central Ave., Hot Springs

HOT SPRINGS, Feb. 2.—President Harry Zimdars called the regular meeting to order, assisted by H. P. McDonald, first vice-president; Charles Weaver, second vice-president; Paul Olson, third vice-president and Clayton Holt, treasurer. Monty Winslow pinch-hit as secretary in the absence of Clint Shuford, who is in Tampa.

Dwight Bazinet, entertainment chairman, reported all in readiness for the Valentine's Day dance at Pines Supper Club. Dutch Waldron, chairman of the welfare committee, reported no one on the sick list.

William E. Jack, William A. Leigh and Herbert J. Smith were elected members. Board of trustees for this year includes Noble Fairly, Tony McDonald, Clayton Holt, Jack McJunkin, Charles Weaver Harry Zimdars and Harry Hennies.

Fairly, chairman of the March of Dimes fund drive, announced \$1,545.60 had been raised from the four-day bingo and iron lung exhibit.

Arrivals include Mr. and Mrs. Harold Eutah, Mr. and Mrs. Harry Hecklinger. Departures: Dwight and Betty Bazinet for Tampa and Paul Olson for Birmingham.

## Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Feb. 2.—Regular meeting was called to order by Doris Monette, president. Also on the rostrum were Charlotte Porter, first vice-president; Eddie Harris, second vice-president; Teddy Levitt, third vice-president; Pat Treanor, treasurer; Edna Raiford, financial secretary, and Al Roche, corresponding secretary. Also invited to the platform were Al Stein, Jack Christensen and Whitey Monette.

Meeting was cut short to allow time for the box lunch social organized by the ladies. Krekos and Levitt served as auctioneers and netted over \$150. Prizes were awarded for the best decorated boxes.

## Miami Showmen's Association

236 West Flagler Street.

Ladies' Auxiliary

Club's 83d regular meeting was held January 28, with President Mae Levine opening festivities. Bea Tarbes rendered invocation. Mrs. Phoebe Carsky also was on the rostrum.

Leona Duval, a new member, was introduced. Bea Truesdale reported these members on the sick list: Dorothy Packman, Pearl Riding, Kitty Glosser, Rita Palitz and Peggy Minden.

Freda Wilson, chairman, reported memorial services will be held March 2. Donations to the Kay Edwards Memorial Fund were made by Phoebe Carsky, Pearl Schultz, Mae Nelson, Dora Pierson, Sue Walters, Ann Tara, Ethel Weir and Freda Wilson. Sandwiches and coffee were served following the meeting.

## UNIVERSAL AMUSEMENT CO.

Opening Barwick, Georgia, Feb. 23

Want Ball Games, High Striker, Cigarette Shooting Gallery, Snow Balls, Snow Cone, Photos, American Palmtree or any legitimate Concession. RIDES: Merry-Co-Round or Octopus. SHOWS: Wild Life, Monkey and Snake Show. Useful Show People in all departments. No flats, gypsies or drunks. Answer: Manager, Universal Amusement Co., 520 Charlton St., Valdosta, Georgia

## FOR SALE

Hi-Ball, in good shape, priced to sell. Eli Wheel, #12, in good condition. 4 Search Lights, mounted on wagons, with or without the wagons, \$2,000.00 for the 4 without wagons. Address:

**MRS. AL WAGNER**

Box 66, Mobile, Ala.

(Phone: 6-9553)

## CAN PLACE LARGE, FLASHY BINGO

FOR 1952 SEASON

**INTERSTATE SHOWS**

Ozark, Ala.



**WANTED**  
High Class Act Suitable for  
Free Attraction Outdoors  
(High Pole Act used in 1951)

**ATTENTION**  
National Exhibitors  
Concessionaires  
Have several openings.

Seventh Annual  
**PALM BEACH COUNTY EXPOSITION**  
9 Days—Feb. 29th thru March 8th  
**P. O. BOX 107**  
West Palm Beach, Florida

THE SEVENTH ANNUAL  
**"FAMILY FAIR"**  
Sponsored by the  
**PENBROOK LIONS CLUB**  
HARRISBURG, PA.  
Invites fully equipped Tent Shows  
with seating capacity of 400 or  
more at 50 cents per person to  
submit detailed description and  
bids for 13 evening performances  
during the week of July 28 to Au-  
gust 2, 1952. We also have 8  
choice spots for money-making  
Concessions.  
This is a well-promoted Fair held  
on the grounds of an 8-acre Mem-  
orial Park. We draw the best  
from a population of 250,000 and  
can't consider any but the best.  
Send your letter to:  
**MARLYN SLOUGH, Chairman**  
2323 Canby St., Harrisburg, Pa.

**WANTED**  
FOR ROSS-MANNING SHOWS  
OPENING MARCH 1, AUGUSTA, GA.  
Pea Pool Agent. Man to take  
charge Game Top. Louie, the  
one who worked for me last  
season, get in touch with me.  
Can use couple or two Agents  
for Concession Games. Have  
for sale 20x30 Cook House,  
cheap.  
**WILLIE LEWIS**  
4900 Chamberlayne Ave.  
Richmond, Va.

**BLUE GRASS SHOWS**  
NOW CONTRACTING FOR 1952  
SHOWS—RIDES—CONCESSIONS  
P. O. Box 621 Owensboro, Ky.  
Phone 35321

**CARNIVAL WANTED**  
Oregon County Fair Association, Inc.  
Thayer, Missouri  
Dates—July 28 through August 2  
**E. SENN, Secy.**

**WANTED**  
Set of Rides or small organized Show.  
Must be cheap and no junk.  
**BOB'S AMUSEMENTS**  
1246 Battlefield Drive Nashville, Tenn.

**SAMMY LANE SHOWS**  
"SWEETHEART OF THE OZARKS"  
Now booking for our 1952 season in  
beautiful South Missouri. Concessions  
of all kinds. Some Shows. What have  
you? Rates reasonable. Opening second  
week in May, Camdenon, Mo., Cele-  
bration. Write  
Winter Quarters, Lancaster, Mo.

**4 RIDE CARNIVAL**  
FOR SALE OR TRADE  
Will consider Tourist Court, Hotel or  
Farm. This Carnival booked for season  
established territory in Missouri. Has  
A-1 reputation, everything complete,  
ready to hit the road. Write to  
**BOX D-135, The Billboard**  
Cincinnati 22, Ohio

**WANT**  
**POPCORN CORN TRAILER**  
16 ft. or longer; must be first class.  
Submit photos, price and where can be  
inspected.  
**BOX 297, c/o Billboard, St. Louis 1, Mo.**

**C. A. STEPHENS SHOWS**  
Opening early March.  
Place for 1952 season, Shows  
and Concessions working for  
stock. **BOX 1017**  
Crystal River, Fla.

**Budget Problem**  
• Continued from page 59

cent, and the budget item of \$30,-  
000 listed for bad debts and travel-  
ing expenses goes mainly for the  
latter. It also was pointed out that  
all attempts to stage a Christmas  
festival have met with failure be-  
cause each Boardwalk hotel stages  
its own program.

Thompson said that the Conven-  
tion Bureau is negotiating to bring  
the Standard Parts Association and  
National Farm Association here  
next December. "If we get them it  
will mean a difference of \$150,000,"  
he said.

In explaining the need for a  
flexible budget to provide for sud-  
den bookings, he said that appro-  
priations may not be exceeded no  
matter how much income has been  
realized during the year. He said  
that the recent CIO Steel Workers  
Union meeting was booked in a few  
weeks and that the city might have  
lost it had funds not been available.  
He held that the resort almost lost  
a Coca-Cola Company gathering a  
few years ago because the conven-  
tion came in December and the  
budget almost was exhausted.

The Convention Hall has re-  
quired a deficiency appropriation  
from the city treasury in almost  
every year of its existence. An  
exception was 1950. Last year's  
appropriation was for \$35,000. The  
only other times when the tax-  
payers were not required to make  
up deficits were years when the  
Army occupied the hall and when  
dog races were operated there.

Anticipated income for 1952 in-  
cludes \$30,000 from concessions;  
\$40,000 in rentals of stores, ga-  
rages and offices; \$265,000 from  
convention rentals; \$50,000 from  
special events rentals; \$50,000 in  
admissions; \$318,000 from special  
services; \$3,000 from discounts  
and credits, and \$150,000 usable  
from previous appropriations.

**'Skillo' Just That**  
• Continued from page 59

pared by Dr. Harold William Kuhn,  
Princeton math prof, would serve  
the purpose.

As a result, the skillo tables set  
up in the courtroom served only  
to provide an illustration of the  
mechanical set-up during court  
proceedings. During recesses, they  
provided diversion for kibitzing  
lawyers, who were less reluctant  
than the principals in the case to  
try their skill or luck.

Professor Kuhn provided mem-  
bers of the sporting fraternity with  
some interesting odds. The author  
of a book on the theory of games,  
he said that his tests showed it is  
16,000,000 to one against the game  
being mere chance. He explained  
that two experts at the game beat  
two novices 77 times in 100 games,  
with three ties. If no skill were  
involved, he declared, the experts  
and the novices should have broken  
about even.

"It is a simple matter of consult-  
ing the binominal probability dis-  
tribution tables," he said, "to de-  
termine that the odds against a  
77 to 20 score are 16,000,000 to  
one."

**So. Calif. Execs**  
• Continued from page 59

the carnival business," he em-  
phasized, "but a good midway at  
any fair is as important as the  
rest of the departments and ex-  
hibits."

It was pointed out that several  
managers, particularly those from  
smaller fairs, had had difficulty  
in booking midway attractions  
for their events. Under the plan  
considered, rides would be pur-  
chased and rotated from fair to  
fair.

Discussion was also given to a  
plan to attract Midwestern and  
Eastern firms to California events  
and free grandstand shows, which  
have been singularly successful  
here.

**Merry-Go-Round**  
• Continued from page 59

ing; \$10,500 for completion of a  
new lion house; \$15,000 for an ad-  
ditional wing to the new monkey  
house; \$7,000 for a new rodent  
house; \$6,000 for reconstruction of  
existing wolf and coyote pens;  
\$5,000 for additional dinosaur re-  
plicas; \$4,000 each for new weasel  
and badger pens and shelters for  
hoof stock; \$3,500 for relocation  
of the seal pool with year-round  
accommodation. Also included in  
the program is an item of \$7,500  
for replacement and additions to  
the present stock of specimens.

**PAN AMERICAN SHOWS**  
TO PLAY RICH IMPERIAL VALLEY

**NOW BOOKING ALL TYPES OF CONCESSIONS**  
FOR ONE OR ALL OF THIS SCHEDULE

**CALIF. MID-WINTER FAIR**  
Imperial, Calif., February 23-March 2  
With 6 BIG weeks to follow, including  
Brawley, March 4-9; El Centro, March 11-16.

**DESERT CAVALCADE**  
Calxico, Calif., March 20-23  
ON THE MEXICAN BORDER—4 BIG DAYS.  
First Carnival to play Calxico in 11 years. Will show on  
main street in center of city. Mexican border open during  
this BIG annual event.

El Cajon, Calif., March 25-30.  
\* \* \*  
**SPORTSMAN'S SHOW**  
San Diego, Calif.  
6 Big Days starting April 1  
Can furnish some Concession equipment to responsible parties.

**TIME IS SHORT — BOOK TODAY FOR THIS MONEY EARNING ROUTE**

For Details—Contact  
**PAN AMERICAN AMUSEMENT CORP.**  
18085 KAREN DRIVE RUGBY 6-6215—EXBROOK 6-4810 ENCINO, CALIF.

**MIGHTY PAGE SHOWS**

14 FAIRS NOW BOOKING FOR SEASON OF 1952 WITH 14 BONA FIDE FAIRS ALREADY CONTRACTED

Want Concessions of all kinds, especially Cookhouse, Custard, French Fries, Popcorn, Candy Apples, Floss, Ball Games, Water Games, Pitch-Till-You-Win, Darts, Country Store, Novelties and Jewelry, Glass Pitch, Long and Short Range Galleries or any and all Hunky Panks. Also Penny Arcade.

SHOWS: Want capable and reliable Side Show Operator. Will furnish brand new equipment. Also Motor Drome, Wild Life or Animal Show, Big Snake, Life Show, Geek Show Operator, Fun or Glass House, Midget Show. We will build or finance any reliable Operator for any worth-while Show.

RIDES: Will book complete set of Kiddie Rides, including Live Pony, or will book individual Kiddie Rides not conflicting. Want Fly-o-Plane, Caterpillar, Moon Rocket, Little Dipper, Comet or any new and novel Ride not conflicting. Want to hear from A-1 Billposter. Want to hear from sober Ride Men who drive. Want Man to take complete charge of front gate and light towers. All people contracted with this show for 1952 please acknowledge by letter. All replies to

**BILL PAGE, P. O. Box #21, Kingstree, S. C.**  
P.S.: Would like to hear from the following people: Slim Barry, Mr. Ashton, Al Herman and Mr. LaMont.

**DON FRANKLIN SHOWS**

**LAST CALL FOR 3 TEXAS STOCK SHOWS**  
SAN ANTONIO, FEBRUARY 15-24 SAN ANGELO, FEBRUARY 27-MARCH 1  
AUSTIN, MARCH 3-8

Can place Stock Concessions of all kinds. Want Snow, Floss, Prontos, Popcorn, One Cookhouse, One Crab. Can place Pitchmen and Demonstrators everything open except Peellers and Fountain Pens. Can place Ride Help, Foreman for Little Dipper, Second Men all other Rides. Want experienced Man to handle Downey Light Towers. Can place experienced Mechanic and Builder for season. Report to Stock Show Grounds, San Antonio, Feb. 8.

**FOR SALE**  
1948 Model Streamlined Caterpillar, 1946 Spitfire, Addison Streamlined Train, Fun House, Sperry Searchlight mounted on semi. Will book Fun House and Train on Show for season.

**DON FRANKLIN, Mgr.**  
WILL BE AT SAN ANTONIO, COLISEUM GROUNDS, STARTING FEB. 8.

**Glass Pitch Operators**  
FULL LINE OF NAME BRANDS  
TERRIFIC FLASH—UNHEARD OF PRICES

WRITE FOR PRICE LIST  
WILL SHIP ANYWHERE

**M. OCCHIATO COMPANY**  
222 West Northern Ave., Pueblo, Colo.

**COUNTY FAIR SHOWS**  
OPENING MAY 1, 1952

Have 20 Fairs and Celebrations.  
Want Hunky Panks of all kinds. No grift need apply. Want Monkey Drome or Speedway, Ten-in-One, Diggers, Snake, Girl Show (have equipment and tents) Athletic—Bill and Alice Kelly, contact. Want Wheel and Octopus Men (no drunks). For Sale—Monkey Speedway, Extension Light Towers, Mix-Up, complete Bingo Outfit (nearly new) Contact

**EARL D. JOHNSON**  
County Fair Shows Chambers, Nebr.

**WANT TO BUY**  
**MERRY-GO-ROUND**

Will consider any make or model priced right. Give details as to age, condition, etc.  
**Box D-139, Care The Billboard Pub. Co.**  
2160 Patterson St. Cincinnati 22, O.

**WANT TO BUY**  
**GASOLINE TRAIN**

Write, stating cash price and manufacturer.  
**BOX D-140, c/o THE BILLBOARD**  
2160 Patterson Cincinnati 22, O.

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WILL OPEN ABOUT MARCH 17

Want Shows of all kinds; outstanding proposition to real show folks. Will help finance any worth-while entertainment. All Concessions open except Cook House, Popcorn. Ride Help of all kinds. All people with me before answer this ad. Will have 12 office-owned Rides, want Foremen for most of them. All Skillos, Razzies and Wheels save stamps, but will book Six Cats and Buckets exclusive. All Hunky Panks given preference of P.C. Concessions. This Show will play 12 Fairs and close about the same as last season, November 15th. Wanted—Good Carnival Mechanic; Ride Foremen on Octopus, Spitfire, Wheel, Kiddie Rides. Will book or buy Tilt and Rollo-plane. Following write: Cliff Carter, Paul Flenchum, James Stanley, Bernie Farus, Maurice DuMont, Bob Edwards, Charles Franck, Charles Zebrosky, Lewis Harden, Joseph Spizziero, Albert Strickland and Claude Dickerson. Will be at all Fair meetings—South Carolina, North Carolina, Virginia, Pennsylvania and New York. All address: **HARRY HELLER, Gen. Mgr., Campgaw, N. J., or Phone Wycoff 4-0233M.**

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Want outstanding Shows, Rides, Concessions, Motor Drome, Eat-Drink Stands, Custard, Novelty, Jewelry, what have you? No X, but only limited amount space left. Contact Sam Holman, 2105 E. Chelsea St., Tampa, or phone 329151. Playing Sebring, Florida, Fair, March 3d thru 8th. Committees in Georgia and Florida, contact us for rides and shows.

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Brevard County Fair, Titusville, Fla., this week.  
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CAN USE FEW MORE MERCHANDISE CONCESSIONS  
**J. P. BOLT—ROYAL EXPOSITION SHOWS**  
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Each individually boxed. Each has a place for initials. Compare with any \$6.00 lighter.

Adjustable windshield. Heavily chromium plated. Engine turned.

**\$5.00** Per Doz. **\$54.00** Per Gross



**AUTOMATIC**  
Just press and it's lit.

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FOR THE FOLLOWING WEEK'S ISSUE

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In solid gold mountings. Hand engraved in beautiful plush box. While they last! \$6.00 ea. complete with box. These rings are for resale only. 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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Doz. Lots (\$1 additional for samples) **\$7.50** Per Carat



Men's 14k gold mountings \$17.50 additional.

Ladies' 14k gold tiffany style setting \$9.50 add.

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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% with order, balance C.O.D. 5-day money back guarantee if not satisfied.

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**JOSEPH BROS.** "The Watch and Diamond House"

**FREE** New Big 1952 Wholesale Catalog

**AGENTS & DISTRIBUTORS**

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**BARGAINS! SAVE UP TO 50% BALLOONS,** Combs, Bifolds, Leather Goods, Novelties, Notions, Sundries, Smoker's Items. Carleton House (BB), Texas City, Tex. fe16

**BE THE FIRST TO INTRODUCE TO THE** motoring public, the Key-Matic; with the Key-Matic it is impossible to leave your keys in the ignition; avoid auto theft, glass breakage, traffic violations; when you turn off your automobile ignition, the Key-Matic snaps the key back into its attractive case and places it in your hand; this way you cannot leave your keys in your car; Dealers wanted; Send one dollar for sample. F. N. Products, 1290 Hanover St., Owosso, Michigan. fe16

**BIGGER PROFITS—SELL KOEHLER BUSINESS** Signs; over 1500 varieties; free catalog; 15 samples. \$1 postpaid. Koehler, 325 Goetz, Lemay 23, Mo. fe23

**BILFOLDS FOR MEN, WOMEN, HAND-** some plastic styling, \$5 dozen postpaid; boxed \$5.50; samples, 2 for \$1. Crescent Sales Co. 150-B Broadway, N. Y. C. fe23

**BUSINESSMEN HATE TRUMAN! BUY-** ing Anti-Truman Dollars by the box; America's fastest dime seller; show, deliver, collect, cash on spot; mail dollar for sample hundred and sales deal. Eyerly, Box 583, Newton, Iowa. fe16

**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., 468 White Plains, N. Y.

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**LOOK! EXTRA MONEY FOR VACATIONS,** unpaid bills, savings, charities; sell friends Greeting Cards, Gift Wrappings, Gifts; experience unnecessary; big profits; bonus; surprise gifts; offers; request feature All-Occasion assortments on approval; free samples Name Imprinted Stationery, Napkins, Towels and Free Catalog. New England Art Publishers, North Abington, 605-B, Mass. fe23

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**MAKE PERFUMES AT HOME FROM OUR** concentrates; profitable business; information free; men, women. Write "Carey Laboratories," 1914 Chouteau BB, St. Louis 3, Mo. fe23

**MAKE MONEY SELLING MEN'S TIES.** Free catalog; outstanding values; tie to Philip's Neckwear, Dept. 921, 20 West 22 St., New York. fe23

**NEW FIVE PIECE JEWELRY KITS,** \$2.50; clean, buff, polish your personal jewelry; regular size; sample, \$1.25. Jewellustre Co., Erie, Mich. fe9

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Contains most everything in merchandis for the jeweler.

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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 ... \$2.25
No. 144 Midway ... 3.25
No. 145 Magnet ... 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

**ANIMALS, BIRDS, PETS**

**A BEAUTIFUL HEAVY BODIED 16 FOOT** Yellow Anaconda for immediate shipment; big Boa Constrictors, Chinese Dragons, fresh Florida Rattlesnakes, Indigos, Beaded Lizards, Monkeys and Animals of all kinds. Tarpon Zoo, Tarpon Springs, Fla.

**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. Price lists sent freely upon request. Send for yours now and be prepared for opening dates. Mono Trading Co., Inc., P. O. Box 212, Miami 48, Fla. fe16

**DOGS, BIRDS, ALSO DEAGAN BELLS,** equipped for Chimpanzee, Cages, King, Pamahasika Studio, 3504 N. 8th St., Philadelphia 40, Pa.

**FOR SALE OR LEASE—"ROSEMARIE THE** Wonder Horse." Twenty-four fine tricks without whip; beautifully spotted. Ike Reed, Bethany, Mo.

**NOTICE, SPECIAL ANNOUNCEMENT—** C. C. McClung has opened a snake farm on Airline Highway, U. S. 51 thirty minutes from the port of New Orleans and twenty minutes from International Airport; will specialize in tamed pythons and boas; will also sell other snakes; place your order for spring delivery now; taming already started. Boa Constrictor Farm, R. 1, Box 600, Laplace, La. fe9

**PAIR BLUE AND GOLD MACAWS (TAME),** perfect condition; wonderful plumage; long tails; price, five hundred dollars. Bascom's Pet Shop, 1370 West Flagler St., Miami, Fla. fe9

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Ideal

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**\$6.60** DL. **\$6.60** DL.

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**ADVERTISE YOUR PRODUCTS BY RADIO!** No risk; Pay "per order"; 400 nationwide broadcasters; further details, 10¢. (Refundable.) Simon, 105 Suite, 59 Park Ave., New York City 16. np

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**PALMISTRY STUDIO FOR SALE DUE TO** illness; price, \$750; established; well advertised; grossing \$12,000 annually; ideal year-round climate. W. J. Elliott, 110 N. Stanton, El Paso, Tex. fe16

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Heavy Duty men's flexible bracelet in chrome plated or gold plated finish.

<b>CHROME</b>	<b>GOLD PLATED</b>
No. B27W109 DOZEN <b>3.60</b>	No. B27W108 DOZEN <b>4.85</b>

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**MODELS Paradise**

**A NEW EXPERIENCE IN RARE BEAUTY MOVIES**  
8 mm., 50 ft. \$3  
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5 (2x2) to set \$2

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OR SEND 25c for sample photo and illustrated folder

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**COIN-OPERATED MACHINES, SECONDHAND**  
Music • Vending • Amusement • Counter  
**NOTICE—Only advertisements of used machines accepted for publication in this column.**

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**FOR SALE—WURLITZER III BAR BOXES,** \$10; 135 Step Receiver, \$19.50; 3031 Wall Box, \$9.50; 100 Wall Box, \$5; 145 Stepper, \$10; 125 Wall Box, \$6; 590 Speaker, \$35; Seeburg prewar 5-10-25 Wireless Walmatic and Baromatic, \$10. One half deposit. Ace Music Co., Waukon, Iowa. **fe16**

**FOR SALE—SHIPMAN PEEK SHOW, \$19.50;** Acme Shocker, \$14.50; Pop Up, \$12.50; A.B.T. Electric Skill Gun, \$29.50; Challenger, \$19.50; Target Skill, \$19.50; Quizers with Films, \$75; Chicago Coin Hockey, \$59.50; Wilcox Gay Records with 200 Blank Records, \$99.50; Chrome Loboy Scale, \$29.50; Silver King 5¢, less globe, \$4. Half deposit. Ace Music Co., Waukon, Iowa. **fe16**

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**SEND QUICK FOR BARGAIN; CLOSE-OUT list** of our Penny Amusement Games, Navajo Jars, etc. Atlas Specialty Co., 2417 Hemphill St., Fort Worth, Tex. **fe16**

**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;** low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. **fe23**

**STAMP FOLDERS—DIRECT FROM MANUFACTURER;** unlimited quantities; immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. **fe23**

**WANT TO BUY — ALL LATE MODEL Phonographs** for cash; state quantity, condition and price in first letter. Seacoast Distributors, 1200 North Ave., Elizabeth, N. J. **ma8**

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**WILL TRADE TURF KINGS (LIKE NEW)** for Music, Cigarette or any other Coin Machine Equipment. Runyon, 123 West Runyon St., Newark 8, N. J. **fe23**

**8 SEEBURG RAY GUNS IN GOOD WORKING condition;** several conversions, \$50 each; if you come and get them; crating, \$10 extra; a real bargain. Ott Manning, 4017 15 Ave., Chattanooga, Tenn. **fe16**

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**BOX FULL CLOWN ODDS—FUNNY HATS, Wigs, etc., \$3.** (Three different boxes, \$8.) Fifteen Rubber Masks, \$5. Costume, Box 971, Philadelphia 3, Tenn. **fe16**

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500 FORMULAS, \$1; 10,000 FORMULAS, \$4; old secrets, new discoveries, \$1; secrets, valuable money making recipes, \$1. N. Green, Corinth 4 New York. **fe16**

**FOR SALE SECOND-HAND GOODS**

**ABOUT ALL MAKES POPCORN MACHINES** available from \$35; Candy Corn Machines, Peanut Roasters, Krispy Korn, 120 S. Halsted, Chicago, Ill. **mal**

**BINGO EQUIPMENT, EXCELLENT CONDITION,** 1/2 and less original cost; 3 Electric Blowers, \$100; 1100 wood and metal Chairs, 8-10-12-foot Tables, \$1 per foot; electric water and pop Coolers, Ice Cream Cabinets, Amplifier, 5 Cash Registers, Manley Super Stadium Popcorn Machine, Smoke Humidifier, 20-24-inch pedestal and wall Fans; many other articles. Chas. Barker, 132 So. Arlington, Akron, Ohio. **fe16**

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**ALL 16MM. SOUND — 7,500 REELS; FEAT-** ures, Shorts, Serials, \$5 reel; some \$3; DeVry, Natco Projectors, \$150. Roshon, 128 N. Court, Memphis 3, Tenn. **fe16**

**ANTIQUE LAP ORGAN, STATION TRICK Bicycle, 2 Unicycles, Nilsson, 1457 Lincoln Blvd., Santa Monica, Calif. **fe16****

**ARRANGE YOUR TRADES THRU US. We** sell anything, anywhere, nationwide. We want Carnival Equipment for waiting list; Rides especially needed; terms, 10% commission on all sales made. Young's, Rt. 2, Box 1030A, Brentwood, Wash. **fe16**

**BOTTLE GAS FLOSS MACHINE, GOOD condition;** going off road; priced for fast sale; for information. Clarence Fleischman, 2451 Tyrone Blvd., St. Petersburg, Fla. **fe16**

**BUILD RIDES, SHOWS, CONCESSIONS** from tested plans; Kiddie Auto, Boat, \$100 Chairplane, Carroussel, \$5 each; Aluminum pattern, Major Horse, \$110; Kiddie Horse Pattern, \$50; free catalog. Brill, Box 875, Peoria, Ill. **fe16**

**CANDY CORN COOKER — COMPLETE** with stainless steel Gas Furnace, Kettle, Paddle, Thermometer and Formula. Made by Krispy Kist Korn Machine Company; Model 190; bought in 1949, never un-crated; sacrifice, \$75 cash. A. N. Rice, 8440 Wornall Rd., care Kiddie-Land, Kansas City, Mo. **fe16**

**FIVE BONANZA, SELF SERVICE POP Corn Machines;** used two months; for information. Alfred Rismeyer, 2451 Tyrone Blvd., St. Petersburg, Fla. **fe16**

**FOR SALE—DIESEL, ALSO GAS LIGHT Plants;** 5 G.M. 6-71, 1200 speed Diesels D.C. to 75 KVA, 3 wire, 115/230 volts, 60 cycle Generators; also 30 foot Trailmobile Trailer with two ditto 75 KVA Diesel 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. **fe16**

**FOR SALE—KIDDIE ROLLER COASTER;** rides adults or children; takes space 45 by 75 ft. A real buy at \$2500. Justin Plyler, Myrtle Beach, S. C. **fe16**

**FOR SALE—ONE LUCKY DUCKS HOOPLA Concession,** sold by Wacoona Deluxe Co. for \$400. Perfect condition; will take \$150. Justin Plyler, Myrtle Beach, S. C. **fe16**

(Continued on page 72)

**5 in 1 SCREWDRIVER KIT!**

**EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!**

*Sells On Sight!*

**PRECISION MADE FROM HARDENED TOOL STEEL.**

**Comes complete with plastic pouch.**

**Has a blade for every size and type of screw.**

**Wise-grip chuck locks blades securely in place.**

**CASH IN NOW!**

Greatest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN ONE! Kit has 3 standard black screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with vise-like grip. Tremendous reorders from dealers prove this the most sensational tool value ever offered!

**\$7.20 PER DOZ.**

**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.**

**THE SQUIRT BOY**

**The FASTEST Selling Novelty in Many Years**

Per Dozen \$2.00 In Gross Lots \$21.00 Per Gross

**NET F. O. B. NASHVILLE, TENN.**

Approximately 8 lbs. per gross. Cash must accompany order. PLEASE ADD POSTAGE.

**MAGIC BILLFOLD**

The Magic Billfold has proven itself to be the hottest selling billfold on the market. Its TRICKY and yet USEFUL. A trial order will convince you. Cash must accompany order. Please add postage.

\$5.00 Per Dozen \$54.00 Per Gross

**Net F.O.B. Nashville, Tenn.**

**COVINGTON SALES CO.**

721 COMMERCE ST. PHONE 6-4993 NASHVILLE, TENN.

**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Massocks, Plaster Slum, Flying Birds, Whips, Balloons, Mats, Games, 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.

**1-day Service ACME PREMIUM SUPPLY CORP.**

1111 South 12th, St. Louis 4, Mo.

**Mr. Salesman — Mr. Jobber — Mr. Distributor**

**HERE'S AN EYE-OPENER THAT IS A DOOR OPENER!**

**LOOK... Playing Cards featuring Gorgeous Hollywood ARTISTS' MODELS in 52 Glamorous Poses Photographed from Life**

**TOP QUALITY PLASTIC COATED**

Each deck of Look Playing Cards contains fifty-two plastic coated cards and two extra jokers for canasta.

**These Playing Cards Are All NEW! Never offered before!**

Each card shows a beautiful girl in a different pose, artistically photographed in full color. Especially designed to please the discriminating taste of the art connoisseur.

Entertain your friends with these sensationally beautiful playing cards. Watch their eyes open in amazement when they see that the face of each card is a different color photograph of some of Hollywood's most exotic artists' models.

**DON'T DELAY — ORDER TODAY!**

Gentlemen:  
Please send me \_\_\_\_\_ packs of Look Playing Cards.  
(quantity)  
I enclose \$ \_\_\_\_\_ (NOTE: Please send either check or money order.)  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
TOWN \_\_\_\_\_ STATE \_\_\_\_\_

**\$10.80 PER DOZEN**

Postage Prepaid — Sorry, No C.O.D.'s

**JOBBERS and DISTRIBUTORS**  
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**LOOK PLAYING CARD COMPANY, INC. • 505A MARKET STREET, DEPT. E • ST. LOUIS 1, MISSOURI**



# FAMOUS FROM COAST to COAST FABULOUS TEMPLE EXCLUSIVES

The BENRUS WATCH CO. A Temple Exclusive  
Has Designed for Our Exclusive Use

## BENRUS WATCHES and SETS

SPECIALY PACKAGED FOR THE PREMIUM TRADE



Benrus "Lord Fraser"



### ANOTHER POWER HOUSE Temple 'ENCHANTMENT' BOX BAG & JEWELRY SET

Stunning dual purpose Mother-Of-Pearl plastic Box Bag. Gorgeous master craftsmen Necklace and Earrings to match. Sparkling hand pronged rhinestones and simulated diamonds. No paste, no glue. Retail \$29.75 and worth it.

Only \$3.25 EA. SET

Min. Order \$20.00. Fed Tax Add. If Not For Retail. 25% Dep. Bal. c.o.d., f.o.b. Phila. Write for Temple CATALOG and Special "PREMIUM DEALERS' CONFIDENTIAL PRICE LIST."

DROP IN TO SEE US WHEN IN PHILADELPHIA

## TEMPLE COMPANY

708 Sansom Street Philadelphia 6, Pa. Market 7-6519

### FOR SALE—SECOND-HAND SHOW PROPERTY

Continued from page 71

**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—1 NEW 26 FT. ALUMINUM** Concession Trailer, Tandana axle, electric brakes. Eaton Repair Shop, Eaton, Ohio. Wilbert Petty. fe9

**FOR SALE—FOUR POLE DRAMATIC END** Tent, 50'x110'; three Trucks, AC. Light plant, House Trailer, Seats for 1200 people. A. N. Stafford, 959 Texas St., 3-1438-25704, Mobile, Ala. fe9

**FOR SALE—2 ELECTRO FREEZE FROZEN** Custard Machines, complete with Cabinets, Freezers and Showcases; 25 gallon an hour machines; very good condition; sacrifice. Mr. A. Angel, 2923 W. 16 St., Brooklyn, N. Y. Co. 6-4393.

**FOR SALE—LATE MODEL FLYING** Skooter, five thousand, two hundred dollars. Jack Garrahan, 845 Anthracite Ave., Kingston, Pa. fe16

**HEYDEY RIDE, GOOD CONDITION, FULL** price, \$2500. James Gooding, 19500 Puritan Ave., Cleveland, Ohio. fe16

**MERRY-GO-ROUND, MOUNTED ON 1947** Chev.; A-1 condition, seats 13; \$2800; also Whip and Swing Rides. G. T. McPhillips, 20-05 Shore Blvd., L. I. C. 5, N. Y. fe23

**PHOTOMATIC—EARLY, LOOKS LIKE NEW,** still has factory paint, works like new; the camera has not taken 50 pictures; has been stored most of the time; will sell or trade for Arcade machines that are not gambling type or what have you? Club "46" Roller Rink, Greensburg, Ind. fe23

**PORTABLE LONG RANGE SHOOTING** Gallery built on semi-trailer, complete with guns, \$2500. King, Box 241, Mount Clemens, Mich. ma8

**THEATRE CHAIRS, PROJECTORS, TENTS,** Bleachers, 3,000 Folding Chairs, Screens, Wrestling Arenas, Film, Lone Star Seating Co., Box 1734, Dallas, Tex. fe9

**TRAIN—GASOLINE WORKING; TRADE OR** sell. What have you? 100 feet track, James Travis, 204 North 3rd St., Millville, N. J. fe9

**WILL TRADE USED 30X50 GABLE END** Water and Flame Proofed Tent and Wall, for 16mm. features. Write Brownie, Dorchester, Ga. fe16

**1 LONG RANGE GALLERY, MOUNTED;** Electric Freeze Custard, mounted; Short Range mounted; 2 Photo Galleries, 1 Van Trailer and Tractor, Joe Kaus, Wrightsville Sound, North Carolina. fe16

**3 LEGGED KID, ALIVE (GOAT), 24 FREAK** photos; Monkey, Bob Cat, Porcupine, 12-20 Tent, Panel Front, Light Stringer, \$265 cash. Charles Fretz, Shelly, Pa. fe16

**16MM. SOUND FEATURES; WESTERNS,** Short Subjects; outright sales; bargains; also equipment; roadmen, write for lists, Mertz Films, San Bernardino, Calif. fe16

**16MM. WESTERNS, SERIALS; BUY, SELL** or trade. Thompson Bros., Box 595, Fort Smith, Ark. fe16

**1939 WHITE TRUCK, '48 MOTOR, 16 FOOT** Cat Rack, 4 other joints, various games. Anthony Nucle, 225 Seymour Rd., Rochester 9, N. Y. fe16

### INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH TRICK chalk stunts and rag pictures; send 25¢ for catalog, Balda, the Lightning Cartoonist, Oshkosh, Wis. fe9

### MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 10¢; Magic, Joker's Novelties, Fast Selling Specialists' (Pitchmen's) Slum Headquarters, Arlane Mfg. Co., 4462-B Germantown, Philadelphia. fe16

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. mh15

BE A MAGICIAN—LARGE PROFESSIONAL Magic Catalog for latest tricks, 35¢. Ireland, B-109, N. Dearborn, Chicago 2. fe16

**MYSTIC ATTRACTION SECRETS—INSTANT** effect, India's great hypnotic charming, hypnotic eye, love charming; money, one dollar. Irving Closson, 118 Maple St., Waterbury, Conn. fe16

**SUB-MINIATURE RADIO PHONE FOR** Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. mh15

### MISCELLANEOUS

**BALLOONS—VALENTINE AND ST. PATRICK** prints; also patriotic designs; lowest prices; send dime for samples and set of fun cards. Brown, Box 308, Lindenhurst, L. I. N. Y. fe16

**BASEBALL MACHINES—OUTDOOR-IN-** door; no springs; custom made, \$750. Write Moe & Moe, 2930 Sacramento St., San Francisco, Calif. fe16

**FIRST CLASS INTERIOR DECORATION** work, such as booths, exhibition and other crepe paper work; contact Harvey Hobbs, Post Office Box 562, Smithfield, North Carolina. fe16

**FOR SALE—NEW SONG, "ROLL UP YOUR** Sleeves"; send 25¢ by mail; also words of song on postal card, 10¢. Gilmore Publishing Co., Warrensburg, Mo. fe16

**SPECIAL INSURANCE RATES TO CIR-** cuses, carnivals, amusement parks, covering amusement devices, trucks and workmen's compensation; complete general liability; special rates for good operators; nationwide claim adjusting service; direct correspondents for Underwriters at Lloyd's, London. Write us today. Insurance Research Service, Inc., Special Rates Dept., 5535 Troost, Kansas City 4, Missouri. mh1

### MUSICAL INSTRUMENTS, ACCESSORIES

**HAMMOND ORGAN WANTED, CAN ALSO** use Band Organ and Steinway Piano. Please contact Ace, 1544 Dana Ave., Cincinnati, Ohio. fe9

### PARTNERS WANTED

**MIDDLE-AGE MAGICIAN, ILLUSIONIST,** Show operator and night club performer is seeking experienced lady partner in the same field to team up with same; extra good deal to the right party; if interested send full details about self, with no misrepresentations, if you please. Wallace, 2209 Bellefontaine, Indianapolis 5, Ind. fe9

### PERSONALS

**INFORMATION WANTED PRESENT LO-** cation or last-known connection Clifford "Stash" Gray, carnival operator; conclusive answer rewarded. Box 707, Billboard, 1564 Broadway, N.Y.C. fe16

**PERSONALIZED TRANSDRESS—IMPER-** sonation successfully taught thru progressive lectures mailed to qualified students. Edythe Ferguson, 35 Crescent Ave., Long Beach 2, Calif. fe16

**WANT TO LOCATE—BARBARA (BOBBIE)** Kjos (Mrs. Marvin "Swede" Kjos). Write, Mrs. A. W. Nichols, 117 Homestead Ave., Trenton 10, New Jersey. fe16

**VERNON, I MISS YOU TERRIBLY, I NEED** and want you so. Please come home, honey. I still love you. Your Kay. fe16

### PHOTO SUPPLIES DEVELOPING-PRINTING

**CLEAR HIGH GLOSS JUMBO ALBUM** Prints: 8 exposures, 40¢; 12 exposures, 50¢; 16 exposures, 70¢; exposures, \$1. Free Mailers. Photo Shop, Box 362, Ishpeming, Mich. fe16

**DIRECT POSITIVE PHOTOGRAPHERS—** We supply everything you need; reasonable prices; Eastman DP paper, chemicals frames, backgrounds, comic foregrounds cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. fe16

**PHOTO BOOTH OUTFITS CHEAP—ALL** sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. fe16

**SOUNDS IMPOSSIBLE BUT TRUE—COLOR** Converter projects black and white movies instantly to gorgeous vivid colors. 8mm., 16mm., \$3.98. "Movie King," 2537 Woodward Avenue, Detroit 1, Mich. fe16

**THE EASTMAN IMPROVED TYPE DIRECT** Positive Paper available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. fe23

### PRINTING

**ATTRACTIVE PRINTING REASONABLE—** 1,000 Business Cards, \$2.75; 1,000 Bond Letterheads, \$3.95; satisfactory work guaranteed. Taylor, 5103 Forth-Third Ave., Hyattsville, Md. fe9

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**QUALITY PRINTING AT LOWEST COST.** Booklets, catalogs, publications, circulars, stationery, etc.; price list, Adams Printing, 30 W. Washington, Chicago 2, Ill. fe16

**RUBBER STAMPS—3 OR 4 LINES, \$1.25** postpaid; Business Cards, \$3.50 1000 postpaid. Smallwood-Printer, 2715 Vine St., Cincinnati 19, Ohio. fe16

**RUBBER STAMPS—3 LINE POCKET** style; self inking, \$1; 3-line DeLuxe Desk Set, beautiful plastic case, contains stamp, pad and ink, \$2; Indelible Ink DeLuxe Set, either 3 or 1 line; permanently marks clothes, fabrics and hard surface materials, \$2. Bauer-Lee, Sierra Madre 8, California. fe16

**WINDOW CARDS, PROGRAMS, HERALDS;** Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. fe23

**WINDOW CARDS—14x22 AND 11x14,** The Bell Press, Winton, Pa. mh8

**100 8 1/2x11 HAMMERMILL LETTERHEADS** and 100 6 1/2 Envelopes, \$2 postpaid; four lines limit. Beneville Printing Service, Box 1931, Pittsburgh 30, Pa. fe16

**100 LETTER HEADS AND 100 6 1/2x11** Envelopes, Hammerrmill Bond, five lines copy, \$2.25 postpaid. Dickover Printing-Lithographing, 5233 Cleveland, Kansas City mh1

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**BIG MONEY FAST-SELL PRINTING,** office supplies, advertising specialties; experience unnecessary; every business buys; lowest prices; full-part time; 1,000 products; permanent res. Kaeser-Bliat, Dept. 28, Cincinnati, O. fe9

**NATIONAL CALENDAR AND ADVERTIS-** ing Novelty Concern; Liberal Commissions. Stanwood-Hillson Co., Brookline 47 R, Mass. fe9

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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. fe9

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"Action" beyond compare. Ballerina is beautifully costumed and pirouettes in an electrically lighted mirrored hall to the prettiest of musical accompaniments.

Music and dancer operate electrically on separate switches. Available in gold decorated wood case, choice of mahogany, pink or blue. 10" High, 7 1/2" Wide—A guaranteed sales winner!

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\$1.30 ea.  
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G & S MFG. CO., Dept. B, Nashville 3, Tenn.

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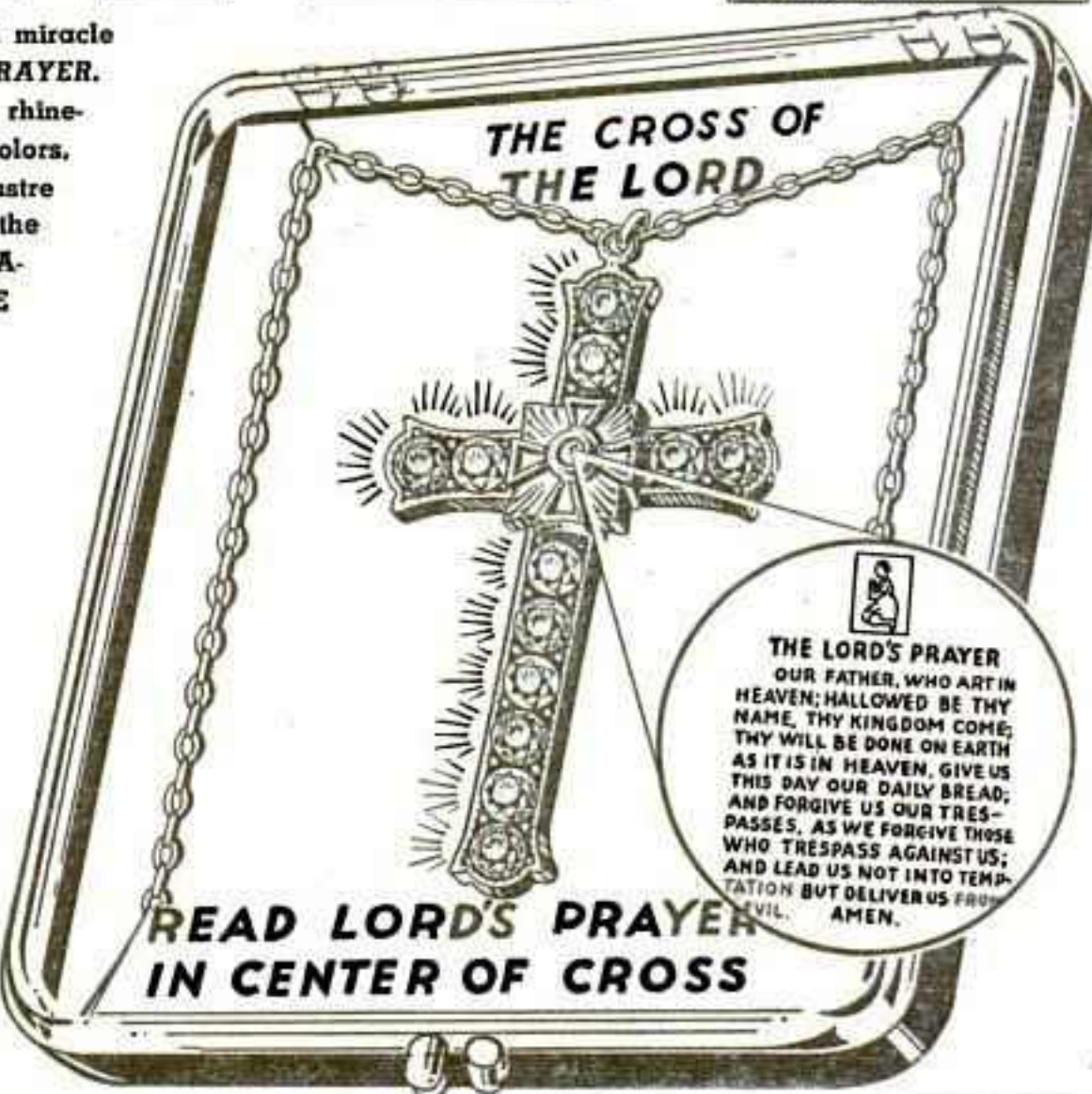
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You can't miss with this beautiful miracle cross clearly showing the LORD'S PRAYER. The cross is set with 12 lovely rhinestones and sim. rubies and other colors, cross and chain both in high lustre rhodium finish and offered for the FIRST TIME in our NEW SENSATIONAL, TRANSPARENT LUCITE DISPLAY.

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Including Lucite Case. Sample, 1.00 Post Paid.



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Our Florida Representative will deliver in any quantity of one doz. or more. Phone K. Max Smith, Tampa 34-9814, 10009 Florida Ave., Tampa, Fla.

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Height and Dozen Price

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Jeweled Movement, 2 Push Buttons  
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WANTED—RCA COIN RADIOS, ONE OR two hour. Write quantity available and lowest cash price. K. Flisk, 108 E. Washington St., Indianapolis, Ind.

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Forms Close Thursday for the Following Week's Issue

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LADY—TO TAKE CARNIVAL PHOTOS; experience unnecessary; send full description and recent photo. Write Don Ricardo, General Delivery, Jackson, Miss.

MIDGET OR DWARF TO PLAY ACCORDION or guitar. Write or phone Charlotte Lord, 522 5th Ave., N. Y. C. Murray Hill 7-9298.

WANTED — 20 SCIENTIFIC POKERINO Tables; give age, condition and price. Box 151, Geneva, Ohio.

WANTED — A 35MM. SILENT DEVRY Portable Suitcase Type Machine, also Standard Slide Machine and Slides; any other silent movie supplies; cheap. Send price lists. Maddran, 745 S. Potomac, Hagerstown, Md.

WILL BUY PHONOGRAPH RECORDS—COLLECTIONS or dealer's stock; any amount, made before 1940; have thousands for sale; send wants. Jacob S. Schneider, 128 W. 66, N.Y.C. fe9

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Forms Close Thursday for the Following Week's Issue

MUSICIANS — NEW TENOR BALLROOM Band; traveling Midwest in automobiles; opening in April; will answer correspondence. Jens Jensen, 711 Minor, Kalamazoo, Mich. fe16

REED MAN FOR BARITONE CHAIR—Steady, salary, Lee Williams, 1611 City National Bank Bldg., Omaha.

REPLACEMENTS FOR TOP-RATING BAND reorganizing; Tenor Saxes, Bass, Trp; steady employment, salary, some location; send photo if possible and details. Box #C-515, c/o Billboard, Cincinnati, Ohio.

WANTED—GROOM THAT DRIVES TRUCK; all year round job. George Hanneford, Atayde Bros. Circus, Mexico City, D. F., until February 28.

WANTED — TENOR, DOUBLING VIOLIN, for society band; locations only; good salary; write, wire; Clair Ferrault, General Delivery, Dallas, Tex.

WANTED COMMERCIAL PIANIST, DRUMMER and Trumpet Man; must be interested in high type, steady location work with traveling commercial combo; salary, \$90 per week. Orchestra Leader, Room #207, Kimbark Hotel, Bay City, Mich.

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MUSICIANS AT LIBERTY — DRUMMER (arranger), Guitar Man; available immediately; band (four or more) available June 6; prefer organized. Girl Show, Inquirer, care Riviera Theater, Knoxville, Tenn.

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TRANSPORTATION OFFICER AVAILABLE soon; forty years' experience railroad operation, traffic, mechanical, safety, personnel and public relation duties; an executive officer for twenty-five years. Presently employed as railroad superintendent; age, 58; married. A. H. Warring, Box 58, Pickstown, S. D.

### MISCELLANEOUS

HYPNOTIST DESIRES JOB — NIGHT clubs, private parties; personal instruction, or what have you? Don Davis, 1228 33 St. Zion, Ill. mal

### MUSICIANS

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HOTEL PIANIST—READ, FAKE, LIGHT classical, show, dance; age, 32, plenty experience, recommendations; location only. Jack Davidson, 1302 So. Gary Pl., Tulsa Okla. fe16

ORGANIST — EXPERIENCED METROPOLITAN rinks and night clubs; large library music; union; references; excellent rhythms, tempos; visiting farm. Uelzen, Teresita, Mo.

PIANIST, AVAILABLE FEB. 10—MALE Entertainer, 10 yrs. exp. all styles; huge repertoire; car; also studying organ; prefer South. Pianist, Box 42, Foulke Station, Richmond, Ind.

TENOR SAX, CLARINET, VOCALIST (tride tenor, ballad vocals); prefer big band; experienced in combo; age 27; have car. Write Lou Lindholm, 5234 79 St., Elmhurst, N. Y. Tel. HA 4-8382.

### PARKS & FAIRS

PAMAHASIKAS SOCIETY CIRCUS—DOGS, Pony, Monkey; America's famous acting birds; Cockatoos, Macaws, George E. Roberts, 3504 N. 8th St., Philadelphia 40, Pa. SA-2-5536. fe23

"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 South Anthony, Fort Wayne 4, Indiana.

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COMEDY MAGIC, MASTER CEREMONIES, Puppets, Bottle Trick, etc.; work clean an hour; great for Lions, Moose, Elks, Kiwanis, etc.; industrial companies, agents welcome. Tom Osborne, 5223 Cedar Ave., Philadelphia, Pa. ap5

DOC WEISS, ESCAPOLOGIST—HOUDINI success or escape from handcuffs, chains, straitjackets; 15 minute routine for vaudeville, nightclubs, organizations. 421 7th Ave., N. Y. C.

"FRANCENE" HALF AND HALF FOR annex; 2-1 looks; glamorously costumed; highly experienced; for new season of "52"; reliable; managers, write, Minnie Meyers, 4620 So. Main, Houston, Tex.

SHOW BUSINESS MAN WANTS POSITION as Partner to lady to play part of comedian; theatrical, magic, musical acts. Ray Lynch, Coatesville, Pennsylvania, R. D. #2.

### VOCALISTS

AT LIBERTY — COWBOY SINGER AND Guitarist; good wardrobe, will travel; available for radio, vaudeville, clubs, burlesque; now vacationing. Write or wire all in first. Hamblin' Red Brown, Camp Point, Ill. fe23

# BRAND NEW! RED HOT! GENUINE MOTHER-OF-PEARL CAMEOLA SET



Top quality two-piece cameola set, solidly made and real flash! Heart-shaped genuine mother-of-pearl with onyx cameo in Venus design. A sure seller to everyone. 24 Kt. gold pl. Expandable bracelet. Link gold necklace. Glamorous profit - setter in any season! Both lock-necklace and bracelet open and hold 4 pictures.

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per dozen sets, boxed (assortment of your choice) Made to retail at 14.95

Very fancy box, satin-lined.

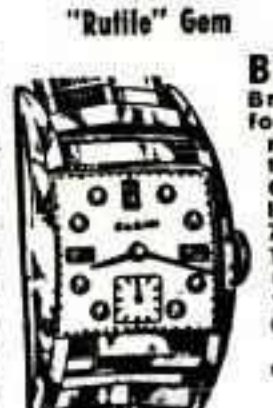
4 SAMPLES SHIPPED POSTPAID, 12.00. (If not for resale, add 20% fed. excise tax!) 25% deposit, balance C. O. D.

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Here's a gem that is clearer in color and brilliancy than any shown on the market today. Sizes 1 carat and up. Per carat... Gent's 14k yellow gold, newest style mountings, \$16.50 additional. The same available in ladies.



BENRUS • GRUEN Brand new 1952 model cases for gents. Rebuilt movements guaranteed like new. Complete with leather band. 7-Jewel \$9.95 15-Jewel 17-Jewel 21-Jewel \$12.65 \$14.65 \$18.95 • Gold Plated Stretch Band, 95¢ add. • Men's Mesh & Expansion Combination Band, \$1.49 add. • Leatherette Gift Box, 75¢ add.



CHRONOGRAPH 2-button chronograph, jeweled movement, anti-magnetic steel back, radium dial. Complete with leather strap. (Lots of 6) Each \$3.69 Sample \$4.69

Wholesale Only—lots of 6 (\$1 additional for samples). 25% Deposit With Order, Bal. C.O.D. Open Account to Rated Houses. MIDWEST WATCH CO. 5 S. WABASH AVE., CHICAGO 3, ILL.

## PANTHER TV LAMP

A TERRIFIC PREMIUM! Graceful, ornamental no-glare lamp. Black or brown, individually boxed. 8" high by 11" wide \$2.25 ea.



PORTABLE RADIO Less Battery \$10.95 With Battery 12.95 SYLVAN CO. 767 Milwaukee Ave. Chicago 22, Ill.

Save at Least Part of Each Week's Earnings—Buy U. S. Savings Stamps and Bonds

# WE WILL NOT BE UNDERSOLD

WE HAVE THE ORIGINAL CIVIL WAR CAPS MADE OF THE BETTER GRADE TWILL AND GABARDINE ALL GIFT SHOPS, DEPARTMENT STORES AND DEALERS. THE LATEST CRAZE IN THE COUNTRY AT THE LOWEST PRICE IN THE COUNTRY. IMMEDIATE DELIVERY.

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WITH METAL CROSSED GUNS



These are the original Confederate and Yankee Hats, with metal crossed guns. Guaranteed first quality and are the real McCoy—Sell on sight—Assorted sizes.



MADE OF FELT \$4.50 dozen \$48.00 gross

MADE OF HEAVY TWILL AND GABARDINE WITH STRAP AND BUTTONS. STIFF PATENT PEAK \$6.00 dozen \$69.00 gross

CONFEDERATE UNION HATS, MADE OF PRESSED FELT \$3.75 Doz. \$42.00 Gr.

HARRIS NOVELTY COMPANY 1102 Arch Street Philadelphia 7, Pa. Phones: MA 7-9848—WA 2-6970

SEND FOR CATALOG 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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**STYLE GUILD**  
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**"Wedgewood Blue for '52"!**

**5 PIECE SETS**  
**The Hottest Line in the Country**  
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 In Business in Chicago Since 1933

Catering exclusively to the needs of CARNIVALS, CIRCUSES, PARKS and SHOWS of all kinds.

**STILL YOUR DEPENDABLE SOURCE OF SUPPLY.**  
 New 1952 Spring Catalog Ready by April 1st.

**YOU CAN MAKE \$21.60 CASH PROFIT**  
**SELLING ONLY 24 CATHOLIC PRAYER SCROLLS**

Never before! Such a demand for the NEW Catholic Prayer Scroll with a beautiful Rosary, 50" scroll of daily and important prayers at a twist of the finger. Transparent unbreakable case. Color picture of Blessed Virgin. Prayers in English or Spanish. Gift boxed. Sample \$1.00 (Retail \$1.50). Money-back guarantee. Send \$1.00 today to get started.

**\$1** SAMPLE Sent first class. Specify Spanish or English.

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**ST. PATRICK'S DAY ITEMS**

Shamrock With Pipe, Gro. .... \$1.75  
 Shamrock With Hat, Gro. .... 1.75  
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 Green Crepe Hats, Gro. .... 1.00  
 Green Top Hats, Box of 24, .... 4.00  
 Large Green Lids, Doz. .... .65  
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 Decorated Noisemakers, Box of 50 .... 3.00

50-cent service charge on orders for less than \$2.00. 25% deposit required on C.O.D. orders. All of above plus postage.

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 Established 1886  
 TERRE HAUTE, INDIANA

**BUY DIRECT—LADIES' NYLON**

51, 54 and 60 gauge, all deniers, price \$1.50 to \$9.00 per dozen; men's and boys' blazers, nylons, Durane 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 solicited; satisfaction guaranteed or money refunded.

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**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—\$1.60 per set (\$18.00 dozen); sample set—\$2.00 ea.  
 3 piece (necklace, bracelet, earring, 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 Earring 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 CATALOG!

**PACKARD JEWELRY CO.**  
 320 Fifth Avenue New York, N. Y.

**Imported Swiss Stop CHRONOGRAPH**  
 with 2 Push Buttons

Gross \$3.10 Lots \$3.00 ea.

Lots of 12... \$3.25 ea.  
 Lots of 6... 3.35 ea.

14 Kt. gold plated 75c extra.  
 Sample \$6.00. Banded, boxed and guarantee 40c extra.

C.O.D. orders from non-rated concerns. 10% with order.  
 On orders under 6 watches add \$1.50 ea.

**SARO WATCH 37 W. 47 ST., N. Y.**

**Promotional Buyers of Jewelry**

EARRINGS: Rhinestone, Tailored, Antique & Pearl  
**\$42.00 Per Gross**  
 SCATTER PINS: \$45.00 per gross, gift boxed.  
 Special Jobbers' Prices. Photos on request.

**DARO MFG. CO.**  
 1267 Thieriot Ave., Bronx 60, N. Y. TAImadge 8-6348

# Merchandise Topics

**Los Angeles**  
 Al Lindenberg, general manager of the Fair Merchandising Company, San Francisco, in town on business. He is catering to the carnival trade, having formerly been associated with the West Coast Shows. . . . Murray Sales Company is specializing in new and rebuilt watches, rings and costume jewelry. Allen Hofenberg is in charge of the department. . . . Martin Israel has moved his Normandie Sales Company to Merchandise Row. Recently vandals crashed one of the plate glass windows at the new location. . . . Doris Monette, wife of M. Whitey Monette, novelty jobber and concessionaire, was recently installed as president of the Show Folks of America, San Francisco. . . . George St. Pierre is now outdoor salesman for Pico Novelty Company, according to Harry Hesslein and Bob McDearmon. . . . Cecchini and Levaggi, of ABC Merchandise, soon start out on their fair circuits with opening of Riverside County Fair and National Date Festival in India. . . . Cossman & Company is offering an aerial intensifier. While the item measures only five inches, it is said to add four feet of coiled electronic wire to the car aerial to which it is attached. A single screw attaches the device and the wires are hidden in the tubing. Can also be used to obtain better TV reception.

**From All Around**  
 J. R. Zerach, of Zerach Brothers, San Francisco, writes that the report in the San Francisco column of Merchandise Topics, January 26, to the effect that Louis Weisberg is with the Zerach firm is erroneous. Neither is Sid Feinberg, who reportedly was planning a trip east with Weisberg, with the firm, says Zerach. . . . A new product, the "Four-Way Wonder Wallet," with exclusive "ezekey" feature, has been introduced into the women's fashion accessory market by Pavana Engineering Company. The \$1.98 retailer has detachable coin purse, secret billfold, "ezekey" container and handy date companion. The Vinylite item comes in solid red, green, tan and navy blue.

**Trans-Glo bunny**, an intriguing toy that glows in the dark and takes on the aspects of a live bunny, is announced by the Tarrson Company. The item has a covering of durable transparent plastic. Luminous qualities are imparted by granular phosphorescence with which the toy is stuffed. It retails for 98 cents. . . . Called Satinol beauty bath tester bar, a new package announced by Satinol, Inc., presents

**Dee Tours**  
 • Continued from page 52

successfully in Chicago and Buffalo.

The Chicago trial last week drew 13,614, the year's top crowd, and plans are being made to play five more home games in the afternoon. In Buffalo, a three-game test averaged 7,200 persons compared with a Sunday night average of 4,700. They have asked the American Hockey League for seven more afternoon dates this year.

**Calif. Managers to Meet**  
 RICHMOND, Calif.—A regional meeting of auditorium managers is scheduled here this month. Other California cities to be represented include San Francisco, Berkeley, San Jose, Sacramento, Santa Cruz, Fresno and Oakland.

**Exhibit Space Sold**  
 GRAND RAPIDS, Mich.—All exhibit space at Civic Auditorium here has been sold for the products displays of the 63d annual convention of the Michigan Retail Lumber Dealers' Association, February 5-7.

**New IAAM Members**  
 BUFFALO—Edward P. Hartnett Jr., manager of Memorial Auditorium here, is a new member of International Association of Auditorium Managers. Another newcomer is Don Myers, manager of the new Allen County Memorial Coliseum, Fort Wayne, Ind.

beauty bath oil in eight one-dram bottles containing fragrances of rose geranium, lemon verbena, wood violet, lily of the valley, balsam pine, mimosa, carnation and gardenia. The retail price is \$1.50. . . . University Loudspeakers, Inc., announces the addition of a new 12-inch wide range, wide dispersion cone speaker, the Diffusicon-12, intended to fill the need for a quality, popularly priced high fidelity unit.

For the prize and premium trade there is a table-top barbecue grill by Nahdgee, Inc., priced to retail at \$15.95. . . . With spring not far away, Comptone Company, Ltd., announces a line of sun glasses to fit any sales program. The line is priced to retail from 15 cents to \$10. . . . Crown Toy Manufacturing Corporation's latest item for kiddies is "Major Brush-Up the Dental Sentinel," whose plume is a nylon tooth brush; his drum a removable drinking cup. Costing \$5.40 a dozen, the item retails at \$1.

## News Nuggets

• Continued from page 52

automobile which, Pittera said, will be flown across the country for the event.

Exhibits also include sports, racing, foreign and antique automobiles; motorcycles and outboard motor boats. Prizes will be offered in all auto competition classes.

**Berlin Icer Draws, Goes Next to Italy . . .**

BERLIN, Feb. 2.—Kaisers Waltz Ice Show at the 7,000-seat Sports Hall is one of the hottest draws in the Western Sector. Engagement runs thru January and a tour of Italy and South America is to follow.

Show is produced by Fritz Fischer and includes Irene Braun, Robert Unger, Joy Aston, Chris Heierle, Oilly Huster, Clem Matthews, Lothar Weidemann and Lolo and Lou Folds.

**"Mr. Roberts" Grosses 7G at New Calif. Aud. . . .**

RICHMOND, Calif., Feb. 2.—New Municipal Auditorium here racked up a strong \$7,329 gross with its first legit attraction, "Mister Roberts." John J. Garvey Jr., house manager, pointed out that the play had worked near-by San Francisco for eight weeks before coming to Richmond.

**Hamilton, Ontario, Mulls Building . . .**

HAMILTON, Ont., Feb. 2.—City council this week asked Alderman Malcom Cline to investigate the possibility of having an arena-auditorium erected here.

He had previously informed the local board of control that two syndicates were interested in building such an arena. The proposed structure would seat 8,000 persons and accommodate 2,000 standees.

**Irish to Woo Roy Rogers For Garden Rodeo . . .**

NEW YORK, Feb. 2.—Madison Square Garden topper Ned Irish was scheduled to leave here Monday (4) night to confer with movie cowboy Roy Rogers, his wife and flicker partner, Dale Evans, and his manager Art Rush, on the possibility of the pair appearing as star attractions in this year's World's Championship Rodeo at the Garden.

Garden spokesman said that arena officials were high on Rogers for the event, but he was not too hopeful that a bargain would be struck because of the cowboy's high price. Rogers, his wife and their troupe are getting \$55,000 for appearances at the Houston Fat Stock Show, held January 30 thru Sunday (10).

Irish was to return here Friday (8).

**Sonja-Barbara "Battle" Pictured in "Life" . . .**

CHICAGO, Feb. 2.—Competition between the Barbara Ann Scott and Sonja Henie ice shows was pointed up in the February 4 issue of Life magazine, which carried three pages of pictures. Miss Scott, star in Art Wirtz's "Hollywood Ice Revue," was the cover feature of the issue.

**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 cut stones. Chain and cross gold finish.

#999-C \$6.00 Doz. | \$66.00 Gross

#999-N—Same as above, chain and cross, nickel finish.  
 \$4.75 Doz. | \$51.00 Gross

**PROVIDENCE RING CO.**  
 49 Westminster St., Providence, R.I.

**GENUINE CHINA TABLE LAMPS**

Beautifully hand-decorated. Red, Green, Chartreuse, or Blue. Complete with large pleated effect plastic silk shade, braided trim to harmonize.

Over-all height 22" approx.

Same lamp with 24K gold trim. Same lamp, marbled finish.

25% dep., bal. C.O.D., F.O.B. Chicago.

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Make good weekly earnings selling stores big line of 500 products: carded goods, novelties, sundries, toys, watches, jewelry, drugs, school supplies, etc. Retailing 5c, 10c and up. Just out with new Aspirin and Comb pack. You and the merchant more than double your money. Also Laymon's new 25c Ball Point Pen setting new records. Territory open. Regular or sideline. No experience needed. AA rated firm, in business over 30 years. New bargain deals and sales helps regularly. Send for FREE Booklet today.

**WORLD'S PRODUCTS CO.**  
 Dept. 8-G Spencer, Indiana

**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,

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Retails for

- 50c Fine Unbreakable Pearls
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- 50c Famous Men's Hair Tonic
- 35c Large Eagle Padlock, 2 Keys
- 50c SUN Glasses—Ladies', Men's
- 50c Ski Goggles, Leather Bound
- 50c Gold Plated Scatter Pins
- 50c Imported Dutch Paintings, 4 1/2 sq.
- 35c Silk Perfumed Sachet Pillow
- 50c Toilet Water, Fancy Bottles
- 50c 50 Needles with Automatic Dispenser
- 25c Pen Knife on Key Chain
- 51c Constance Bennett Face Powder
- 35c Leather Watch Band
- 50c Harriet Ayer Make-Up Puffs
- 75c Famous Make Metalcase Lipstick
- 25c Ball Point Pens
- 40c Airmail Stationery Portfolio Complete
- 50c Smoking Pipes on Display Cards

**BURKE, 10 W. 27th St., N. Y. C.**

**New, Patented Coin Counter and Wrapper**

Counts and wraps coins very fast; no effort; is simple, efficient, fool-proof. Makes neat rolls. Beautiful, lasting, indispensable. \$2.95 C.O.D.

Money refunded if not satisfied within 10 days.

**Garamatic Sales Co.**  
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### MAKE \$650 PER MONTH

If you are in the business of selling for profit, then this ad is for you and you alone. This history-making offer is made for one reason only—so you can see and test this famous product—the Mitchell Personalized Door Mat. You pay only postage and handling—\$1.00. We ship a full sized perfect stock sample in a beautiful color (no black samples shipped).

GIANT 18"x28" SIZE



7,000 Rubber Scraping Fingers  
We mold in any name—13 letters max. For instance: "Tom and Mary," "HillHouse," "The Jones."

**FAMOUS MITCHELL PERSONALIZED MAT SELLS FOR \$5.45**  
You take order and letters to be molded in, collect deposit of \$1.50. Keep all deposits, mail orders to us. We ship and collect balance. One of our salesmen made over \$10,000 last year. This is a natural profit maker.  
**SEND JUST \$1 POSTAGE HANDLING**  
Receive free sample 7½ lb. mat, book of order blanks, complete sales kit.

**PLEASE ENCLOSE THIS COUPON**  
R. L. MITCHELL RUBBER CO.  
Attn. Ray Mitchell, Dept. B-2  
2116 San Fernando Road  
Los Angeles 65, Calif.  
Please send my sample, order book and sales kit. Enclosed is \$1 to cover postage and handling. I understand that I will be under no obligation.  
Name .....  
Address .....  
City ..... State .....

## World's Famous PERFUMES

That Sell at \$3 to \$6 per 1½ dram. REPRODUCED for you by outstanding Parisian Chemist in beautiful gold-top bottles at only 75¢ each; \$9.00 dozen.  
**\$4000.00** MADE IN 90 DAYS by one of our representatives. Write  
**EXCLUSIVE IMPORTS, Dept. BB-3**  
1139 So. Wabash 6804 Fountain  
Chicago 5, Ill. Hollywood 38, Calif.

**CLOSE OUT**  
Beautiful 3-strand alabaster Pearl Necklace and Earring Set in satin-lined velvet box. For limited time only, \$47.40 per doz. sets. 25% with order, balance C.O.D., F.O.B. Ft. Worth. Shipped anywhere.  
**GURLEY'S**  
2825 May St. Ft. Worth, Texas

TABLES & STEEL OR WOOD  
**CHAIRS**  
Folding or Non-Folding  
Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed.  
**ADIRONDACK CHAIR CO.**  
1140 B'way, N. Y. (27 St.), Dept. 4, MU 3-1285

**FREE DELIVERY**  
ANYWHERE IN THE U. S. A.  
**B-15—Cowboy Line Key Chains**  
ONLY \$2.00 net per 100—Minimum orders 500. Send cash or check with order.  
**HOPKINS NOVELTY CO., INC.**  
394 Branch Ave., Providence 4, R. I.

**MAKE \$2 HR. SELL RA-GLO SIGNS**  
To bars, stores, restaurants. New! Brilliant Ra-Glo signs. 17 sample signs 7x11, \$1.00 postpaid, 110 signs, \$6.00 postpaid. Sell 35¢ ea. 25% deposit required on C.O.D. orders. Send for free literature.  
**ALL ART SIGN CO.**  
179 N. Wells St., Dept. 43, Chicago 6, Ill.

**LADIES' FULL FASHIONED**  
First Quality, Branded Goods, 51 Gauge, 15 Denier, 100% DuPont.  
**NYLON HOSE, \$7.50 Doz.**  
Packed ¼ dozen size and shade to box, latest shades. Also sub-standard hose. 25% with order, balance C.O.D.  
**BURLINGTON HOSE OUTLET**  
116 Carolina Avenue Burlington, N. C.

**SOMEWHERE IN THE WORLD...**  
There's a buyer for your talents—services—or merchandise.  
Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 — 1

# Pipes for Pitchmen

By BILL BAKER

**MARTY COHEN . . .** known in Pitchdom as Marty Faye, and Joe Fowler pitched Nu-Plate Silver Cream at the Boston Sport Show to big returns. From the Hub City they go to the Sport Show in New York.

**ARTHUR GORVIN . . .** well-known pitchman, is seriously ill in Ward A-4, Drew Field Hospital, Tampa. He'd like to read letters from friends.

**TEX DABNEY . . .** one of the best papermen in the business several years ago, and his wife, Bertha, are wintering in Tampa. Tex, who is interested in other business enterprises now, could still push the sheet with the best of them if he had to.

**THE MORGANS . . .** Charlie and Cherie, are touring Cuba with Jack Murphy.

**FOLLOWING . . .** a lengthy silence in this pillar, Mae and Lew Kennedy write from Milwaukee that they have been working there ever since leaving the West Coast last summer. "I'm working rad and my wife is pushing shampoo," Kennedy says. "Business has been exceptionally good and we plan to remain here until the fairs open. I've heard many pitchmen say that Milwaukee is tough, but we've found it just the opposite. These people are solid and they spend freely. There's no one in town at the moment but us. It seems that everyone is afraid of the snow, but when the snow flies and the wind blows the traffic in the stores doubles and business is good. Let's have a pipe here from Emil Siebold."

**WHAT HAS . . .** become of Emil Siebold, the mouse king? Please send your address to Old Gas Bill. Holding important information for you.

**"WE HAVE . . .** the largest collection of pitchmen around Webbs' City Drugstore that this hot spot has ever seen," Charles C. Noller letters from St. Petersburg, Fla. "The

## Hughes Favors

Continued from page 56

City Music Hall, will be favored to continue as director of the elaborate shows staged in front of the CNE 25,000-seat grandstand. Hughes also is expected to recommend the continued use of Canadians in chorus, ballet and glee club, and for other parts in the show if their talent justifies inclusion, in keeping with a policy inaugurated a year ago when the public demanded that more talent dollars be spent in the dominion.

**Mayor Favors Canadians**  
Mayor Allan Lamport, a CNE director by virtue of his elective office, is expected to continue his opposition to the importation of American talent. The mayor favors a show made up entirely of Canadians, and has been outspoken in his demands along these lines, claiming that heavy costs have turned the grandstand presentation into a losing proposition. Other fair officials are known to favor the continuation of importing name performers. They feel that the CNE is an international event with a world-wide reputation and is dependent in part on patronage from across the border.

Lamport claimed that last year's show lost \$50,000. Added to the \$330,000 annual debt charges on the grandstand, this meant the cost to the taxpayers was \$380,000, he said.

Fair officials dispute the accounting, saying that between 350,000 and 260,000 persons have viewed the grandstand extravaganzas at each of the last four events. In addition to paying for grandstand seats, patrons also paid 50 cents each to enter the grounds, they say, the indication being that the initial lure was the name talent and show.

parking lot no longer is called by its name, but is referred to as the midway. I have three spots working here, plus a Swiss museum exhibit and have booked The Great LeRoi, magician, for 10 days. I discovered one of the sweetest \$1 pitch items I've ever seen this winter. It's called the Mystery Box and I have taken over distribution on it. The weather has been good here and money still seems plentiful."

**A. (RED) HUTCHINSON . . .** is at his Main Street headquarters, Lenoir, N. C., preparing a new pitch item for the coming season.

## Penny Meeting

Continued from page 63

and that he will be back at the Hartford (Conn.) Shrine Circus.

**Moyers on Fla. Tour**  
Russ and Mary Moyer left Friday (25) for Florida on a combination business and pleasure trip. The Reading Fair publicist is slated to handle a number of dates, including Florida State Fair, for the Joie Chitwood Hell Drivers. Joie, who also makes his home in Reading, and the show equipment headed south about the same time. The Thrill Show impresario has an elaborate new trailer with the show title emblazoned on all sides.

**Shirley Takes Over**  
Shirley Lawrence Levy sparked husband Sam's efforts to secure a gold life membership card in the National Showmen's Association by stalking prospective members thru-out the meeting. With a handful of application blanks and the helping fingering by members, Shirley was able to sign up six new members.

**Supply Sales Reported**  
Henry A. (Hank) Theodor, head of a Pittsburgh concession supply house bearing his name, reported brisk interest and many sales to showmen. While most supply firms figure showmen are too busy with their bookings at fair meetings to be approached on merchandise deals, it apparently didn't work that way for Hank.

**Beam Credits Billyboy**  
Merle Beam, owner-operator of Beam's Attractions, enjoying the leisure that comes only with a nearly full route of fair dates, told how he started his carnival business 23 years ago by placing ads in The Billboard. At the time he had one concession and was the public relations rep for a coal company. He booked dates, advertised for concessions and rides and parlayed his winnings into 10 rides, 20 tractor-trailer units and 5 straight jobs. At the same time he entered the teaching profession in his home town of Windber, Pa., and went on to become principal of the high school, a post he still holds.

**Plush Job to Woidill**  
S. C. Woidill, sound system operator, supplied all of the public address systems used in connection with the opening of the New Jersey Turnpike, new high speed artery that takes motorists from New York City to Maryland with nary a traffic light to interrupt.

**Friends Aid Jones**  
Roy B. Jones, special representative for the Pepsi-Cola Company, had many of his show business friends touting the soft drink product at a special stand set up outside the meeting room and banquet hall. Dozens of folks came out for refreshments during the four-hour show, and Roy was on hand to greet all.

## Ark. Annuals

Continued from page 56

Bob Kline, Brown and Wallace Shows; C. A. Hensley, Schafer's Just for Fun Shows; Don Trublood, Home State Shows, and Sam Fidler, Fidler's United Shows.  
Lee Lott, Lucky Lott Thrill Show; Fred Herrin Jr., Paramount Fireworks Company; Frank Sharpe and John Wills, Regalia Manufacturing Company; George B. Flint, Boyle Woolfolk Agency; Pop Staples and Milt Hinkle, Staples Rodeo; Bill Clark, Lyle Van Patton and Blackie Austin, B. C. Rodeo; Mr. and Mrs. Sidney Belmont, Belmont Agency; Tom Drake, Drake Attractions; Billy Senior, Barnes-Carruthers Theatrical Enterprises; E. O. Stacy, Music Corporation of America; George Rixner, Frank Wirth Attractions; W. H. Goodman, United Fireworks Company; H. T. Braucht, Colorcraft Poster Company; Great Livincoth, Magical Follies; Sonny Schultz, Schultz Troupe; Roger Wohlberg, Showmen's Insurance Company; Ernie Campbell, Campbell Tent & Awning Company, and Wallace and Mrs. Orla Lashbrook, Lashbrook Tent Company.

## Self-Employed

Continued from page 56

vidual's income tax Form 1040. Social Security and income taxes are paid at the same time and are due by March 15.

The local office also pointed out that Social Security tax is paid by a self-employed person even though he may not be required to pay an income tax. It also was disclosed that any self-employed person who has never had a Social Security number must now obtain one. Applications to secure a Social Security number may be obtained at any post office in the country.

The administration here said that "self-employed people are now earning wage credits which will help them qualify for Social Security benefits." A booklet containing complete information regarding these benefits may be obtained by writing the Cincinnati Social Security Administration, Post Office Building, Cincinnati 2, O.

## Calif. Fair Execs

Continued from page 56

countant with the division. Heiman will review the manual of accounting and procedures to acquaint managers in a general way as to where certain information can be obtained. Moore will stress audit reports, preparation of books and records for audit and procedure on following up audit recommendations.

Merrill is to talk on a variety of subjects, including industrial space selling, carnival safeguards, concessions, public relations and publicity, year round selling, customer conveniences and material available for fairs.

Tevis Paine, WFA assistant manager, will discuss special events and sources of fair revenues.

A banquet at the Hotel Senator on opening day is the only social function scheduled.

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Big Profits Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25c. Bart Mfg. Co. 303 Deprav St. Brooklyn 2, N. Y.

IS YOUR NAME HERE?

Tax Refunds Due Many Showfolk

CINCINNATI, Feb. 2. — Recent release by the local Internal Revenue Bureau of a list of people who are entitled to tax refunds on income tax reports dating back to 1943 contains the names of many show people who gave their permanent address as care The Billboard or 25 Opera Place, The Billboard's former Cincinnati address. More than \$500,000 in tax refunds awaits the 15,000 people

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. 34 Nicholas, Steve 60 Lamont, James 64 O'Dwyer, E. C. 64 McClain, Steve R. 40 Hammerhead 54 McGinley, Barbara 40 Pardee, E. C. 54 Morgan, Patricia, 34 Peters, W. S. 154 Newcomb, K. P. (S) Phelps, Fred, 124 Roebuck Catalog 25c Shelton, Mr. Pat 124 Spencer, Chas. E., 104

- Adams, Guy M. Adams, Harry Julius and Beulah Allen, Cecil Bancroft, Harry Barr, Gertrude A. Belknap, Rose Belt, Beulah Bennett, Fred K. Bernard, Arthur Campbell, Raymond Carl Cinereski, Leonard and Dorothy Crawley, Rufus Enos, Philip R. Jr. and Doreen Fielding, Allie Finn, Tobe Fish, James E. and Beulah Flynn, Vincent Glinworth, Juanita Graham, Basil Gustafson, Gerald C. Hall, Charles Harper, Marshall Hayes, William J. Hentzelman, Ralph Eugene Hidley, Una L. Hill, Robert Holtman, Arnold Ingie, Fred E. Johnson, Jack Johnson King, Lucille and George Kishko, Glenn Lambert, Mary E. Lane, John Lark Luckey, James M. Marshall, Ray McCarey, Cecil O'Brien, Johnny Peyton, Ella Mae Poplin, Charles Proser, Israel S. Rieffensch, Jimmie Russell, William H. Smith, Taylor, John R. Wells, William C. Williams, Samuel Young, Ruebin

- Ross, Joan Rouse, Richard Wm. Roush, Jewell Secoskey Royals, R. E. Rucker, E. H. Russell, Curtis W. Scheel, Robert Rutch, August Saarl, Gus T. Sabasto, John Ed. Salerno, Michael Sanders, Joseph Q. Sanders, Wm. Sanderson, B. E. Saxe, Reggie Schaefer, Fred Scheiman, Wm. L. Scott, Charles Howard Seabrook, Richard Sears, Sandy & Grace Settle, Wm. D. Shaefer, Jeannie Shaffer, Montevort N. Shaffer, Victor Sharpston, John Shaw, William H. Shay, Gerald Shealy, George Shesell, Robert Shelly, John F. Shelly, Herbert L. Showalter, Edna Dean Showalter, H. E. Shushy, John Sigmon, Dallas Slamen, John Slee, Henry Harry Smith, Clarence Smith, Mrs. Ethel Smith, Robert Guy Sowles, L. Spartan Family Spear, Harry Spencer, Charles E. Spiller, Evelyn Spina, Frank Spitzer, Ernest E. Spradling, Dewey Sprague, Mrs. R. J. Sprinkle, Charles Stabinski, Alys Stack, Marie Stallings, Floyd Stanko, Geo. Stanley, Edward Stanley, Lewis (Louis) Stanley, Ralph St. George Raymond Starnes, Arnold B. Starr, Hedy Jo Stein, Steve (Gypsy) Stephenson, Richard Stevens, Gerald Stevens, Bob & Shirley Stevens, George M. Straus, Leonard J. Strauser, Samuel Strickland, Albert Studabaker, Paul Sturn, Sam Styles, Evelyn Styles, Russell Suber, Mrs. M. H. Sutherland, Eugene Summers, Elias Swann, W. L. Swanton, Robert L. Sylvia, Russell A. Tacker, Charlie Taylor, Clarence Taylor, Herchel

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MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Amato, Don Anderson, Oscar Barfield, Johnny Berry, T. F. Carter, Robert Silm Dorsey, M. F. Dunn, Mrs. M. J. Evans, H. Paul Fontaine, Paul Goodwin, Lloyd O. Halstead, Virginia G.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Adams, Pete Akin, Charles Aliberson, Arlie Albert, Elmer J. Alexander, Alexander Bandran, Ken Bateman, Edna V. Becker, Lawrence J. Birks, Wm. R. Birnie, Wm. (Bill) Bougie, Emile Breitprecher, M. O. Brown, Royal T. Merle Brydon, Ray Marsh Bunch, Sam (Blackie) Burge, Lloyd Clanhann, Bobby Carter, Noble Austin Chapman, Archie Roy Chastain, Bill Clark, James Cochrane Costello, John Cox, Leroy Cramer, Ray Crowder, Lenard E. Curden, Blackie (Slim) Rhyninger, Al Rich, Marilyn Richardson, Edward Riddicks, Johnny Riley, Lou Ritter, Arthur L. Ritz, Prof. Chas. J. Riva, Joseph Robinson, Julius F. Rockwell, W. C. Rogers, Carroll Rogers, Will Rohers, Herman (Deatv) Roller, Darrell Rooney, Jimmy Roselle, Austin Rosenberg, Joseph

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## Complete Test On New United Novelty Game

CHICAGO, Feb. 2.—United Manufacturing Company this week completed field tests on a new novelty amusement game featuring an animated six-horse race. Called Steeple Chase, it will be delivered to distributors in time for showings next week.

Action from skilled shots is stressed on Steeple Chase which has an unusual playfield featuring 11 knockout pockets and three thumper bumpers. The pockets vary in value and advance the horses, 5, 10, 15 and 20 notches.

Available on either nickel or dime play, Steeple Chase can be played with from one to six coins. Each coin gives one selection. Since additional selections increase replay possibilities, more experienced players play all selections simultaneously. During every race, the first horse in, results in two replays if all selections are accounted for.

### Numerical Order

It doesn't matter which selection finishes first if all have been played. But the next horse to cross the finish line must carry a higher number unless the sixth horse finishes first. Thus if the No. 1 selection finishes first, the No. 2 horse must finish second to keep the race in progress. This sequence must also follow for other selections. Therefore, to prevent the game from ending, selection 3 must be the next across the line. By playing all six selections, the player is assured 2 re-

(Continued on page 90)

## NPA to Exempt Chrome Steel From Controls

WASHINGTON, Feb. 2.—National Production Authority this week added chrome steel to glass containers and other products as exempt from allocation controls.

NPA administrator Henry H. Fowler said that decontrol orders are put into effect as soon as supplies "become sufficiently adequate to meet immediate requirements and those in the foreseeable future." Control orders over glass containers were revoked December 31.

## Calendar for Coinmen

- February 4—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- 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, 5, 6—National Association of Bulk Vendors, open-house meeting and exhibit, Morrison Hotel, Chicago.
- February 5—Milwaukee Phonograph Operators' Association, Deutsch's Cafe, Milwaukee.
- 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 7—Washington Music Guild, Inc., monthly meeting, 3110 M Street, N. W., Washington.
- 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 25—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- February 25—Central States Phonograph Operators' Association, monthly meeting, 621 Main Street, Peoria, Ill.
- February 26—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.
- February 26—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- March 3, 4, 5—Music Operators of America, annual convention, Palmer House, Chicago.

## BUBBLE DANCE HORSEY STYLE

CHICAGO, Feb. 2.—If the many mechanical horses on display at the 1952 Coin Machine Exposition in the Hotel Sherman, Monday thru Wednesday (4-6), appear to be in a lather, it will probably be due to an automatic bubble machine in the booth of Purveyor Shuffleboard Company.

Designed as an attention grabber, the machine produces giant bubbles which float around. In Purveyor's case, the gimmick will be used as a trade stimulant. The person making the nearest guess to the number of bubbles produced by the machine during the three days will receive a valuable prize, firm's owner, Herb Perkins, said. In the event the lucky guesser was also a Purveyor patron at the show he will receive a \$50 defense bond as a bonus award.

## Merry-Go-R'nd To Make Pins

PHILADELPHIA, Feb. 2.—Merry-Go-Round Sales, which entered the coin machine manufacturing field recently with a mechanical horse, is planning to add pin games to its industry line. The first novelty game off the company line will be introduced to the trade in about a month, Sam Kohn, president, said this week.

Meanwhile, the company has announced that all horses leaving the plant will carry a new service warranty, allowing purchasers to return the equipment once a year, for five years, for free reconditioning. The service includes a new paint job, saddle refinishing and the repair of any parts. The only charge to be made, Kohn stated, is for parts replaced. Operators, tho, will have to pay freight charges both ways.

## Williams Bows 2 New Games, Distribs Meet

CHICAGO, Feb. 2.—Williams Manufacturing Company, thru Vice-President Sam Stern will announce production on two new games at its annual distributor meet here Sunday (3). The meeting will be climaxed by a dinner at the Imperial House.

## WEATHER CLEAR, TRACK FAST

# Horses Set for CMI Show; 67 Firms to Display Wares

CHICAGO, Feb. 2.—With operators, distributors and exhibitors flocking here today and factory representatives setting up equipment in the exhibition hall of the Hotel Sherman, the 1952 International Coin Machine Exposition appeared certain to attract strong attendance. Delegations from virtually all 48 States plus several neighboring and overseas countries were expected. Sponsored by Coin Machine Institute, the three-day show begins Monday (4).

The 67 companies exhibiting will show a wide variety of amusement games, vendors and music equipment, plus an assortment of such allied items as locks, parts and premium merchandise. However, in the main, games and the hot item of the amusement trade—mechanical horses—will be features.

### New Products

As has been the custom at previous CMI shows several old-line companies, plus a few newcomers, have saved up some special new products for unveiling at this time since the convention will attract attention from widely separated areas. Chicago Coin Machine

Company, D. Gottlieb & Company, Williams Manufacturing Company, Exhibit Supply Company, International Mutoscope Corporation and Capitol Projector Corporation are the veteran firms which will bow new products. Other manufacturers, who will be displaying at their initial CMI convention, will introduce mechanical horses. These include Beauty Horse Sales Company, River Edge, N. J.; Buccaroo Manufacturing Company, Los Angeles; Merry-Go-Round Sales, Philadelphia; Royal Engineering Company, Inglewood, Calif., and Wonder Horse Company, Pascagoula, Miss. Another initial CMI exhibitor will be Sparks Specialty Company, Soperton, Ga., showing its coin-operated pool table and scale lines.

Other products at the show will include photo machines, shuffleboard, gun games, novelty sport games, ice cube, razor blade, candy, cigarette, gum, card, popcorn and peanut vendors; counter model music boxes, coin radios and manual barbecue sandwich units.

Prospects for attendance, a question mark as recently as a few weeks ago, improved steadily on the eve of the show. The Sher-

man's convention bureau reported thru Manager Earl Benedict that all available space for the show was sold and the bureau was co-operating with coinmen arriving without reservations by finding accommodations at near by Loop hostels.

Other events certain to swell over-all attendance at the CMI show were the debut of the new Evans phonograph line, the bulk vendors convention at the Morrison Hotel, and the winter meeting of the National Coin Machine Distributors Association at the Bismarck Hotel. All three will take place on dates concurrent with the CMI event.

### GOOD CHAIRMAN

## Home for Aged Banquet Drive Nets \$230,000

CHICAGO, Feb. 2.—Nearly 50 per cent of the goal of \$500,000 for the remodeling of the Daughters of Zion Home, at California Avenue and Hirsch Street, for use as a home for the aged was reached at a banquet held in the Standard Club here Wednesday (30) night. Dave Gottlieb, president of D. Gottlieb & Company, was chairman of the banquet and is co-chairman with Hy Salkind and George M. Eisenberg of the over-all drive.

With 400 persons present, including many leaders of business, government and the entertainment world, a total of \$230,000 was raised. When completed the new home will provide 150 beds and offer modern quarters for the aged, including hospital and infirmary sections, occupational therapy, recreational facilities and a synagog. In accordance with a resolution passed last June, the home for the aged will operate in affiliation with the Jewish Federation of Chicago.

## Canada Plant For Capitol Horse, Movies

NEW YORK, Feb. 2.—An extra set of dyes for the Capitol horse, Bright Eyes, is being made up for shipment to Canada, where the company plans to open a manufacturing affiliate soon, it was learned this week. Capitol's movie machine, Midget Movies, also will be produced in Canada, altho production will be largely an assembly job from parts fabricated at the home plant here.

Meanwhile Capitol has begun delivering its horse to operator customers, according to Leo Wilens, executive. While current models are made of aluminum, experimentation is being conducted with hard rubber bodies as a hedge against the possibility of future material shortages.

Wilens also declared that Capitol expects to add still-picture units to their coin machine line soon. Two models are in the works, one for penny operation and the other for nickel or dime operation.

## Cradick Names Sales Manager

LOS ANGELES, Feb. 2.—Saul Freedman has been appointed sales manager of Charles W. Cradick Enterprises, makers of the Hopalong Cassidy Mechanical horse, Topper. Freedman has set up showrooms in Cradick's headquarters at 1169 North Vermont Avenue here.

## SHUFFLEBOARD SURVEY

# Detroit Distrib Eyes Game's Renaissance

This is the first of a two-part feature on Shuffleboard Operations. The second and concluding article will appear in next week's issue.

DETROIT, Feb. 2.—A survey of industry and public relations programs in the shuffleboard field is being conducted by the Central

Coin Machine Exchange here, with four main objectives:

1. To obtain a comprehensive picture of the conditions of the local industry as to ownership, location, and condition of games.
2. To facilitate the quest of the average player and spectator to learn and have available for easy reference the standard rules of the game.
3. To sell the amusement value of shuffleboard on a higher plane by assuring the adequate service and maintenance of games in proper condition.
4. To initiate a reconsideration of the situation and operating problems by location owners who have their own games, with the long-range objective of including them to switch to operator-owned games and creating, in effect, that many new locations for operators.

### Effective Medium

The effective medium of the program is a mailing to local tavern owners, 1,200 so far, or somewhat less than half the total licensed places in the city which include restaurants with a beer permit and similar spots not prime prospects for shuffleboard. To concentrate upon the most

(Continued on page 89)

## NCMDA Group Sets Agenda For Chi Meet

CHICAGO, Feb. 2.—The National Coin Machine Distributors' Association announced the agenda for its mid-winter meet at the Bismarck Hotel here Monday thru Wednesday (4-6).

Feature of the quarterly session will be the annual election of officers Monday (4) morning followed by the election of three new directors for three-year terms. Other high points on the opening day will be a ratification of NCMDA's 1952 policy by the entire membership based on a series of resolutions approved by the executive board in its Miami Beach meeting last month; the final approval of the group's annual promotional program; selection of new committees to work on finance, manufacturers' liaison, membership and new merchandising ideas.

The final two days of the meet have been set aside for a special gathering of the new executives and directors plus individual committee sessions.

## Sparks Plans CMI Exhibit

SOPERTON, Ga., Feb. 2.—Sparks Specialty Company here will display photographic models of its coin-operated pool tables at the Coin Machine Exposition at the Hotel Sherman, Monday thru Wednesday (4-6). The firm also will display working models of its weighing scale line.

Sparks pool table measures 3½ by 7 feet and has a dime chute. Firm is headed by R. M. Sparks, who will explain the high points of both products at the exhibit.



## Juke Biz Costly Operation With Small-Profit Returns

### Judiciary Subcommittee Hears Herz Survey of Phono Industry

WASHINGTON, Feb. 4.—In a statement prepared for delivery to the House Judiciary Subcommittee on Copyrights and Patents today, Theodore Herz, of the firm of Price, Waterhouse & Company, revealed hitherto unpublished results of a newly completed survey of the nation's juke box industry which, the survey showed, is mostly a "small business" with relatively small profits and heavy operating costs. Herz, a certified public accountant, was among several witnesses scheduled to take the stand at the subcommittee

hearing which resumed today on the Bryson-Kefauver Bill to impose copyright royalties on juke boxes.

Herz's statement declared that

#### HIGHLIGHTS ON JUKE SURVEY

WASHINGTON, Feb. 4.—Here are highlights of a survey completed by the accounting firm of Price, Waterhouse & Company on the juke box industry, as unfolded to the House Judiciary Subcommittee on Copyrights and Patents today:

Replies from 1,598 juke box operators were tabulated; in 1950 these operators had 98,375 coin-operated phonographs which produced \$31,639,742 for the owner-operators.

Each machine took in about \$644, out of which the owner-operator got \$322, not quite a dollar a day for each machine.

Average number of machines owned by an operator was 50; average profit margin amounted to \$402.92 per operator per month for 1950.

his firm aided in preparation of a questionnaire distributed by juke box manufacturers and operators' associations to all known operators, and his firm tabulated the results. The firm tabulated 1,598 replies representing nearly half the States in the Union. Herz's statement continued as follows:

#### 1,598 Replies

"The 1,598 replies which furnished the data presented in this paper include 1,024 received from operators who own from 1 to 50 machines. This is slightly more than 64 per cent of all of those who sent in usable replies. Less than 2 per cent own more than 300 machines each. The distribution of the 1,598 replies according to size groups is shown in this table:

Fifty machines or less.....	1,024	64.0%
50, but not more than 75.....	237	14.8
75, but not more than 100.....	142	8.9
100, but not more than 200.....	133	8.4
200, but not more than 300.....	38	2.5
More than 300.....	24	1.4
Total .....	1,598	100%

"A total of 98,375 phonographs is represented by the 1,598 replies. During 1950 they produced total revenues of \$31,639,742 for the owner-operators. This is the revenue total after eliminating the amount paid to the location owners, (Continued on page 80)

## Central Ill. Ops Discuss Bryson Bill, High Costs

PEORIA, Ill., Feb. 2.—The Central States Phonograph Operators' Association held its regular monthly meeting here Thursday (31) in the Enders Hotel. Discussion centered on the controversial Bryson Bill. Fifteen members attended the meeting.

Les Montooth, president, said he and other members tentatively have planned to attend the hearings on the bill which reopen in Washington Monday (4).

Dime play for juke boxes was another topic of discussion during the meeting. Montooth said the members of the association have been co-operating in an effort to get the Office of Price Stabilization to change its stand against an increase to dime play.

The members particularly were interested, Montooth said, in discussing the sharp rise in the cost of phonograph operation—such as the much greater initial outlay now for a new machine. He said members cited facts and figures in their discussion and agreed they must have an increase if they are to continue in business.

Prior to the business discussion, the members had supper at the hotel.

## Chi Ops Elect Officers, Set Policy for '52

CHICAGO, Feb. 2.—The Recorded Music Service Association, Chicago association of music operators, held its annual election meeting here Wednesday (30) and set policy for the year.

Some 60 members were present at the meeting in the Brown and Koppel restaurant and unanimously elected the following officers:

Ray B. Cunliffe and Roy Bloomquist, co-presidents; Phil Levin, vice-president and secretary; Joseph Filletti, treasurer; Dan Ballaggi and Dan Gaines, vice-presidents, and Bob Lindelof, Paul Golden and Frank Padula, directors. The only new officers are Lindelof and Padula. All others were returned to office.

Major portion of discussion focused on the controversial Bryson Bill and the setting of policy, rules and regulations. It was agreed that operators should strictly adhere to new policies of the group and that each operator should do as much as he can to better relations with the public and location owners.

(Continued on page 95)

## Evanston Enacts \$15 Juke Box Tax

EVANSTON, Ill., Feb. 2.—City council here has passed a \$15-per-machine tax on juke boxes. The action marked the first time the Chicago suburb singled out coin-operated phonographs as a source of revenue.

The annual license went into effect immediately.

## 100 SELECTIONS

### Evans to Show 5 Models at Premier

CHICAGO, Feb. 2.—At least five working models of the new H. C. Evans music line will be on display in the Morrison Hotel here Sunday thru Wednesday (3-6), President Dick Hood announced. Following a factory preview of the new models last week (The Billboard, February 2), the firm's sales and engineering executives held a series of meetings with Hood to set a price list for the 1952 line which will be announced at the showing.

At the Morrison showing in Suite 335, Evans will exhibit four models of the new 40-selection machines, called Jubilee, and one of the Century, which plays 100 selections. The Jubilees will not only be displayed with 45 and 78 r.p.m. mechanisms, but also in a variety of wood finishes. Evans' Century will be made for 45 r.p.m. play exclusively.

Tho it was not a trade secret that Evans was working on a 100-selection juke box, it was generally believed in distributing and operating circles that actual production of the machine would be deferred until essential materials would be available in larger quantities. As a result, Hood and Lester Rieck, manager of the music division, had a busy week handling inquiries and visitors interested in the new line once the formal announcement of the equipment and production dates were made. All the firm's regular distributors, plus other coinmen interested in signing up as distributors in areas where

Evans is not yet represented, wired or phoned they would attend the premiere showing.

In addition to displaying completed models of the 40 and 100-selection boxes, Evans will exhibit separate mechanisms for music men to examine for operational and service features. Others representing the factory at the Morrison, besides Hood and Rieck, will be Rex Shriver, Fred Morris and firm engineers. The Sunday showing was scheduled to begin at 4 p.m. On the remaining three days the display will start at 10 p.m.

## Post Reward For Vandals

CINCINNATI, Feb. 2.—A \$10,000 reward has been offered for the arrest and conviction of the vandals who last week broke windows in two cafe locations and the Sentinel Amusement Company here.

The reward was announced by Charles J. Kanter, head of the Ace Sales Company. One of the cafe location owners said he had planned to change his juke box from an Ace Company to one from the Sentinel Company.

Local newspapers described the window breaking, in which a night watchman was slightly injured, as a juke box-pinball war (The Billboard, January 26).

## 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:

**JUKE BOX TAX FOES STRIKE.** Chaffetz attacks ASCAP in slash at Bryson-Kefauver bill (General-Music Departments).

**CORAL BOOSTS TALENT STABLE.** Revamps a.&r. set-up in over-all expansion moves (Music Department).

**DERBY INTO POP FIELD.** Indie r.&b. diskery extends move into popular market (Music Department).

**ENGLISH FIRM INVADES U.S.** Polygon, new indie label, plans concentration on three British artists (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## Jukemen's Witness Blasts Bryson Bill At House Hearing

### Passage Would Be "Disastrous" To "Boon" of Music---Chaffetz

WASHINGTON, Feb. 4.—Declaring that the Bryson-Kefauver Bill to impose copyright royalties on juke boxes "threatens disastrous consequences" to the industry which has been a boon to the music world, Hammond E. Chaffetz, D. C. legalist, urged the House judiciary subcommittee on copyrights and patents today to defeat the measure. Chaffetz, leaf-off witness at the resumption of the subcommittee's hearing on the bill today, strongly assailed as "untrue" a number of arguments advanced at an earlier hearing by spokesmen of the American Society of Composers, Authors and Publishers. He declared that "juke box operators in the purchase of records pay very substantial amounts to the authors and composers, and it is entirely false and misleading to

assert that juke boxes do not pay for the music they use."

"On any fair basis of comparison the juke boxes pay relatively more than any of the industries which employ music," he said.

Chaffetz, a member of the firm of Kirkland, Fleming, Green, Martin & Ellis, representing four of the nation's five juke box manufacturers, gave the committee a detailed description of the juke box industry. "While an effort has been made to convey the impression of an air of mystery about this industry," he said, "actually it is much less mysterious than the ASCAP organization which is the sponsor of this bill. If there are no published statistics on the industry," he said, "it is only because the juke box operators are so numerous, so widely scattered and so poorly organized."

#### Few Manufacturers

He pointed out that the industry is a "struggling" one, with the number of manufacturers having dwindled over a long period of years. Of "a handful of manufacturers" who have survived, Chaffetz mentioned Rudolph Wurlitzer Company as having been manufacturing musical instruments since 1856; J. P. Seeburg Corporation in business since 1902; Rock-Ola Manufacturing Company in business since 1928, with its juke box production started in 1934, and A.M.I., Inc., having been manufacturing juke boxes since 1908.

All of these companies, he said, (Continued on page 91)

## Ore. Music Ops To Hear Report On Bryson Bill

PORTLAND, Ore., Feb. 2.—At a meeting of the Oregon Music Association at the Multnomah Hotel here Thursday (14), President Lee Jones will report on his appearance before the Congressional Committee conducting hearings in Washington on the Bryson Bill.

Lee left for Washington Thursday (31) at the request of George Miller, president of the Music Operators of America. He planned to tell congressmen how he, as a juke box operator, and other operators in Oregon would suffer financially if the Bryson Bill were enacted. The measure proposes to permit taxation of juke boxes for the benefit of ASCAP and other copyright owners.

At the hearing in Washington, scheduled for Monday and Tuesday (4-5), Jones said he would testify that the measure would force operators to remove machines from many of their weaker locations.

## 3d Rock-Ola Distrib Meeting Tentatively Set

CHICAGO, Feb. 2.—The third in a series of regional "grass roots" distributors meetings conducted by the Rock-Ola Manufacturing Company tentatively has been scheduled for February 22 in St. Louis.

Art Weinand, vice-president and director of sales, said a definite date will be announced next week. Weinand and Jack Barabash, regional manager, will represent the Rock-Ola Company.

Representatives from distributing firms in Memphis, Kansas City, Omaha, Des Moines, St. Paul, Louisville and St. Louis are expected to attend the sessions which usually last two days.

Weinand described the meeting as being "grass roots" sessions because they are held on an open forum basis during which distributors can get better acquainted and can thrash out common problems.

## Our Error, Sorry

CHICAGO, Feb. 2.—In a listing of Chicago manufacturers in last week's issue, the address of H. C. Evans & Company was erroneously given as 1528 West Adams Street, Chicago 7. It should have read "H. C. Evans & Company, 1556 West Carroll Avenue, Chicago 7."

coming in the March 1 Issue

## The Billboard's 1952 Juke Box Special

(MOA Convention-in-Print Number)

... published co-incidentally with the vital 3-day series of MOA meetings, discussions and elections to be held at the Palmer House, Chicago, March 3-5.

More Details on Page 45 . . . . .



# (reading between the lines)



*on the face of the "D" you always see the most beautiful, attention-compelling*



*music box in the whole world . . . . . but that is far from all . . . . . for between the*



*lines there's years of unfaltering service, trouble-free performance, preservation of*



*initial value and dependable week-by-week profits that warm the cockles of your heart!*



**AMI** Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN



# Juke Biz Costly Operation

Continued from page 78

which is understood to be equal, in general, to the amount left for the owner-operator. Assuming that this arrangement governs in every case, it is indicated by the circularization that the public deposited a total of more than \$63,000,000 in the 98,375 phonographs during 1950—about \$644 for each

machine, of which the owner-operator collected \$322. This is not quite a dollar a day for each machine.

"The total of 1950 expenses reported by the 1,598 operators who sent in usable replies amounted to \$23,914,315. These are expenses chargeable against the owner-operators' revenue—no part of them is borne by the location owner. The questionnaire specifically asked that the salary and income taxes of the owner-operators be excluded from the amount of expenses reported.

### Revenue Margin

"The margin of revenue left after deducting expenses comes to \$7,725,427 in the aggregate. This is an average margin of \$4,835 for each one of the 1,598 operators, both large and small, and it includes not only their operating profit as businessmen, but also their salaries for time devoted to the work and a return on the capital invested in the equipment. On the average this is a margin of \$402.92 each month. For small businessmen, who make up 64 per cent of the group, the margin is much less—some of them reported gratuitously that they were losing money and could not afford to continue in the business.

"The average profit margin of \$402.92 per operator per month for 1950 figures out to about 24.4 per cent on the operators' revenue (or 12.2 per cent on the amounts spent by the public for this form of entertainment). Computed in terms of investment, it comes to about 14.2 per cent. The 1,598 operators reported an aggregate investment of \$54,661,560—\$34,206

each of the average. The 14.2 per cent, of course, includes not only what would normally be termed 'return on investment'—it includes not only what would normally be paid in salary for the work done by the owner-operator himself and it includes the element of net profit from the business.

### \$260 Per Month

"A 5 per cent return on a \$34,206 investment would come to \$1,710. At this rate, the portion of the margin available for operator's salary and profit would be \$3,125 or \$260 per month. These too are over-all averages. For the 64 per cent who own from one to 50 machines, the average would be much less.

"The questionnaire mailed to the operators asked that they supply data regarding the volume of their record purchases. Some sent in figures showing the number of records purchased in 1950 (6,461,033). Others reported that they had spent \$2,791,059 for records. Assuming that the average cost was 50 cents per record, the data from 1,598 operators show that \$6,021,575 was expended to supply 12,043,151 records for use. For 98,375 machines this comes to about 122 records per machine on the average—a little more than 10 records per machine each month on top of those already available in each month.

"In closing this presentation, a word should be said about depreciation since the average operator's \$34,000 investment does depreciate with use and with the passage of time. The questionnaire did not ask about depreciation because of its rather vague character and particularly because it was felt that the smaller operators might be confused by the question. Some of those reporting—50 or 60 perhaps—specifically said that they had not included depreciation in their expense totals. These were taken into the tabulation notwithstanding the exclusion, but the probability is that most operators included a depreciation allowance. It would probably be best to use the data as the all operators had included depreciation—on this basis it would be conservative and not extravagant to say that the average monthly margin available for salary and profit was reported by the 1,598 operators to be no more than \$260 for each, apart from a 5 per cent return on funds invested in equipment. For the 64 per cent who owned 50 machines or more, the average would be under \$260 each.

### Liable for \$1,560

"I have been requested to compute on the basis of the foregoing data on record purchases the amount by which the royalty rate provided for in the pending legislation would increase the record costs of an operator having 50 machines. Assuming that each machine on the average holds 30 records, at 2 cents per record per week, an operator of 50 machines would be liable for payments totaling \$1,560. The data I have given indicate that the average operator buys 10 new records per machine per month, a total of 6,000 records a year per a 50-machine operator. At 50 cents per record, his record costs would be \$3,000. His royalty payments of \$1,560 would be the equivalent of more than a 50 per cent increase in the cost of his records."

## CONVENTION SPECIALS A-1 CONDITION!

WURLITZER 1250	\$479.50
WURLITZER 1100	379.50
WURLITZER 1015	189.50
WURLITZER 750	99.50
WURLITZER 700	89.50
WURLITZER 800	79.50

Williams  
MUSIC MITE **\$139.50**

PACKARD MANHATTAN	\$119.50
AMI MODEL B	429.50
SEEBURG 146M HIDEAWAY	139.50
SEEBURG M100A	699.50

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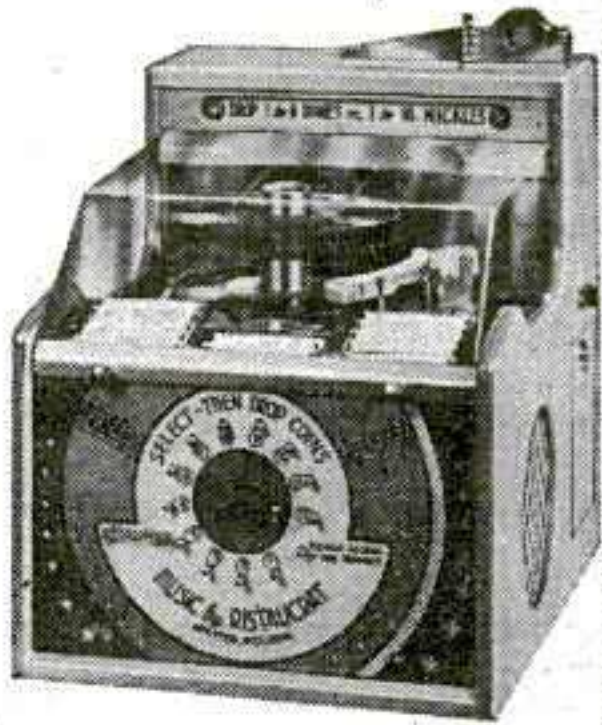
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SEE This Handsome  
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## SO. CALIF. ROUTE FOR SALE

Have complete route 76 latest Phonographs and Shuffle Bowling Games in Long Beach, Calif. Very old established route with income over \$600.00 per week. Owner retiring. Can be handled for \$10,000.00 cash. Will finance balance if desired. Write, wire or phone

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1302 Jackson

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148ML	\$289
147M	\$169
147S	\$149
146S-M	\$139

### HIDEAWAYS

H148M	\$249
H246M	\$219
H146M	\$179

### ROCK-OLA

1426	\$159
1422	\$99

### WURLITZER

1080	\$179
1100	\$369
1015	\$179

### AMI

Model C	\$549
Model A	\$295

### PACKARD

Manhattan	\$149
Model 7	\$99

### WALL BOXES

3W7-156 (5-10-25—3 wire)	\$44.50
3W2-L56 (5c—3 wire)	\$17.50
W1-L56 (5c—wireless)	\$10.00

Write • Wire • Phone  
EXPORT INQUIRIES INVITED 1/3 DEPOSIT, BALANCE C.O.D.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Music Machines

For this week's prices consult the used machine advertisements in this issue

	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 1
<b>AIREON</b>				
Coronet 400	\$75.00	79.00	\$79.00	\$79.00
Coronet 500	159.00	159.00	159.00	159.00
Deluxe	49.00	49.00	49.00	49.00
Fiesta	69.00			
<b>AMI</b>				
Hideaway	395.00	375.00	395.00	375.00
Model A	299.50	295.00(2)	295.00(2)	295.00
	295.00(2)	350.00	375.00	299.50
Model B	375.00			
	445.00	449.50	445.00	495.00
Model C	495.00	499.00	499.00	545.00
	545.00(2)	545.00		
	549.00	549.50		
Rollaway	345.00			
Singing Tower	49.50	49.50	49.50	49.50
<b>EVANS</b>				
Constellation		350.00		249.50
<b>MILLS</b>				
Constellation			150.00	150.00
Empress	39.00	50.00	39.00	69.50
	69.50		39.00	69.50
Throne	69.50	69.50	69.50	69.50
<b>PACKARD</b>				
Manhattan	89.00	100.00	100.00	119.00
	119.50	149.00	119.50	119.00
Pia-Mor No. 7	75.00	99.00		79.50
<b>ROCK-OLA</b>				
Commando	39.00	39.00		39.00
Magic Glow	299.50	299.50		
Master	69.50	69.50		69.50
Playmaster	69.00	79.50	69.00	79.50
Premier	69.50	69.50		69.50
Rocket 50-51		495.00		495.00
Standard	69.50	69.50		69.50
1422	99.00(2)	99.00(2)	99.00(2)	99.00(2)
	109.50	110.00	119.50	150.00
	119.50	145.50		
	150.00			
1426	159.00(2)	159.00(2)	159.00(2)	159.00(2)
1428		279.00	279.00	279.00
1432-1951 Model	595.00			
<b>SEEBURG</b>				
Classic	29.50	49.00	49.00	49.00
Colonel	29.50	49.00	49.00	49.00
Envoy	29.50	39.50	39.50	59.00
	49.50	59.00	59.00	59.00
Gem	29.50	34.50	34.50	49.00
	49.00			
H-146 M Hideaway	149.50	150.00	149.50	159.50
	159.00	159.50	179.00	179.00
	169.00			
	179.00(2)			
H-147-M Hideaway	199.50		199.50	
H-148 M Hideaway	219.00	249.00	219.00	249.00
	300.00			
H-246 M Hideaway	199.00	219.00	179.00	219.00
Hightone	29.50	49.00	59.00	59.00
	59.00			
Lo-Tone	79.50	79.50		79.50
M-100-A	699.50	795.00		
Major	49.00	49.00		49.00
Plaza	34.50	34.50		34.50
Regal	39.50	49.00	39.50	49.00
Rex	34.50	34.50		34.50
Vogue	39.50	49.50	39.50	39.50
146 M	139.00(2)	139.00	139.00	139.00
	150.00	159.00		
	169.00	179.50		
146 S	135.00	139.00	139.00	139.00
147 M	169.00	175.00	169.00	199.00
	179.50	189.00	199.50	215.00
	199.00	215.00		
	249.50			
147 S	149.00	150.00	149.00	175.00
148 M	285.00	375.00	225.00	
148 M1	289.00(2)	289.00	299.00	289.00
	325.00(2)			325.00
148S	350.00			
1941 RC Special	59.00	79.00	59.00	59.00
1947M	179.50			79.00
1949 100 Records	750.00			
8200	65.00			
8800	65.00			
<b>WILLIAMS</b>				
Music Mite	149.50	149.50		
<b>WURLITZER</b>				
CM-41	24.50	24.50	24.50	
CM-61	24.50	24.50	24.50	
CM-71	24.50	24.50	24.50	24.50
500	49.00	49.00	49.00	49.00
500K	59.00	59.00	59.00	59.00
600K	49.00	49.00	49.00	49.00
	69.50	69.50	69.50	69.50
600R	49.00	49.50	49.00	49.50
616	34.50	34.50	34.50	34.50
700	89.50(2)	65.00	89.50(2)	89.50
750	89.00	99.50(2)	69.50	89.00
		99.50(2)	89.00	99.50
750E	105.00	109.50	99.50	
780	79.00	79.00	79.00	79.00
800	65.50	79.50(2)	79.50(2)	79.50
850	44.50	59.00	59.00	69.50
	69.50		69.50	69.50
950		55.00		
1015	169.50	119.00	175.00	169.50
	175.00(2)	179.00	179.50	179.00
	179.00	179.50(2)	195.00(2)	199.00(2)
	179.50(2)	195.00	199.00(2)	250.00
	189.00	195.00	199.00(2)	
	199.00	199.50	250.00	
1017	179.00	250.00	250.00	179.50
1080	159.00	179.00	175.00	199.00
	189.00	199.50		
1100	325.00	358.00	325.00	349.50
	369.00	375.00	319.50	325.00
	395.00	360.00(2)	369.00(2)	375.00(3)
		375.00(2)	375.00	395.00
	395.00			
1250	449.50	495.00	450.00	449.50
	499.50	499.50	495.00(2)	495.00(2)
			499.50	
Victory	39.00	39.00	39.00	39.00



**Record Reviews**

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

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

Continued from page 50

ARTIST LABEL AND NO.	TUNES COMMENT	TOP TENS	RECORDS	REVENUE
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**HOT JAZZ**

**BOB GARNER**  
KING 4479—The pint-sized pianist here has fashioned a delicate and quite pretty mood piece which the Garner fans should delight in. **75--78--75--73**

**New York Concerto**  
Garner turns in a flowery, windy original piece played most fluently by the keyboard stylist. **65--68--65--62**

**CHARLES VENTURA QUARTET**  
Mark Eyes **70--72--70--68**

SAVOY 832—One of the several etchings Ventura has made of this specialty he first did as a member of the Gene Krupa Trio. This one was made on the Coast with Arnold Ross filling in some expert piano. This version is probably the most relaxed on wax, the more creative jazz ideas are to be found in the other readings.

**Ever So Thoughtful**  
An original mood instrumental by Ventura is played by the tootler on his tenor horn. He delivers a fluent solo in his breathy style of some years ago. He turns in some really pretty noodlings. **65--70--65--60**

**ROY ELDRIDGE GRAMERCY FIVE**  
Noppin' John **68--71--68--65**

PRESTIGE 747—Eldridge leads a quintet, which follows the patterns of the Shaw Gramercy group, thru a repeated riff opus set in a relaxed, subdued mood. Roy blows some fine ideas in his mute. Chamber jazz of an intimate type which should be appreciated in some jazz circles.

**Scottie**  
There's more incisive beat in this light swinging opus. Roy's muted solo, too, has bite. But generally interest on both sides should be confined to fans of the hornman. **68--71--68--65**

**INTERNATIONAL**

**ARNOLD WITKOWSKI ORK**  
Spiteful Girl Polka **82--82--82--82**

DANA 3070—Clarinet and accordion take the lead in a light, fluffy and happy polka rendition. Fine terp material.

**Chicken Market**  
The "Harmony Bells" ork comes up with an oberek here. The bright tempo and slick clarinet work makes for a fine wax item. **81--81--81--81**

**JOHNNY PECON ORK**  
Old-Timer's Polka **80--80--80--80**

CAPITOL 1953—A bright, beat-full polka etching replete with the gang shouts. Should do fine in Pecon's territory and could get action elsewhere, too.

**Peon-La-La-La Waltz**  
Pecon and Eddie Platt handle the duet vocal in English on an infectious waltz penned by the orkster. Could get a bit of pop action with this disk. **80--80--80--80**

**GENE WISNIEWSKI ORK**  
Kukulka Polka **79--79--79--79**

DANA 749—The brassy Wisniewski ork turns in another fine vocal polka cutting with the lyric in Polish. The ork's clean playing is typical of the wax they've previously cut.

**Pan Snowman Polka**  
Winter polka is handled brightly by the ork, in march-polka tempo. **78--78--78--78**

ARTIST LABEL AND NO.	TUNES COMMENT	TOP TENS	RECORDS	REVENUE
<b>BETTY, RHEINY, PAPA</b> Drunten Im Unterland ALPIN F-704—A German um-pah-pah type of ditty receives a nice run-thru by the singers. <b>65--65--65--65</b>				
<b>Let's Be Happy</b> A Swiss folk song is sung and yodeled by the family group. <b>62--62--62--62</b>				

(Continued on page 82)

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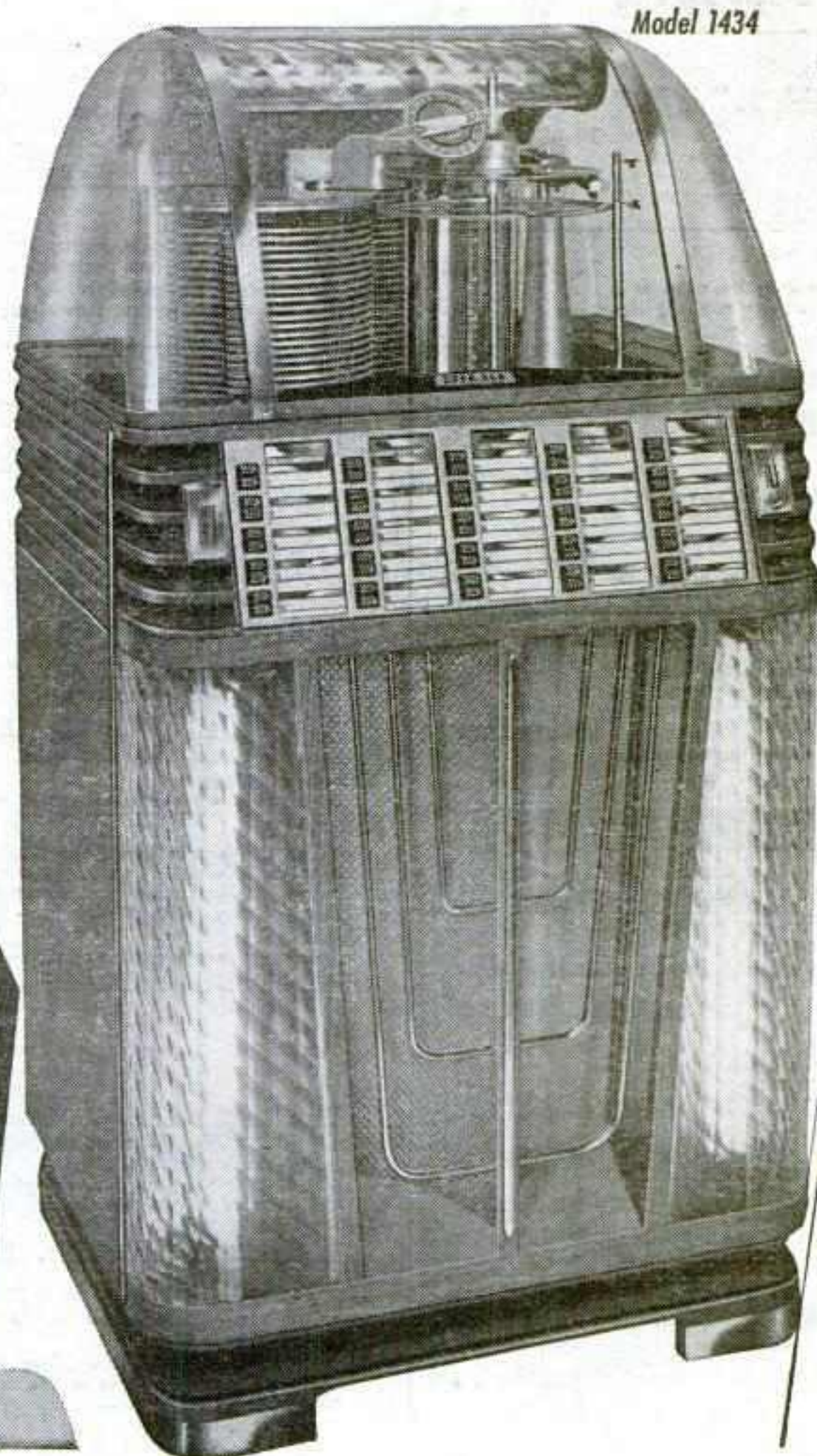
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# Record Reviews

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	STARS	REMARKS
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## HOT JAZZ

Continued from page 81

<b>NICOLA PAONE</b> VICTOR 20-4396—Okay novelty ditty penned by Paone gets a pleasing performance which should interest the Italian speaking set. Pop potential is slim, tho Paone sings in English.	69--73--66--68		
<b>Got No Money</b> None of the same here, tho the material is much weaker. Production is slip and the ork does a first-rate job of backing the singer.	66--70--64--65		

## SPIRITUAL

<b>THE PILGRIM TRAVELERS</b> <b>Hold My Hand</b> SPECIALTY SP 817—The Travelers, a truly fine vocal group, display their great blend and musicianship on this fast tempo religious item, half chant and half vocal, sung a cappella.	82--80--83--83		
<b>Never Knew Joy Before</b> Another great performance by the boys behind a stirring lead voice as a jubilee religious ditty that rocks all the way.	80--80--80--80		
<b>REV. KELSEY</b> <b>Low Down the Chariot</b> DECCA 48277—Reverend Kelsey and the congregation create lots of excitement on this shoutin' revival tune, that sounds like an on the spot disk. The tempo builds thruout. A strong platter that could get glays and spins.	80--82--76--82		
<b>Little Boy</b> The reverend starts off with a powerful sermon, then swings into a handclapping religious ditty with the congregation singing the answers. The preacher really rocks. Actually a remake of a Kelsey hit.	76--78--72--77		
<b>HAREAN COUNTY FOUR</b> <b>Atomic Telephone, The</b> KING 1016—Fast-tempo spiritual shows off the nice blend of the group and their sincere vocalizing.	72--72--72--72		
<b>Ten Commandments, The</b> Recital of the Ten Commandments over a humming background by the vocal group is done well. A good family item for rural areas.	70--70--70--NS		

## SACRED

<b>GEORGE BEVERLY SHEA</b> <b>Each Step of the Way</b> VICTOR(45)47-4471—A fine vocal by the singer, full of warmth and reverence, on a good religious item from the Billy Graham picture, "Mr. Texas."	80--80--80--NS		
<b>Beloved Enemy</b> A new hymn receives a good reading by Shea, plus strong backing by a large and capable chorus.	74--73--74--NS		
<b>KEN CARSON (Hal Kanner Ork)</b> <b>Sweet Hour of Prayer</b> BIBLETONE 971—A lovely and melodious hymn is sung with reverence by the vocal pair. A good family item.	75--75--75--75		
<b>In the Garden</b> A good vocal by Carson on the familiar hymn, with appealing choral and ork backing. However, pop-type arrangement sounds incongruous on a sacred tune.	70--72--68--70		
<b>SALLY SWEETLAND-JOANNE MORELAND</b> <b>Gentle Hands</b> MGM 11155—Femme voca item creates a reverent mood via an excellent rendition of this warm religious ditty.	74--74--74--74		
<b>Mother at Your Feet Is Kneeling</b> The girls do a good job with a strong vocal on this coverage disk of the current song.	70--72--70--68		
<b>DENNIS DAY (Roger Wagner Choral)</b> <b>Mother at Your Feet Is Kneeling</b> VICTOR 20-4495—A fine version of the current hymnal hit by Day on this late coverage disk. Day sings with sincerity and feeling.	74--78--70--NS		
<b>Mother Dearest, Mother Fairest</b> Tho this traditional tune has a similar title to the hymn on the flip side, the melody does not have the simple and direct appeal of the other, in spite of a good job by singer and chorus. It could do well in country areas.	70--70--70--NS		
<b>LYDIA SUMMERS (Hal Kanner Ork)</b> <b>Born in a Manger—Low</b> BIBLETONE 6051—An effective and sincere vocal by the singer on a moving hymn, tho the musical arrangement is very busy and distracting.	72--74--70--NS		
<b>Behold Thy Mother</b> Another fine reading by the singer on an anthem type of sacred tune.	70--70--70--NS		

## LATIN AMERICAN

<b>DANIEL SANTOS</b> <b>Alabanza A Cambio</b> SEECO 7142—The singer and the quartet do a great job on a guaracha mambo, over an exciting ork arrangement that builds thruout. A strong disk.	82--83--80--82		
<b>Piedra Cu Ta Maren</b> Santos comes up with another effective vocal with the help of the chorus on a routine Latin rhythm tune.	78--78--78--78		
<b>MEGOTR ORK (Elba de Castro)</b> <b>Final</b> VICTOR (45) 51-5563—Fem chanter, who sounds much like Piaf, turns in a strong vocal on a pleasant Latin tune, backed by the rich sounding ork in bolero tempo.	76--76--76--76		
<b>Penas Del Corazon</b> The oldie "Heartaches" receives a full rendition by the ork with an adequate English vocal by the singer.	69--70--67--71		

ARTIST LABEL AND NO.	TUNES COMMENT	STARS	REMARKS
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## COUNTRY & WESTERN

Continued from page 38

<b>ELTON BRITT</b> <b>Jackass Blues</b> VICTOR 20-4472—Funny lyrics about the animal's amatory adventures are scored nicely in this novelty. Good beat, with vocal and ork tricks, should keep 'em listening.	80--82--78--80		
<b>Summer Kisses</b> The Hammond adds to the fullsome backing given a romantic ballad that has cooled with the change of seasons.	76--76--76--76		
<b>JIMMIE DAVIS</b> <b>I Ain't Gonna Give Nobody None o' This Jelly Roll</b> DECCA 46396—The old jazz opus is given a country twist and comes out as okay listening. Davis lacks real spark.	76--78--75--75		
<b>Forever's a Long, Long Time</b> Tune is derivative, words are better, but with the solid beat behind Davis' fine piping it all totes up to an acceptable effort.	74--74--74--74		
<b>RUSTY McDONALD</b> <b>Silver and Gold</b> INTRO 6040—Strong performance by the warbler on this fast coverage record of the current ditty. If the Pee Wee King disk goes, this etching could catch some coin.	75--76--72--76		
<b>Long Lost Love</b> McDonald comes thru with a good rendition of his own pretty ballad.	67--67--67--67		
<b>GENE O'QUIN</b> <b>Let Me Change Your Name</b> CAPITOL 1943—A nicely paced fox trot with twangy treatment of ork and voice.	74--74--74--74		
<b>I'm Gonna Find Another Sweetheart</b> A roving flame gets a tuneful brush-off here. Should get a number of spins in country spots.	72--72--72--72		
<b>RUSTY McDONALD</b> <b>Postage Due</b> INTRO 6041—A very persuasive warble by McDonald on this sentimental country weeper.	74--76--72--74		
<b>Don't Say "I'm Sorry" Anymore</b> A lively country item receives an effective vocal from the country artist.	68--69--67--70		
<b>DON PAULL (Canyon Caravan)</b> <b>Get Back in Line</b> BG-101—Here Ted Groves takes the vocal with Paull giving out with the title refrain. It's a jumpy ditty about a guy who's always getting pushed around.	71--73--70--70		
<b>Too Little Lovin'</b> A danceable beat helps out this straightforward rendition of a typical Western.	68--69--68--68		
<b>TOMMY DUNCAN (The Ranger Trio)</b> <b>Move a Little Closer</b> INTRO 6037—A lively country tune with clever lyrics is sold well by the warbler.	70--72--68--71		
<b>Relax and Take It Easy</b> Performance by the singer and trio is good, but the song is a routine effort.	60--60--60--60		
<b>EDDIE HAZLEWOOD (His Carolina Woodchoppers)</b> <b>Rag, a Bone, a Hank of Hair, A</b> INTRO 6039—Singer impresses via a strong vocal on a lively and humorous country item.	68--70--64--70		
<b>You've Got a Green Light</b> Tho the material is slight, the singer gives it a good run-thru.	60--60--60--60		
<b>JIMMY WALKER</b> <b>Rich in Love</b> INTRO 6038—The singer is pleasing on this better-than-average rural ballad.	65--65--64--66		
<b>Blue as the Ocean</b> An adequate vocal by singer and trio, on routine country material.	55--55--55--55		
<b>MURL ALEXANDER—THE TEXAS WRANGLERS</b> <b>Crying in My Beer</b> DOME 1040—Fair performance of a melodious country weeper by the gang.	63--65--61--63		
<b>Old Jalopy Bounce</b> A novelty country tune, played in honky-tonk-style, is rendered adequately.	60--60--60--60		
<b>JIMMY DALE (Prides of the Prairie)</b> <b>Goodbye Maria (I'm Off to Korea)</b> ANCHOR A-1—A capable performance by the singer and group on the cornball country war song.	60--62--57--62		
<b>Rosalita</b> Singer is fair on a so-so country item.	55--55--55--55		
<b>VICTOR L. ROBERTSON</b> <b>Riding Down the Canyon</b> VIC'S VLR-1-2—Amateurish singing that never should have been waxed.	20--20--20--20		
<b>Beautiful Wild Syrings</b> An extremely poor rendition of a sub-standard Western tune.	20--20--20--20		
<b>SKEETS McDONALD</b> <b>Tell Me Why</b> CAPITOL 1967—McDonald projects the pop hit with much country feeling. In any case, this should pick some healthy sales.	81--82--80--81		
<b>Be My Life's Companion</b> More coverage here, tho the material may be too slick for the country market.	78--80--76--77		
<b>PAUL &amp; ROY</b> <b>Spring of Love</b> MERCURY 6374—Country weeper, played tongue-in-cheek, fast-tempo hoedown style, receives a strong and straight vocal from the boys. A strong disk.	80--82--76--82		
<b>You've Been Cheating on Me, Darling</b> The boys sing another weeper in hoedown style, tho the material here is not as strong as other side.	75--75--75--75		
<b>HANK THOMPSON (Braxos Valley Boys)</b> <b>Wild Side of Life, The</b> CAPITOL 1942—A fine country weeper with clever lyrics is handed a first-rate reading by Hank Thompson.	80--82--76--80		
<b>Cryin' in the Deep Blue Sea</b> Jumpy beat and ork stunts back up a tip-top job of vocalizing. Tune is catchy and lyrics have a cute novelty twist.	78--80--76--78		
<b>ROD MORRIS (His Missourians)</b> <b>Honey, Honey, Honey</b> CAPITOL 1946—A cute and lively country novelty is rendered with humor and spirit by the versatile singer.	77--78--75--78		
<b>Cry Baby Blues</b> Morris turns in a persuasive and stylized vocal on this rhythmic tune.	74--75--71--76		
<b>EDDIE HILL</b> <b>Cold, Cold Woman (And the Hot Guitar)</b> MERCURY 6375—Hill recites some patter in between some slick guitar passages. Lyrics mention the names of such country names as Ernest Tubbs, Red Foley and Bob Wills.	76--80--74--75		
<b>Educated Fool</b> Okay novelty ditty gives Hill a chance to mouth some big words, but the string group passages take top honors.	67--72--64--66		
<b>TERRY PRESTON</b> <b>Time</b> CAPITOL 1947—The warbler's strong vocal lifts this country weeper way above average. A good disk.	76--78--74--76		
<b>I Want You So</b> The singer tries hard, but the material is routine.	68--68--68--68		
<b>ROCKY BILL FORD (Sunset Ramblers)</b> <b>Blowing Suds Off My Beer</b> GILT-EDGE 5058—Ford sings one of his own about a lazy lush that stacks up well in both the tune and lyric department.	72--74--70--72		
<b>What Would You Do?</b> The singer turns in an effective reading of a simple, but tuneful ballad.	70--70--70--70		
<b>HANK LOCKLIN</b> <b>Tell Me You Love Me</b> 4-STAR 1594—This slow-paced ditty of a romance by mail is sung appealingly by Locklin.	72--72--72--72		
<b>Tomorrow Is Just Another Day to Cry</b> There aren't too many tears in this country weeper, whose cheerful flavor belies the doleful words.	70--70--70--70		

(Continued on page 88)

# Atlas Remodels Service Dept.; Calls Biz Good

CHICAGO, Feb. 2.—Atlas Music Company, distributor for the J. F. Seeburg Corporation here, has redesigned its service department to provide operators with faster service.

The remodeling job was finished Thursday (31), Harold Schwartz, an Atlas executive, said. The entire service area of the department was enlarged and new test equipment was installed.

In other developments, Schwartz said Atlas finds that the music business has been improving generally thruout its territory. He said normally there is a lull at this time because of taxes, license fees and other factors. Among the reasons Schwartz listed, was the "greater than normal" amount of new blood in the industry, particularly former game operators.

# Dispute Juke Servicing in Self-Op Stop

DETROIT, Feb. 2.—The Coin Machine Workers Union and AFL Teamsters Local 985 were directed by Circuit Judge Arthur Webster this week to show cause why they should not be restrained from picketing a restaurant which had purchased its own juke box.

In the court action Robert and Edward Hubble, restaurant owners, charged union pickets were being used for an "illegitimate end." Both complained that William E. Bufalino, president of the coin machine workers' union, stated that no union worker would service their machine.

Judge Webster set the hearing for Friday (8).

# Gen. Music Closes After 15 Years; Mgr. to Robinson

LOS ANGELES, Feb. 2.—After approximately 15 years, the General Music Company here closed its door Thursday (31). Owner William Parr will devote his time to other interests, and Fred Gaunt, who has served as manager of the business for the past 10 years, moved over to C. A. Robinson & Company.

Gaunt has been in the coin machine field for more than 25 years, starting as a serviceman for his brother, Walter, when he was a Seeburg distributor in Kentucky. Coming to the West Coast in 1929, Gaunt operated for a time and later opened the Trojan Novelty Company, where he jobbed coin machine equipment for nearly two years. He sold out this business to join General Music.

At the Robinson company, Gaunt will handle sales. Thru an arrangement made between Parr and Robinson, mail and telephone calls to General are to be referred to Gaunt's new affiliation. It was emphasized there is no connection between the firms and the set up was made as an accommodation to operators in this area.

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## Illinois, Chi Tobacco Assns. Set 2-Day Meet

All-State Confab  
Includes Vender,  
Cig, Candy Firms

CHICAGO, Feb. 2.—First all-state tobacco convention sponsored jointly by Illinois Association of Tobacco Distributors and Chicago Association of Tobacco Distributors will be held at Le-and Hotel, Springfield, Ill., February 8-9.

Opening business session will include talks by Louis Gruber, general sales manager of the P. Lorillard Company, and Joseph Kolodny, managing director, National Association of Tobacco Distributors. Gruber will speak on "The Importance of the Tobacco Distributor to the Cigarette Industry," while Kolodny's address will be titled, "We Are All in It." Second day of the meeting will feature a question and answer period, a sales seminar conducted by Kolodny and his NATD staff, and a closing banquet.

All major cigarette manufacturers will hold open house in separate suites during the two-day meeting. Rowe Manufacturing Company and National Vendors also will have room displays. In addition, a number of leading candy and gum companies will be on hand, including E. J. Brach, Mars, Beech-Nut and William Wrigley Jr. Company.

## Keeney Adds Gold Finish To Cig Line

CHICAGO, Feb. 2.—J. H. Keeney & Company has started making its de luxe electric cigarette vender with cabinets in gold hammerloid finish, sales manager Paul Huebsch announced this week.

The Keeney machine has nine double columns and a capacity of 432 packs including king and regular size. It operates on any combination of nickels, dimes and quarters thru a single coin opening and is built to meet all pack price changes.

Huebsch stressed that now operators will have a choice of either the maroon or the gold hammerloid finishes. Later Keeney will also offer a choice of green and blue hammerloid cabinets.

## Survey Finds Root Beer No. 2 Drink

CHICAGO, Feb. 2.—Findings of a recent national consumer survey conducted by Capper's Farmer, agricultural periodical, revealed that root beer is America's No. 2 soft drink.

Brandwise, the survey indicated that Dad's topped the second flavor choice. Over-all the survey showed a steadily increasing public trend toward soft drinks.

## "June in January" for Chi Subway Ice Cream Venders

CHICAGO, Feb. 2.—Twelve ice cream venders in Chicago subway stations have been averaging 60 sales per machine per day thru one of the coldest Januaries in recent years, Mechanical Mer-

## Dixie Intros Cup Dispenser Annual

EASTON, Pa., Feb. 2.—Dixie Cup Company announced that its Vending Sales Division is publishing a trouble-shooters' guide to service its cup dispensing mechanisms.

Called the Dixie Cup Automatic Dispenser Service Manual, it contains indexed information, diagrammatic illustrations and failure-diagnosis-remedy charts.

## NO-MATCH CIG

### Calif. Firm To Produce Self-Lighter

SAN FRANCISCO, Feb. 2.—Construction of a \$500,000 plant here to manufacture a self-lighting cigarette is planned by Frank Witt, cigarette's inventor. A paper strip, lightly covered with a chemical substance, furnishes the light when it is struck on an abrasive placed on the side of the package.

According to Witt, his cigarette has received U. S. Army approval for use by combat troops. The igniting flame is said to be invisible at a 100-foot distance.

Addition of the self-lighting feature increases the cost a penny for every 50 packs, Witt claims. He hopes to ultimately make the patented feature available for use on other brands on a royalty basis.

A contract for the first unit of the new plant has been let, Witt stated. Construction is to start as soon as a site is selected.

## Fourth NAMA Area Meeting In Clearing

CHICAGO, Feb. 2.—National Automatic Merchandising Association will hold the fourth of 60 scheduled area meetings during 1952 Tuesday (12).

Bernard J. Kiley, head of Airport Vending Company, was appointed chairman of the meeting, which will start at 6 p.m. at the Clearing Industrial Club, 65th and Central Avenue. Following dinner, Kiley will lead a discussion on the per machine and general tax threat to the vending industry and sanitation aspects in Chicago.

The decision to skip regional meetings in favor of area gatherings, according to NAMA director of membership, Pete Malloy, was to enable smaller operators to attend association meetings without sacrificing time away from their organizations. It was stressed that none of the area meetings would require an operator traveling farther than 150 miles.

## Coan Expands Service Coverage, Production

MADISON, Wis., Feb. 2.—Coan Manufacturing Company announced expansion of its sales-service organization this week. J. W. Coan, president, also reported that present production of candy, cigarette and cookie venders was up slightly over 500 units per month, with coffee vender output 100 machines for the first 1952 quarter. It may be possible to double coffee production during the second quarter, he said.

With the expansion of the sales-

service department, Warren C. Deaton, Galion, O., was appointed head of activities thru Ohio, Michigan, Kentucky, Indiana, Pennsylvania, New Jersey, New York and the New England States. Deaton has appointed three service-salesmen who will work under him thru the territory.

C. W. Brown, as West Coast manager, will cover Washington, Oregon and Idaho. In California, Utah, Nevada and Colorado, Woodie Leslie has been replaced, while Frank Herbenar, of El Paso, has been assigned Arizona and New Mexico. Woodie Taylor, Fort Worth, will cover Texas, Louisiana, Oklahoma and Arkansas. Fred Smith, Mobile, covers Alabama, Mississippi, Georgia and Florida. Max E. Wells, Greensboro, covers North Carolina, South Carolina, Virginia, Maryland and Delaware.

While the winter sales volume thru CTA locations is considered good in view of their transitory and semi-outdoor nature, Herman Stamer, Mechanical Merchants' vice-president, pointed out that ice cream units in most of the firm's captive installations (plants and business houses) have been moving between 96 and 108 bars per day.

Initially, Stamer said, the CTA subway machines averaged 204 bars daily when they were installed last summer. A 23-machine expansion of Mechanical Merchants' Chicago ice cream operation was brought about with the recent purchase of James Histatomi's route of Jolly Boy venders, Stamer announced.

## Find Broader Sirup Price Range as Cup Field Grows

Per Gallon Cost Spread From  
\$1 to \$1.96; 3 Factors Aid Ops

CHICAGO, Feb. 2.—Price range of sirups offered cup vender operators has broadened over the past three years. A survey of the sirup supply field by The Billboard reveals that the lows and highs are now farther apart, with the former \$1 per gallon and the latter \$1.96 per gallon.

From 1949 thru early 1951, per gallon cost of finished sirup ran from \$1.05 to \$1.85. Currently, special discount deals and cup deals act to shave as much as 10 or 15 cents off the per gallon price in many instances. The availability, and amount, of the discounts depend upon volume purchased, locality, and brand used by the operator.

Another factor in the sirup price picture is the gradual rise in operator use of concentrates over the past year. While not a major factor in the cup vender supply situation as yet, and also not expected to be a strong competing factor this or even next

year, operator-processing of sirup concentrates is a deterrent to higher finished sirup prices.

### Favorable Factors

Generally three developments in the sirup-cup vender field combine to produce a better supply outlook for the average operator. They are:

1. The entry of self-processed concentrates (altho all operators, who use concentrates, admit to using two or at least one brand of finished sirup).

2. The greater number of sirup producers who are interested in supplying operators (most of the over 300 suppliers in the country have at one time or another sold to operators, but the number looking to vender sales at one time was never greater than at present).

3. The over 13,000 machine increase in cup vender operation within two years to a new high of 32,135 units on location in

1951 (Census of the Industry, January Vend), and the fact that the weekly per machine sales average 850 drinks for a 12-month total of 1,353,105,000 vending sales.

Next week, a second article will describe what individual sirup suppliers are doing to promote vender business, what exact per gallon prices are being charged by representative firms.

## '52 Convention Comm. Outlines NAMA Program

CHICAGO, Feb. 2.—At a meeting of chairmen and members of the National Automatic Merchandising Association's 1952 convention and exhibit committee in NAMA headquarters, a program for the September event was outlined. Additional appointments were made to round out the group to a 42-man body.

A second meeting, to include the entire group, has been scheduled during the National Association of Tobacco Distributors' convention April 20-24.

Ernest H. Fox, chairman, announced the after-dance goal would

(Continued on page 86)

## Victor Skeds Op Open House

CHICAGO, Feb. 2.—Victor Vending Corporation will hold a special open house and exhibit in its plant showroom Monday thru Wednesday (4-6), Harold Schaefer, president, announced this week.

Featured at Victor headquarters, 5707-13 W. Grand Avenue, will be the recently introduced wood cabinet bulk venders, Baby Grand and Jumbo 100. Schaefer said that other bulk models will also be shown, including the Topper line.

## Increase Vending Phase of CMI Meet

CHICAGO, Feb. 2.—At least 11 manufacturers and distributors of vending and service equipment will exhibit at the 1952 Coin Machine Industries' convention which opens at the Hotel Sherman here Monday (4) for a three-day run.

The addition of a new exhibitor, plus the showing of vender and scale equipment along with allied coin machine lines by two more distributors, boosts the convention's automatic merchandising phase up from the eight displays reported last week.

### Exhibitors

Empire Coin Machine Exchange, Chicago, will show the Smoke-Shop cigarette vender, Acorn and Silver King bulk machines and two scale lines. First Distributors,

Chicago, is displaying the J. H. Keeney electric cigarette vender, along with a line of bulk machines.

The last-minute addition, Sparks Specialty Company, Soperton, Ga., will also display a line of scales. McDowell Manufacturing Company, Pittsburgh, will feature its coin-operated Relax-a-Lator.

Cigarette venders also will be shown by Eastern Electric, Inc., New Bedford, Mass., and James H. Martin Company, Chicago. Latter will show the DuGrenier line, along with its own candy machine.

King & Company, Chicago, will feature the Northwestern Corporation bulk vender line, while National Sanitary Sales, Chicago, shows its razor blade vender.

Auto-Photo Company, Los Angeles, showing its photo machine; Refrigerated Equipment Sales Corporation, New York, its ice cube vender; A.B.C. Popcorn Company, Chicago, showing its manual popcorn warmer, and National Rejectors, Inc., St. Louis, its coin changer and line of coin control mechanisms will round out the vender-service machine portion of the exhibit.

## Seven Firms to Show At Bulk Vendor Meet

CHICAGO, Feb. 2.—With the addition of two firms this week, National Association of Bulk Vendors will host a seven company exhibit during its open-house meeting at the Morrison Hotel here Monday thru Wednesday (4-6).

A complete directory of exhibiting firms will be carried in the NABV headquarters suite, 1339-40. It was not possible to obtain sufficient suites to keep the displays on a single floor, according to Milton Raynor, association's general counsel.

New additions to the exhibiting group are Automatic Gum Sales, Stevens Point, Wis., and G. & S. Novelty Company, Green Bay, Wis. Morris Gorwitz will repre-

sent the latter firm, while Harris Shaftman will be on hand for Automatic Gum.

The other five firms holding displays are Ball-Gum, Inc., Chicago; Samuel Eppy & Company, Inc., Jamaica, N. Y.; Karl Guggenheim, Inc., New York; Leaf Gum Company, Chicago, and Penny King Company, Pittsburgh.

A continuous open house will be held in the NABV suite, while individual exhibitors will open their doors at 9 a.m. and host visitors until late evening hours during the three-day meeting.

## Evanston Presses Per Machine Tax

EVANSTON, Ill., Feb. 2.—A \$15-per-machine tax on all types of venders except penny bulk units was held up after presentation to city council last week. However, the city clerk's office stated that the vending machine ordinance would be reintroduced this Monday (4) when the council again convened.

Ordinances passed earlier increased license fees for ice cream manufacturers and bakeries, placed a new tax on juke boxes (see story in Music Section.)

## Two-Tone Charms Series by Eppy

NEW YORK, Feb. 2.—A new series of 40 "color-on-color" charms was released this week by Samuel Eppy & Company. Put thru a newly developed process, each of the vending items is finished in two contrasting colors.

There are 16 color combinations in all.

## Automatic Names Area Sales Reps

NEW YORK, Feb. 2.—Mel Rapp, general sales manager of Automatic Products, this week announced the appointment of four representatives to handle sales and service on a regional basis.

Appointees and offices they will work out of are: R. E. Smith, 2312 West Pico, Los Angeles; B. J. O'Connor, 2184 Greenwich Street, San Francisco; Norman Kasser, 3rd and Luzerne streets, Philadelphia, and W. R. Kendrick, 2523 McKinney Avenue, Dallas. Each office will carry a complete stock of spare parts and accessories.



# MAKE BIG PROFITS with the Sensational

NEW for '52

NON-ELECTRICAL  
**Perfumatic**



- UNLIMITED LOCATIONS
- HIGH PROFITS

Makes Possible  
**75%-25% SPLIT**

THERE'S A LOCATION... WHEREVER THERE'S A WOMAN

PERFUMATIC vends perfume automatically—brings tremendous profits—FAST! Holds 4 leading brands giving approximately 4,000 sprays per refill. Simple selection—individual 5 cent and 10 cent coin slots. Attractively colored cabinet—all steel construction with high-lustre chrome fittings. Convenient size, 18"x12"x6". Weight less than 20 lbs.—simple installation. Easy servicing and high profits makes PERFUMATIC tops in popularity with operators.

CONTACT DISTRIBUTOR: **COLMA, INC.**  
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**PERFUMATIC OF CANADA, Ltd.**  
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Our Paints Are Now  
**VENDERIZED**  
Prevents Peeling and Flaking

**CIGARETTE MACHINES**

- Uneda Model 500, 15 Col., 425 Pack Cap., King Size Included \$90.00
- Uneda Model E, 8 Col., 224 Pack Cap. 80.00
- Uneda Model E, 9 Col., 275 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 25¢ VENDING.  
\$7.50 ADDITIONAL FOR KING SIZE VENDING.

**CANDY MACHINES**

- DuGrenier Candyman, 72 Bar Cap. (Enclosed Base) \$57.50
- Uneda Candy, 5 Col., 102 Bar Cap. 75.00
- Vendall Candy (New) Write

**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

**UNEDA VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
NEW RECONDITIONED LIKE NEW  
166 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4568

From **LITTLE ACORNS** mighty INCOMES grow!

Don't Delay... Order NOW!

**ACORN**

The only completely die-cast aluminum, precision built

**ALL-PURPOSE VENDOR**

- Vends all bulk mdse.—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.

1c & 5c mechanism slides into place—no screws!

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East & Midwest  
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Gen. Sales Mgr.  
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Pacific Coast Distributor  
OPERATORS VENDING MACHINE SUPPLY  
1023 S. Grand Ave.  
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**CHARMS—Proven Sales Boosters**  
Write for Complete Price List!

**Karl Guggenheim inc.**  
33 UNION SQUARE • NEW YORK 3, N. Y.

**GIVE TO DAMON RUNYON CANCER FUND**

## Supplies in Brief

**WASHINGTON, Feb. 2.**—National Production Authority reported this week that the frozen food container industry would be able to secure greater supplies of the plastic, polyethylene, on the free market than it would if NPA set up a system of allocation for the industry. The industry was advised by NPA that 32 per cent of the supply of polyethylene was on the free market. Altho supplies will drop during February and March, 50 per cent more of the plastic will be on hand next fall than the amount available last summer, the agency said.

**Pecan Purchases**  
**WASHINGTON, Feb. 2.**—Purchases of 1,590,000 pounds of shelled pecans by the Department of Agriculture at 71.2 cents a pound was announced this week. This brings to 3,330,000 the number of pounds purchased by the department in order to assist growers market the large 1951 pecan crop.

It was also announced that holdings of peanuts in commercial positions at the end of December totaled 1,023 million pounds, a drop of 19 per cent below the holdings of 1,264 million the year before. Holdings of cleaned peanuts are about 33 per cent lower while those of shelled edible grade peanuts were 18 per cent below those of a year ago. Millings of farmers' stock peanuts during the 1951-'52 season thru December reached 406 million pounds, compared to 600 million pounds milled last year.

Disappearance of shelled peanuts, all grades, during the 1951-'52 season thru December totaled 264 million pounds, compared with 316 million last year, the department reported.

## Blatt-Grant Partners in Cookie Route

**MIAMI, Feb. 2.**—A half interest in Cookies, Inc., has been purchased by Richard Grant, it was announced by Owner Willie Blatt. Grant has a vending machine background, having been associated in New York City with Ace Automatic in the operation of cigarette and juice machines. Under the new set-up, Blatt said, Grant will have full supervision over Cookies, Inc., and its personnel. He will devote much of his time at the outset expanding the operation, concentrating on newly reactivated military bases in the area.

It was an article in the November, 1951, issue of Vend, The Billboard's sister publication, which brought about the new partnership, Blatt stated. Grant read the story, "Cookies Click in Industry," which related the growth of Cookies, Inc., then went to Florida and called on Blatt, and the two formed a partnership. Blatt acquired the cookie route about three years ago and has expanded it since then. However, his other interests (cigarettes, music) prevented him from devoting full time to the cookie venture, and the business was left largely in the hands of two route men.

Blatt believes that Miami's steady industrial growth offers tremendous opportunities for cookie outlets. He said he expects eventually to supplement the sale of cookies with milk, candy and drink machines.

## Hires Elects Board Members, Officers

**PHILADELPHIA, Feb. 2.**—Charles E. Hires Company stockholders elected nine directors at their annual meeting Monday (21).

The 1952 board of directors is comprised of Edward Starr Jr.; Charles E. Hires Jr.; Harrison S. Hires; Wolf Von Z. Hires; Edward W. David; John Spingler; John Magee and John Gorski Jr. The board of directors, meeting later, elected the following officers: Charles E. Hires Jr., chairman of the board; Edward W. David, president; John Spingler, executive vice-president; John Magee, vice-president and secretary; John Gorski Jr., vice-president in charge of sales, and Harold Scheehle, treasurer.

## Confectionery Sales

**WASHINGTON, Feb. 2.**—Sales by confectionery manufacturers during November, 1951, totaled \$114 million, a rise of 11 per cent above sales in November the year before, the Department of Commerce announced this week. The first 11 months of last year saw \$902,596,000 in confectionery sales, a climb of 5 per cent over the same period in 1950. October 1951 sales were about equal to those in November, 1951, according to Commerce.

## Sugar Carry-Over

**WASHINGTON, Feb. 2.**—Department of Agriculture announced this week that the quantities of sugar to be carried over into 1953 by individual processors and producers will be determined after hearings are held February 6 in Santurce, Puerto Rico, on the 1952 sugar allotment quota for that country. The Department also announced that the quantity of sugar charged against quotas during 1951, totaled 7,725,135 short tons, raw value, compared to the 8,274,329 tons during 1950.

## Packing Machinery

**WASHINGTON, Feb. 2.**—In two announcements affecting the packaging industry, National Production Authority this week revealed that production of carbon bisulfide, used in making cellophane, would be kept at about 90 per cent of the 1950 rate, and gave further interpretation to a recent order permitting self-authorization in applications for scarce materials by makers of machinery used in packing bottled beverages, and in cleaning, capping, sealing, wrapping and labeling packages.

Beginning with the second quarter of 1952, manufacturers of Class "B" products may use the self-authorization procedure to obtain materials up to certain limits, provided they do not use that procedure to secure more than their average quarterly usage of controlled materials during the 1950 period, NPA said. In order to reduce the possibility of large inventories, NPA also ruled that these manufacturers may not use controlled materials in any quarter in quantities greater than those allocated unless expressly authorized by NPA.

## Confection Sales Up

**WASHINGTON, Feb. 2.**—Dollar sales by confectionery manufacturers during December climbed 9 per cent above sales in December the year before, while sales by the pound rose 6 per cent, Department of Commerce reported this week. Sales of bar goods alone took a 9 per cent jump in dollar value, and a 7 per cent hike in poundage. Package goods dollar sales in December also rose 9 per cent above the December before. Package sales by the pound rose 5 per cent.

Biggest climb was in general line confectionery which went up 20 per cent in dollar value sales above December, 1950, and 15 per cent in poundage sales. Bulk goods alone showed a decline in December. Sales by dollar value fell 9 per cent and by poundage 13 per cent.

## Portland Bottlers Organize Own Assn.

**PORTLAND, Ore., Feb. 2.**—Organization of the Portland Bottlers of Carbonated Beverages "to promote the interests of the bottling industry" was announced this week by Jack Faulkin, of the Columbia Distributing Company, who was elected president.

Other officers elected were W. R. Moore, of the Portland Bottling Company, vice-president; Henry D. Kahrs, Coca-Cola Bottling Company; Bob Prasil, Consolidated Beverages, and William Deutsch, Pepsi-Cola Bottling Company. All are active in the Oregon Bottlers of Carbonated Beverages, which holds its annual convention in Portland this month.

Other firms represented in the Portland organization are Canada Dry, White Rock, Seven-Up Bottling Company, of Oregon City; Royal Soda Works, of Hillsboro; Mount Hood Beverage Company, and Dad's Root Beer Bottling Company.

## Calif. Ops Set Member Drive

**LOS ANGELES, Feb. 2.**—Holding its first meeting of the year, the Western Vending Machine Operators' Association outlined plans for increasing its membership. These included a mail to all California operators of recent decision of the State Board of Equalization and the offer of a buying agreement for household and automotive appliances to local members.

A general discussion was held on the ruling of the equalization board concerning sales tax computation. W. T. Denny, assistant sales tax administrator, wrote: "It is understood that each seller must keep records as prescribed in the board's Ruling No. 79. Total gross receipts of the seller must be shown on the tax return and must be supported by detail records. Taxable receipts from sales made thru vending machines may be established by applying mark-ups to the cost of taxable merchandise. Each seller should establish his own percentages of mark-up for the period for which the return is filed and must retain working papers supporting his computation of the mark-up and the cost of taxable merchandise against which the mark-up is applied to arrive at taxable sales."

The mailing by the association will include copies of the board's regulations covering administration—miscellaneous.

Parke Hammer, who had been ill and confined to a hospital, was in attendance. He thanked the association for caring for his route during the past several weeks.

## Cigarmat in Move to New Philly Hdqrs.

**NEW YORK, Feb. 2.**—Cigarmat Corporation of America today moved its executive and sales offices from this city to 1315 Walnut Street, Philadelphia. Firm had been located here at 114 East 32d Street.

Martin Berger, president, said the move was made to establish headquarters closer to the industrial areas where sales have been most active. The company's selective venders are still being manufactured under contract by Viking Tool & Machine Corporation, Belleville, N. J.

## Cleveland Breaks Down Vender Gross At Two Airports

**CLEVELAND, Feb. 2.**—Maj. John Berry, airport commissioner, reported concessions at the Cleveland Hopkins Airport netted the city \$35,581.68 in revenue for 1951.

Of this amount, \$12,891.58 was derived from coin-operated equipment, binoculars, \$313.99; combs, \$22.27 (started October 13); insurance machines, \$3,252.83; lockers, \$594.30; nylon hosiery venders, \$63.70; scales, \$125.88; stamp machines, \$24.25; telephones, \$4,889.08; television, telescopes and metal typers, \$363.69; toilet locks, \$3,241.50.

The remainder of the revenue was from the restaurant (\$9,600); limousines (\$9,641.65); car rentals, (\$2,564.52) and parking lot (\$10,483.93).

The Cleveland Lakefront Airport, logging 11,980 passengers compared with 1,577,411 at the Cleveland Hopkins Airport in 1951, netted the city \$156 from coin-operated machines: candy venders, \$36; Coke Machine, \$40. Concessions manager at the airports, J. M. Lauer, stated that the new terminal which is to be erected will create space for more vending machines.

## Continental Names NY Paper Cup Sales Rep.

**NEW YORK, Feb. 2.**—Continental Can Company, Inc., announced the appointment of James N. Simons as New York sales representative for its Paper Container Division.

He will cover the State with the exception of New York City, and parts of Pennsylvania, including Erie.



# Coinmen You Know

## Cleveland

Attending the International Coin Machine Exhibition in Chicago are Mr. and Mrs. M. S. Gisser, Mr. and Mrs. Sol Wise and Mr. and Mrs. Dave Liebling of the Cleveland Coin Machine Exchange, Inc. Gisser, sales manager of the firm, also made reservations for W. C. Roath and Paul Bair of Akron; Joe Lukin, Al Flagel and A. Granistein of Cleveland; Mr. and Mrs. Gene Kulber of Cleveland Heights; Mr. and Mrs. Morris Winick of Shaker Heights and Dell Witman of Lorain, O. Witman recently sold his music and amusement machine route to the American Music Company of Lorain and plans to take it easy for the next couple of months.

Emma Douglas, secretary at the Cleveland Coin Machine Exchange, Inc. for the past 15 years, returned to work after a sick leave. . . . Gisser reports business is excellent and that his firm still has a two-month back-log of orders to fill to Holland, Mexico, France, Canada and within the United States.

E. Horowitz and M. Shapiro, owners of the H & H Distributing Company, along with their Ohio representative, Robert Coblitz, are attending the show representing the United Metal Goods Company. Shapiro states that sales on United Metal Goods' electric clocks are at a new high. S. Sherman, manager of H & H Distributing's branch office in Louisville, will also be on hand at the convention.

## Vital Statistics Births

A son to Mr. and Mrs. Norvin Glass January 18 in Little Company of Mary Hospital, Evergreen Park, Ill. Father is purchasing executive of J. H. Keeney & Company, Chicago.

A daughter, April Lynn, to Mr. and Mrs. James Attewell of the J W Music Company Cleveland.

## Wyo. Cig Tax Receipts

CHEYENNE, Wyo., Feb. 2.—Wyoming cigarette smokers paid \$63,438 during November to the State's treasury.

Of the total receipts from the cigarette tax, \$59,900.50 has been given to the counties, cities and towns. Wholesalers received \$5,315.04 for stamping the packs and reporting the collections, and \$1,222.46 was kept by the State for administering the levy.

Twenty-three counties received a total of \$5,572.87 as their share of the tax receipts. Eight incorporated cities received \$29,473.10 and incorporated towns \$24,854.53.

## Brach & Sons Dividend

CHICAGO, Feb. 2. — E. J. Brach & Sons declared a quarterly dividend of 75 cents, payable April 1.

Coleman Stutz, manager of the Advance Music Company, is back at work after recuperating from recent surgery. . . . Hank Ilg of Active Music Service and sales spent last week in New York City on business.

Arnold and Harry Lief, owners of Lief Music Distributing Company, are attending the convention in Chicago. . . . Herb Wedewen, owner and president of Northern Music, Inc., reports Wurlitzer's machines are being sold as rapidly as they come into his offices in Cleveland and Columbus, O.

John Hodona, service manager at Northern Music, is back on the job after recovering from a serious lung operation. Northern's friendly secretary, Nora Smith, was on hand to greet several visitors from outside the city last week: Bill Miller and Ray Lonsway of Warren; B. G. Terry and Pete Amon of Youngstown, and Lou E. Paris of Conneaut.

Sid Clary is confined to his home recuperating from broken ribs received from a fall on the ice. . . . Mrs. Tietlebaum, wife of Ben Tietlebaum of the F & T Novelty & Music Company, is at Mount Sinai Hospital.

Sympathy was extended to Mr. and Mrs. James Burke of Modern Music Company upon the death of Mrs. Burke's mother January 16. . . . Joe Luken of the J. L. Music Company bought the Heights Music Company, owned by Bill Lavine.

## Detroit

Mrs. Grace Ziegler, head of the Ziegler Music Company, has been elected president of the Ladies' Auxiliary of the Michigan Showmen's Association. She is the widow of Charles Ziegler, one-time owner of the Tri-State Shows. . . . Walter P. (Pat) Cupri, serviceman for the K and K Vending Company, cigarette operators, was a visitor at the Detroit office of The Billboard. Walter Kreski, owner of the company, who has been in the business about two years, is planning a major expansion of the business and route.

Max Lipin, head of Allied Music Sales Company, is moving into a new \$100,000 showroom and office at 7600 Intervale Avenue.

Michael Weinberger, owner of the S. and W. Coin Machine Exchange, left last week for a Florida vacation. . . . Michael Benson, head of the Michigan Nickel Company, is back from an extended stay in Florida.

Anthony J. Sanders, manager of Miller - Newmark Distributing Company, reports demand for the new AMI 80-record unit strong, with speeding up of deliveries

## Dad's Awarded Back Profits of 2 Bottlers

CHICAGO, Feb. 2.—Dad's Root Beer Company has been awarded back profits on a case against two former bottlers. U. S. Court of Appeals of New York issued a warning to other commercial concerns "who might be tempted to capitalize on the product good will and prestige of others."

Dad's brought suit in October, 1947, against the bottlers for their back profits earned while selling a root beer called "Doc's" in a franchise area previously serviced by Dad's. Issuing an injunction against the bottlers, the court held that "such acts of commercial plagiarism or 'near' plagiarism were liable under the new Lanham Trade-Mark Act."

## Pearson Candy Names Paukstis Sales Mgr.

ST. PAUL, Feb. 2. — Pearson Candy Company has appointed Walter L. Paukstis sales manager. He will headquarter in the local offices of the firm, which also has facilities in Minneapolis.

Paukstis formerly was with Rockwood & Company as sales supervisor. Prior to that he was with Leaf Brands, Inc.

Appointment was reported as a further step in Pearson's expansion program, which started with the purchase of Trudeau Candies, Inc., last summer, according to Vice-President George E. Pearson.

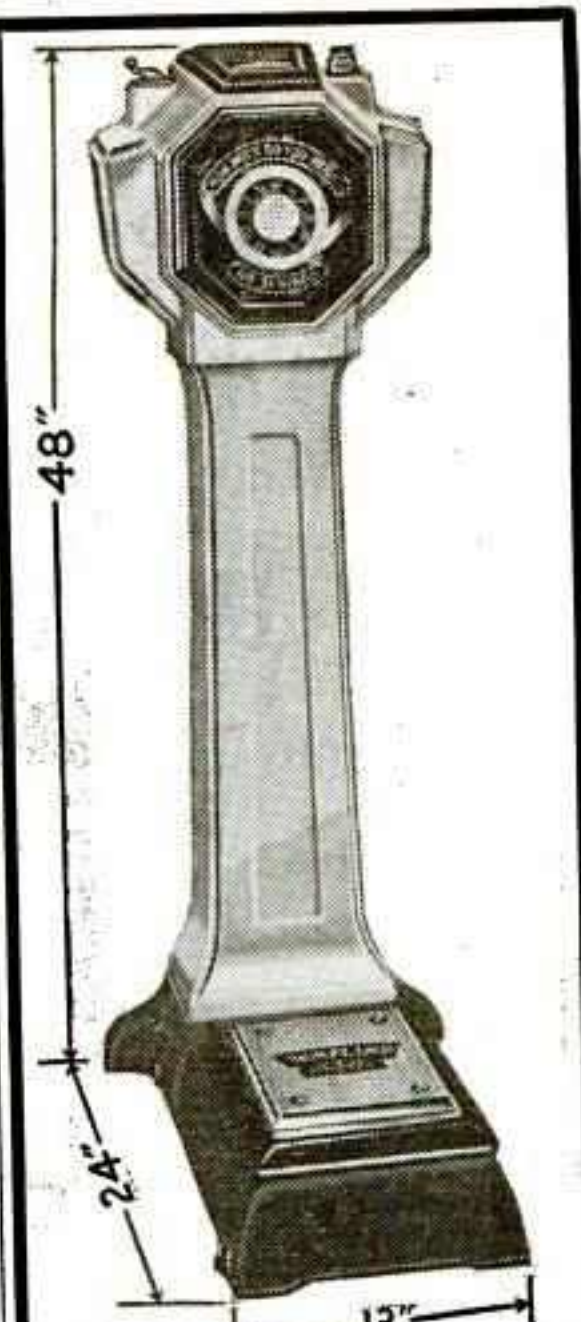
from the factory the only problem. Sanders has sold the shuffleboard and music machine divisions of the Music Vending Company, which he also operates, to Anthony Dallas, and will continue to operate only a pin game route in suburban areas. Dallas is establishing headquarters for his new route in the Northwestern section at 10030 Bramell Avenue.

Norman P. Nowak reports that Variety Vendors, one of the largest diversified operations in this area, is busy rearranging locations. . . . Hugo A. Guensche, who recently took over an independent shuffleboard route from the Thaens Amusement Company in which he was a partner, has moved from the East Side to 7 Elmhurst Avenue in the Northend suburb of Highland Park. Brown Amusement Company, operated by James Brown, one of the pioneers of the music business here, has purchased the shuffleboard route of University Supply, operated by R. L. (Duke) Kiefer, who is retiring because of poor health. Route will be operated entirely under the Brown name. . . . William E. Bufalino, president of the Coin Machine Workers Union, made a midweek trip to Lansing, Mich.

## Indianapolis

Audio Services, Inc., Muzak franchiser here and for subscribers at Anderson and Muncie, now is established in enlarged quarters at 1210 North Pennsylvania Street. Kenneth J. Hovey, president; J. Ripley Kiel, vice-president, and William Phillips, who heads the sales activities for the Muzak outlet, also announced that the organization has been appointed distributor for RCA Sound Products.

Mrs. Blanche Janes, of the Janes Music Company, is preparing to take an extended vacation in Florida, accompanied by her sister. . . . The Sicking Company, Inc., 1312 North Capital Avenue, (Continued on page 88)



**\$25 DOWN**  
**Balance \$10 Monthly**

**ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS**

**WRITE FOR PRICES**  
*Invented and Made Only by*

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**Manufacturing Company**

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**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  
1645 Bedford Ave., B'klyn, 25, N.Y.  
P. Resident 2-2900

**NEW**

**DAZZLING AND BEAUTIFUL AS THE RAINBOW**

**COLOR-ON-COLOR PLASTIC CHARMS**

Color-on-Color is a new WIPE-IN coloring process, whereby contrasting colors are imbedded into every detail and line on every charm. RESULT: Blended two-color Charms, like the rainbow.

**\$4.00** 40 assorted Charms in 16 assorted two-color per 1,000 combinations.

F.O.B. Jamaica, N. Y. Immediate Delivery.

**YOUR MONEY can't buy a better fill for your machines. ORDER WITH CONFIDENCE.**

**SAMUEL EPPY & COMPANY, Inc.**  
91-15 144th Place, Jamaica 2, N. Y.

**\$4,000 COMMISSION**

is big money. It will be made by men in one month selling our new type non-coin operated Dispenser. 2,850 sold first 90 days. Sells at \$17.50. Pays you over 50% commission. Operators and locations enthusiastic over their profits. Sells product never before sold through any Dispenser. IT'S DIFFERENT. 50 deals commonplace. If qualified as a promotional vendor salesman, experienced in selling routes through Business Opportunity Advertising, write, stating type machines have sold. Give complete information by letter only. Write

**BOX CH-144**  
Billboard, 108 W. Randolph St.  
Chicago 1, Ill.

**Charms**

**Paul A. Price Co.**  
220 Broadway, New York 38, N.Y.

**IMMEDIATE DELIVERY!!**

**Victor's New BABY GRAND CHICLE MACHINE**  
Case of 4 . . . . . \$52.00 — Single . . . . . \$13.45  
Holds 5 1/2 lbs. of Chicle Treats. Vends 2 for 1¢.  
Chicle Treats, 25 lb. Ctns.—45c lb. Baltimore

**NEW VICTOR JUMBO 100 MACHINE**  
Case of 4 . . . . . \$58.00 — Single . . . . . \$14.95  
Complete Victor Line in Stock

**Parkway Mach. Corp.** 715 Ensor St. Baltimore 2, Md.

**SALESMEN PROMOTIONAL**

An unusually excellent opportunity for fully EXPERIENCED men. If you feel you can sell the country's leading INDOOR-OUTDOOR (thousands of locations available) U. S. POSTAGE STAMP DISPENSER to OPERATORS, be free to travel extensively and can finance yourself for thirty days, this is the ideal job for you.

You interview QUALIFIED PROSPECTS obtained thru newspaper ads and appoint and sell those who answer your ad stating that they WISH TO BUY and HAVE THE CASH!

We want men who are capable of presenting a good, sound, safe investment to qualified buyers and CLOSING the sale.

If you can qualify for ALL of the above, you can earn \$2000 and more every month. This is not a chicken feed proposition and we do not want men who require training and who cannot operate on their own initiative.

Write or Wire BOX A-126, Billboard, 6000 Sunset Blvd., Hollywood 28, Calif.

**The American Red Cross Is Your 24-Hour Friend in Disaster and Misery**

**New NORTHWESTERN**

MODEL	ORDER NOW	10 Col.
49	Adams Brands All flavors 100 count 42¢	TAB GUM VENDOR
1¢-5¢-10¢	Wrigley's Brands All flavors 100 count 48¢	\$25.95 ea.
\$17.35 ea.	Fruit Charms Ass. Flavors 100 count 40¢	25 to 100
—	Such. Choc. 200 count \$1.25	\$25.45 ea.
25 to 100	Min. Order 25 Boxes	—
\$17.15 ea.		\$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.

**PROMOTIONAL SALES DISTRIBUTORS**

We are now ready to place on the market two new machines which have not been kicked around among the various promotional companies and the regular dealers. The machines are: A small, compact, inexpensive coffee machine, and a gum ball machine which plays a tune each time a gum ball is dispensed. Besides these two new machines, we have our regular line of special vendors for promotional sales distributors.

If you are experienced in selling through Business Opportunity columns, a connection with our Company should prove to be very profitable for you. The qualification is that you have a clean record of selling and will keep it that way. No others need apply. Our men receive the highest profits, or commissions, which we can easily prove. All replies will be held strictly confidential. If you are interested in having good machines to sell, working with a large National concern with good references, and if you want the most profitable deal out, write and give full information about yourself to:

**NATIONAL ADVANCED VENDING COMPANY**  
410 MAIN STREET DUBUQUE, IOWA

every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** has been sold in The Billboard

**WHAT DO YOU HAVE TO SELL?** Write Box 666, 2160 Patterson St., Cincinnati, Ohio



**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.

**Newport News Kills 90-Day Old Cig Tax**

NEWPORT NEWS, Va., Feb. 2.—A municipal cigarette tax was repealed by city council when signatures of 2,512 citizens were submitted requesting the action. The ordinance was enacted November, 1951.

City tax elimination was brought about thru efforts of the National Tobacco Tax Research Council. F. M. Parkinson, executive director, was instrumental in organizing merchants to petition for a referendum.

The tobacco tax council reports preparation of a brochure citing the "devastating" effect of municipal cigarette taxes upon local merchants. When completed, the brochure will be circulated to all city governments thruout the country.

**N. Y. Cig Sales Record**

ALBANY, N. Y., Feb. 2.—A new high in cigarette sales and State tax collections was reached in New York last year. Smokers consumed 41,500,000,000 cigarettes and paid out \$59,699,112 at the rate of 3 cents per pack.

Previous high was in 1950, when the sale of 40,500,000,000 cigarettes returned \$58,200,000 in taxes.

**PHONY KRONER EMPTY VENDERS**

COPENHAGEN, Feb. 2.—A marked increase in the use of slugs to operate coin vending machines has been reported by the local police department. The phony coins are being used to actuate mechanisms set for the one-kroner (15-cent) piece.

The total number of such complaints during 1951 was 750, but police state that many operators fail to turn in reports when losses are minor. Their theory is that an organized gang is minting coins wholesale. In some cases machines have been completely emptied thru the use of 20 or 30 false coins.

The heaviest loss is suffered by cigarette vendors which return either 20 ore (3 cents) or 80 ore in change under wrappers.

**Match Book Test Held in Bridgeport**

BRIDGEPORT, Conn., Feb. 2.—The match industry information bureau reported that on the basis of a street test here 72 per cent of the passers-by who were found to be carrying some kind of a "light" produced a match book.

The bureau reported three out of eight persons carrying match books were able to name the advertiser or message on the cover of the book. Women had a 3 per cent better average than men.

The bureau also reported that 63 million of the 87 million Americans between the ages of 20 and 64 carry a book of matches.

It added a recent survey showed that of 9,000 discarded match books, only seven contained unused matches, indicating that the others presented their advertising or message 20 times as all 20 matches were used.

**'52 Convention**

Continued from page 83

be twice that of the 1951 meet. It was tentatively planned to hold business sessions in the morning and exhibit hours in the afternoon. Twenty hours of exhibit time for the four-day meet was suggested.

Advance registration fees, it was concluded, should not be charged members, with non-members paying a higher fee than last year. Decision is subject to a ruling by the board of directors.

It was reported that as of this week, approximately \$18,000 of exhibit space had been sold.

An entertainment program, including special women's events, will be worked out after the business session and exhibit hours has been determined, it was agreed.

**Committee Members**

In addition to Chairman Fox and Vice-Chairman John S. Mill, members of the six sub-committees are: Exhibit sales; Mill, chairman; Dave Davidson, Jack Pero, Renz Edwards Jr., D. C. Moore, H. J. Foster, B. J. Kiley, Frank Bradley, D. D. Dayton, Herb Geiger, Tom Hungerford and Tom King.

Program: G. R. Schreiber, editor of Vend and coin machine editor of The Billboard, chairman; W. S. Fishman, Paul Berkley, C. D. Clarke, Zenn Kaufman, Nick Novasic, Hugh Howes, George Seedman, George Herald, W. D. Wagers and William McConnell.

Attendance: M. L. Heffer, chairman; J. Herman Saxon, E. C. Williams, Talman Andress, William Seldy, Robert Daugherty, J. W. Coan, Anthony Caruso and all NAMA regional chairmen.

Annual banquet and entertainment: Ben A. Bouchard, chairman; Lewis Gruber, J. G. Crume, Howard Olsen, Harold Cummings and Leon J. Meyer.

Publicity: E. F. Hinkle, chairman; Paul Shultz and Arch Ostram.

Ladies' events: Grace Hungerford, chairman.

The 1952 NAMA convention will be held in the Palmer House, Chicago, September 14-17.

**Md. Sirup Firm Sets Vender Dept.**

BALTIMORE, Feb. 2.—Crosse & Blackwell Company announced the formation of a new vending and fountain sirup division. Edmund St. Strul, president of Victor Syrup Corporation, New York, was appointed general manager.

The new Crosse & Blackwell division will have manufacturing and general offices in Long Island City. Initial development of the new lines is under way thru several Eastern States, with national distribution scheduled shortly.

**Distrib Becomes New Pepsi Bottler**

ROCHESTER, N. Y., Feb. 2.—Frank G. Staropoli, a Queens, N. Y., Pepsi-Cola distributor since 1939, has purchased the Pepsi-Cola Company plant here and is now a franchised bottler for the firm.

The plant has been altered and renovated and has a capacity of more than 600,000 cases a year.

**FOR SALE**

- Equipment in good condition with S. C. licenses attached.
  - SEEBURGS**
  - 4 146M Converted to 147 ..... \$165.00
  - 6 148M Blonde ..... 300.00
  - WURLITZERS**
  - 7 1015 ..... \$195.00
  - 2 1080 ..... 195.00
  - 2 1100 ..... 327.50
  - 2 1250 ..... 475.00
  - ROCK-OLAS**
  - 5 1422 ..... \$125.00
  - 6 1426 ..... 175.00
  - 2 Deluxe ..... 60.00
  - AIREON**
  - 1 400 Coronet ..... \$ 60.00
  - 3 Messingill Pool Tables (sticks, balls, rack) ..... \$125.00
  - 1 Seeburg Shoot the Bear ..... 325.00
  - ONE BALLS**
  - 17 Bally Victory Specials (just repainted) @ ..... \$ 30.00
  - 6 Bally Special Entries @ ..... 40.00
  - 3 Gottlieb Daily Races @ ..... 35.00
- Write for prices on 5 Balls, Arcade and Shuffle Alleys.
- Darlington Music Co.**  
132 N. Main St. Darlington, S. C.  
Phone: 500

**30 DAY MONEY BACK TRIAL**

**Northwestern**

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.

**Sensational TAB GUM**

10-Column 1¢ Selective  
**PRICES**  
Less than 25 \$25.95  
Less than 100 \$25.45  
100 or more \$24.95  
F.O.B. Factory



**GUARANTEED USED MACHINES**

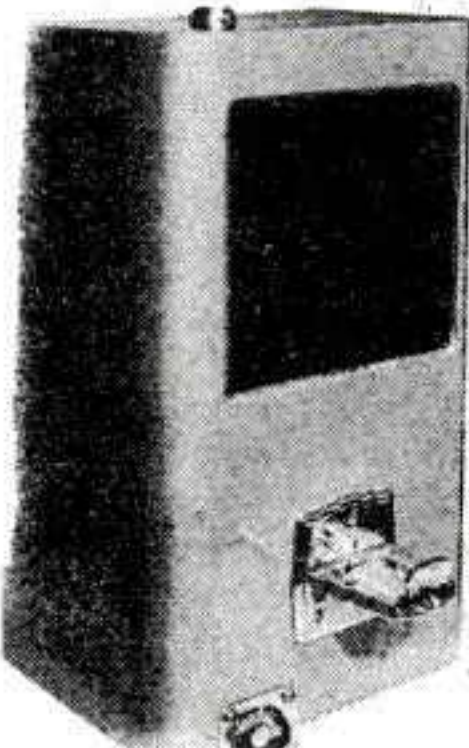
- DELUXE 1¢ and 5¢ Combination ..... \$13.95
- MODEL 29 PORCELAIN, 1¢ ..... 7.45
- MODEL 33 BALL GUM PORCELAIN, 1¢ ..... 7.45
- MASTER, 5¢ ..... \$7.45
- SILVER KING, 1¢ or 5¢ ..... 7.45
- ESQUIRE, 1¢ ..... 6.95

**MERCHANDISE AND SUPPLIES**

- ZENOBIA PISTACHIO**
- Jumbo Queen ..... \$ .68
- ZENOBIA PISTACHIO Fancy Shell ..... .44
- PISTACHIO 4-Star ..... .68
- PISTACHIO Vendors
- Mix ..... .60
- PISTACHIO 3-Star ..... .44
- CASHEW, Whole ..... .55
- CASHEW, BUTTS ..... .55
- MIXED NUTS ..... .55
- VIRGINIA PEANUTS ..... .36
- SPANISH PEANUTS**, 5 Lb. Vac'm Packed ..... .85
- ITALIAN CHICK PEAS**, Roasted and Salted ..... .25
- RAINBOW PEANUTS** ..... .28
- BOSTON BAKED BEANS** ..... .28
- JELLY BEANS** ..... .28
- LICORICE LOZENGES** ..... .25
- M & M ..... .39
- BALL GUM**, All Sizes (200 Lbs. Min.), Prepaid ..... Per Lb. \$ .26
- ADAMS GUM**, All Flavors, 100 Count ..... .42
- WRIGLEY'S GUM**, All Flavors, 100 Count ..... .47
- BEECHNUT GUM**, 100 Count ..... .57
- SUCHARD CHOCO.** LATE, 200 Count ..... 1.20
- HERSHEY'S CHOCO.** LATE, 200 Count ..... 1.30

**NORTHWESTERN SALES AND SERVICE COMPANY**  
MOE MANDELL  
438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickerling 4-0142  
4105 16th AVENUE, BROOKLYN, N. Y. • Gedney 8-3600

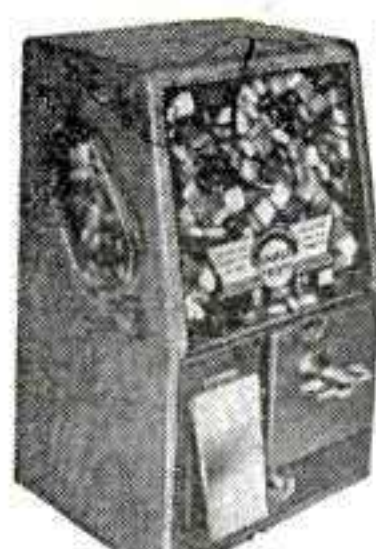
**MORE THAN YOUR CAPITAL INVESTMENT BACK AFTER First REFILL!**



**Introducing** — a hair oil vending unit designed and engineered to operate profitably in over 1,000,000 locations. The unit will dispense a half-thimbleful of hair oil for a nickel, with a capacity of 1000 portions. The mirrored cabinet measures 8 1/2 x 11 x 4 inches and is sized for wall installation. Weight is 10 pounds, and the coin mechanism is push-pull.

Manufactured by **UNITED SOUND & SIGNAL CO., Inc.** Columbia, Pennsylvania

NATIONAL SALES **AMERICAN ENTERPRISES, 347 E. 72nd St., New York, N. Y.**



**Now DELIVERING!**  
**Victor's New BABY GRAND CHICLE MACHINE**  
Holds 5 1/2 lbs. of Chicle Treats. Vends 2 for 1¢.  
Case of 4 ..... \$52.00 — Single ..... \$13.45  
**NEW VICTOR JUMBO 100 MACHINE**  
Case of 4 ..... \$58.00 — Single ..... \$14.95  
1/3 Dep., Bal. C.O.D., F.O.B. Boston.  
Complete Victor Line in Stock  
**CHAMPION NUT & CHOC. CO.** 1194 Tremont St. Boston, Mass.



**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



**You Get Hundreds of Idea\$-Tip\$-Shortcut\$ For Coin Machine PROFIT\$**

in **VEND**—the monthly magazine of automatic merchandising!

Alert, forward-minded men in all branches of the ever-growing coin and vending machine industry are turning to **VEND** each month. They're using **VEND** as a primary source of sound, proven ideas on the best ways to service routes—to get new locations—to maintain units—and to get bigger play on all coin and vending units!

Save Money — Make Money  
**Subscribe to VEND Now!**

LOW SUBSCRIPTION RATE SAVES YOU MONEY — MAIL COUPON TODAY

**VEND, 2160 Patterson Street, Cincinnati 22, Ohio**

Please enter my **VEND** subscription at once—to run for the period checked below.

- 1 year \$3  2 years \$5  3 years \$6
- Payment enclosed  Send Bill

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....





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  
1 1/2" size. Nut and Ball Gum, Candy,  
Charms Vendors, 1/4-5¢ U.S. and Foreign  
Coins. "Hot-Nut" Vendors. Designed for  
sales compelling eye appeal.

**SILVER-KING CORP.**  
622 Diversey Parkway Chicago, Ill.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Vending Machines

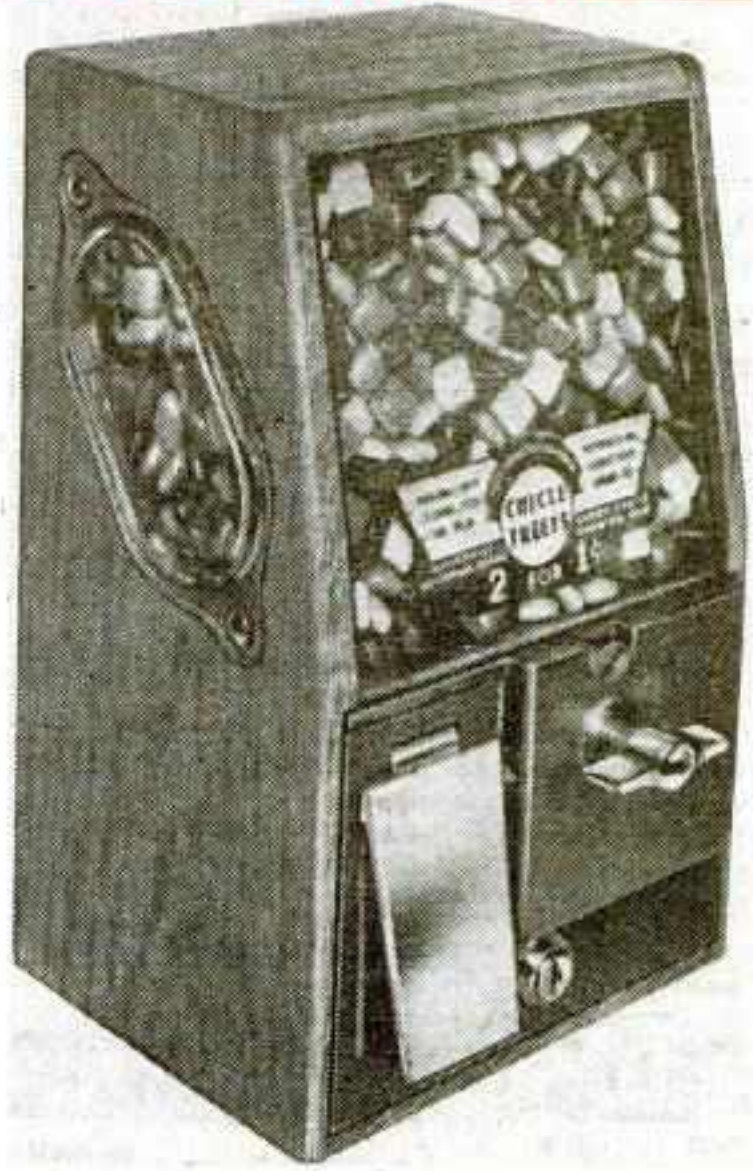
Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. 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.

	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12
Ace Shoe Shine Machine....		\$49.50	\$49.50	\$25.00
Advance Candy .....	\$39.50			
Ajax 1c, 5c, 10c Hot Nut...		7.95		
Andrews Nut, 1c (2 Col.)...		12.50		
Andrews Nut, 1c (3 Col.)...		6.95		6.95
Columbus 1c Nut.....	175.00	175.00	175.00	175.00
C-8 Electric.....		39.50		
DuGrenier Candy Bar, 5c....		49.50		
DuGrenier Candyman .....				85.00
DuGrenier Challenger.....				92.50
DuGrenier Champion (9 Col.)..	79.50 97.50	79.50 97.50	97.50	
DeGrenier Champion (11 col.).....		120.00		
DuGrenier Model 5.....		99.50		
DuGrenier Model W (9 Col.)..	69.50 82.50	69.50 82.50	69.50(2) 90.00	80.00
Electric Cigarette Vending (8 Col.).....			175.00	
Esquire 1c.....	6.95	6.95	6.95	6.95
Foot Ease (Exhibit).....				95.00
Foot Vibrator.....	119.50	119.50	119.50	119.50
Ideal Card Vendor.....			22.50	
Keeney (9 Col.) Elec.....	175.00	175.00	175.00	175.00
Lawrence 5 Compartments...		18.50	18.50	18.50
Master 5c.....	7.45	7.45	7.45	7.45
Mills 75 Bar.....		27.50		
Mini Pop.....	125.00	125.00	125.00	
Monarch (8 Col.).....	85.00	85.00	85.00	85.00
National Electric Vending (9 Col.).....			160.00	
National 108 Bar.....		65.00		
National 162 Bar.....		75.00		
National 750.....	85.00	85.00	85.00(2)	85.00 95.00
National 930.....	85.00(2) 120.00	85.00(2) 120.00	85.00(3) 120.00	85.00 95.00
National 950.....	85.00 140.00	85.00	85.00(2)	120.00
Northwestern 33 Ball Gum...	7.45 7.50	6.95 7.45	6.95 7.45	6.95 7.45
Northwestern Deluxe 1c and 5c.....	13.95	13.95 14.50	13.95	13.95
Northwestern Model 39, 1c. Nut Vendors, 5c.....	7.45	7.45	7.45	7.45
Pop Corn 5c.....	69.50 75.00	69.50 75.00	69.50 75.00	
Rowe Candy.....		85.00	85.00	85.00
Rowe Crusader.....		125.00		
Rowe Gum 1c (5 Col.).....		8.50		
Rowe Gum & Mint 5c.....	19.50			
Rowe Imperial (8 Col.).....	85.00 99.50	75.00 85.00	85.00	80.00
Rowe President.....	85.00 145.00	85.00 93.50	85.00	85.00
Rowe Royal (6 Col.).....		90.00	90.00	85.00
Rowe Royal (8 Col.).....	125.00	125.00	125.00	125.00
Rowe Royal (10 Col.).....	85.00	85.00	85.00	85.00
Shipman 3-Way Stamp Vendor.....			39.50	
Silver King 1c Ball Gum....				6.95
Silver King 5c Nut.....		6.95	6.95	6.95
Silver King 1c Nut.....				6.95
Silver King Bulk, 1c or 5c...	7.45	7.45	7.45	7.45
Siros Brush-Up.....	50.00	50.00	50.00	50.00
Toppers 1c Ball Gum.....				6.95
U. S. Candy Vendor.....		99.50	99.50	
Uneeda Candy, 5 Col.....	75.00	75.00	75.00	75.00
Uneeda Model A (9 Col.)...	92.50	92.50	92.50	87.50
Uneeda Model E (9 Col.)...	80.00	85.00	85.00	85.00
Uneeda Model E (8 col.)...	80.00	80.00	80.00	75.00
Uneeda (9 Col.) Model 500...	50.00 97.50	97.50	50.00 102.50	97.50
Uneeda (15 Col.) Model 500...	79.50 85.00	79.50 85.00	79.50 85.00	79.50 85.00(6)
Uneeda Pak, Model 500, (7 Col.).....	130.00	130.00	130.00	130.00
U-Select-It.....	49.50	15.00 49.50	49.50	
Victor Model V Globe 1c....	8.50			
Victor Topper.....	9.00			

## 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

GET \*  
NEWER  
CHARMS

Lower prices from  
America's largest  
charm manufacturer.

Over 40 new and dif-  
ferent series of Charms.

Our prices are lower!  
Send 35c for complete  
samples.

**PENNY KING CO.**  
415 Neptune Street  
Pittsburgh 20, Pa.

BUY BABY GRAND  
VENDORS  
FROM  
TORR  
ON  
20  
Weekly  
Installment  
Plan

WRITE FOR DETAILS

**ROY TORR** LANSDOWNE,  
PENNA.

Servicing and Financing Operators  
Since 1910

Try  
VICTOR  
Once  
and you will  
BUY  
VICTOR  
ALWAYS  
ORDER  
TODAY!

**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

THE BEST  
THERE IS!  
ACORN

1¢ or 5¢  
All Purpose  
Bulk Merchandise  
with  
All New Features  
\$14.95 Ea.

IMMEDIATE  
DELIVERY!

**OAK SALES CO.** 2033 Fifth Avenue  
Pittsburgh, Pa.

## So. Illinois Op Meet Has Big Turnout

EAST ST. LOUIS, Ill., Feb. 2.—The Phonograph Owners' Association of Southern Illinois held its regular monthly meeting Thursday (28) in the Broadview Hotel here. Richard Schneider, president of the association, reported a good turnout with 35 members present. The chief topic of discussion was the burden imposed by local licenses and taxes. These taxes and licenses vary in each community and Schneider said operators in the association were finding them more and more troublesome. In Southern Illinois, Schneider said, not only communities but counties and the State itself were adding fees to those already in existence.

**Liggett & Myers Net**  
NEW YORK, Feb. 2.—Liggett & Myers Tobacco Company's net income for the year ended December 31, 1951, was \$21,753,234. Net earnings for 1950 were \$29,058,231.

## Canteen Appeals Court Decision

WASHINGTON, Feb. 2.—Automatic Canteen Company will ask the Supreme Court to overrule part of a decision by the United States Circuit Court of Appeals, Chicago, it was announced yesterday by Edward Howrey, attorney for the firm. The Chicago court had upheld a Federal Trade Commission complaint against Automatic Canteen on charges of restraint of trade.

## Portland Cup Op Drives for Small Movie Locations

PORTLAND, Ore., Feb. 2.—Albert Products Company extended its cup vending operation to theaters this week. The firm which was organized recently to buy out Serve-U-Matic Company, had been stressing the high school field. It now intends to concentrate on smaller theaters in its new location program. The expansion followed delivery of new Cole-Spa equipment last week, according to Louis Albert, official.



# 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	OVERALL	DISC JACKET	RETAILER	RECORDING
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Continued from page 82

<b>YORK BROTHERS</b> When You Want a Little Lovin' KING 1042—The boys are effective on a rhythmic country tune with a Latin beat.	70--70--68--72
Love, Sweet Love A slight country blues is sold well by the brothers.	65--65--65--65
<b>LEON CHAPPEL</b> Booger Blues CAPITOL 1954—Singer and vocal group turn in a capable etching of a fast-tempo novelty that is reminiscent of many others.	68--69--66--69
You're a Lovin' Woman Chapeel's reading of a routine blues item lacks luster.	62--62--62--62
<b>JERRY IRBY (The Ranchers)</b> First Time I Saw That Gal 4 STAR 1591—A cute novelty tune receives a good reading from Irby.	68--70--66--68
Standing on the Corner A good vocal on this routine Western weeper.	62--62--62--62
<b>PEE WEE MILLER &amp; THE BUNK HOUSE BOYS</b> Ten Gallon Stetson HOLIDAY H-112—Group pounds out some good country dance wax while Miller runs thru a novelty lyric.	66--68--64--66
I'm Gonna Dry Every Tear With a Kiss Miller's chanting is good enough, tho the material is a Tin Pan Alley type pop-country ditty. Result of the mis-mating is an innocuous platter.	64--66--62--64
<b>MADDOX BROS. &amp; ROSE</b> Your Love Light Never Shown 4 STAP 1596—Rose sings and the ditty is interrupted by informal male comment and gag laughs to add a novelty flavor to an otherwise casual slicing.	65--67--63--65
Eight-Thirty Blues The twangy-voiced thrush is backed by tight harmony as she runs thru this so-so rural effort.	60--62--58--60

## RHYTHM & BLUES

Continued from page 39

<b>THE CARDINALS</b> Kiss Me, Baby ATLANTIC 956—A first-rate buck dance blues is fashioned by the group. The beat, spirited chanting and material all add up a particularly strong platter.	85--85--85--85
Wheel of Fortune, The The group gets in with a fast and strong cover on the sleeper ditty turned hit. This should get a big share of the action in r.&b. locales.	83--83--83--83
<b>PEPPERMINT HARRIS (Maxwell Davis &amp; All Stars)</b> Let the Back Door Hit You ALADDIN 3108—Harris gets off another of his forceful blues readings while the group delivers a zestful background. Sounds like this should be a winner.	84--84--82--85
P.H. Blues The chanter essays a low-down blues effort here and gets first-class support from the Davis combo. Result is a moving wax item, tho a	79--80--78--80
Bookie's Blues SAVOY 836—H-Bomb shouts up a storm on a particularly timely boogie blues which tells the troubles of trying to play the numbers now that the Kefauver committee has closed 'em up. The chanter and ork combine	84--85--83--84
Hard Times Tho the material is a little more ordinary, Brown and the ork turn in another persuasive performance.	83--84--82--83
<b>H-BOMB FERGUSON</b> OSCAR (BIG BLUES) BLACK ORK Love, Love, Love ATLANTIC 956—A likely item here as the chanter socks out a fine rocker. Big support from the combo adds interest.	83--83--82--83
<b>LIGHTNIN' HOPKINS</b> You're Not Going to Worry My Life Anymore ALADDIN 3117—Hopkins' guitar is particularly colorful on this side.	80--81--79--80
Daddy Will Be Home One Day Hopkins' moving chanting and guitar-picking on a Southern blues adds up to superior disk for his market.	79--80--78--79
<b>BUDDY JOHNSON ORK (Ella Johnson &amp; Bee Jays)</b> I'm Gonna Jump in the River DECCA 27947—One of the best wax items turned out by the Johnson ork in a long time sports a fine vocal by Ella Johnson and the male group. This is a first-rate attempt to come up with another "I'm Waiting Just For You."	81--82--80--80
'Til My Baby Comes Back Johnson gal sells the riff-built item neatly, while the ork pounds out a danceable background.	73--75--70--73
<b>LINDA HOPKINS</b> Walkin' and Talkin' Blues SAVOY 834—Hopkins gal impresses as a top-flight chanter here as she belts out a standard blues opus with a neat assist from the combo. A moaning duet with a tenor sax highlight the proceedings.	78--80--76--78
Sad and Lonely The chirp cries out the lyric with much feeling on another good blues.	78--80--76--78
Troubled Mind Blues Black impresses as one of the best of the new blues shouters via this chant.	79--80--78--79
<b>HORACE HENDERSON ORK</b> Lido Walk DECCA 48275—A first-rate instrumental item has been fashioned by the Henderson ork out of a couple of familiar riffs.	78--80--76--78
Hot Rock Piano, guitar and tenor sax deliver powerful choruses as the ork belts out a shuffle-boogie instrumental.	78--80--76--78
<b>LIL MISS CORNSHUCKS</b> So Long CORAL 65077—The familiar Russ Morgan pop tune is handed a superior go by the persuasive chanter. Truly a forceful performance. Ruth Brown had a hit with this song a couple of years back.	78--80--76--78
'Cause I Lost My Helping Hand Fem chanter, who is the forerunner of the "new" Johnnie Ray style, is still one of the better singers in the business. Material here is an okay pop blues.	72--73--70--72
<b>WILLIS (GATOR TAIL) JACKSON ORK</b> Wine-o-Wine ATLANTIC 957—A big, driving beat and gang-sing chant add up to a forceful piece of wax which could draw.	78--78--77--78
Good Gliding Slick instrumental here in a re-write of "Smooth Sailing." The combo is clean, yet drives all the way.	75--76--74--74
<b>GILBERT HALLIDAY</b> At Last REGENT 1044—Excellent instrumental rendition of the oldie by tenor sax man Halliday. It's right in the groove of the sax solo instrumental which have been stirring up some action lately.	77--78--76--77
These Foolish Things More of the same here with Halliday blowing some fine tenor with the able assist of a drum, bass, celeste-piano combo.	77--78--76--77
<b>LOUMEL MORGAN QUINTET</b> Charmaine ATLANTIC 953—Excellent tenor sax solo coverage on the hit.	77--78--76--77
Jock-o-Mo Morgan group comes up with a fine example of the instrumental buck dance. Piano, guitar and tenor solos are all tops.	75--77--73--75

ARTIST LABEL AND NO.	TUNES COMMENT	OVERALL	DISC JACKET	RETAILER	RECORDING
<b>JIMMY SCOTT</b> Wheel of Fortune CORAL 60650—Scott comes thru with a strong vocal on the current fast-moving ditty, backed solidly by the ork. This version could catch some of the loot.	77--78--75--78				
Come What May A capable effort by the singer on a tune that is showing some action in the pop field.	75--75--75--75				
<b>THE MARSHALL BROS.</b> Why Make a Fool Out of Me SAVOY 833—Tenor Maithe Marshall takes the lead here on an attractive new rhythm and blues ballad.	76--78--75--76				
Just a Poor Boy in Love Raymond Marshall takes the lead as the group runs down a light novelty ditty in a slow, blues tempo. Chanter hands the lyric a clean go.	72--74--70--72				
<b>AL SEARS ORK</b> Axores KING 4499—An attractive mambo really rocks with a swinging instrumental arrangement by the Sears ork. A strong entry that could see some action.	75--77--70--78				
Groove Station Tight instrumental version of a swingy riff tune is given a good go by the ork. Disk features fine sax and trumpet efforts.	70--70--70--70				
<b>BROWNIE MCGHEE &amp; SONNY TERRY</b> Carolina Blues SAVOY 826—Deep South material here, as Terry's harmonica and McGhee's vocal effort are combined on a typical blues item. There's appeal, too, to collectors of folk music. This back-home stuff is selling today.	74--72--74--76				
Watch-Out Terry's harmonica blowing is particularly effective here, while McGhee's blues chanting of a ditty he wrote himself is equally strong. Appeal however, is limited to the Southern market.	70--73--68--70				
<b>BUMBLE BEE SLIM</b> Lonesome Old Feeling FIDELITY F-3004—Slim's reading of an okay blues is reminiscent in style of Charles Brown's work, but he lacks the powerful feeling of the master. Nevertheless, this is an admirable performance.	73--74--73--73				
Ida Red Material here is a highly attractive and somewhat ingenious buck-dance ditty. Slim's vocal takes a back seat to the combo's fine beat.	73--74--72--73				
<b>HERMAN MANZY ORK</b> I'm Your Rockin' Man FIDELITY F-3003—Standard blues rocker material is handed a rousing go by Manzy and the combo.	72--73--71--72				
Back to the Blues Surprisingly good wax here as Manzy's chant and orking of a minor blues display the potential to come up with a strong disk with meatier material.	71--72--70--71				
<b>HAROLD NICHOLAS</b> Sad VICTOR (45)47-4475—A first-rate ballad is done with feeling by chanter Nicholas.	72--74--70--72				
I Love That Feelin' Material here is more pop than r.&b. but the ork and Nicholas give it a neat go.	68--70--66--68				
<b>SHERMAN WILLIAMS ORK</b> Bounce, The, Pts. I & II FIDELITY F-3002—The ork takes a kiddity phrase and builds it progressively into a honking instrumental with a compelling beat, gang-sing vocal and a series of solo choruses.	72--73--70--73				
<b>MEMPHIS SLIM ORK</b> No Mail Blues MERCURY 8266—Slim and the group belt out a Southern blues with a lot of spirit, but the material is just so-so.	71--73--70--71				
Gonna Need My Help Some Day Tempo slows down here on another fair-to-middling blues ditty. Slim's duet chanting and a fine piano solo take top honors.	71--73--70--71				
<b>LIL GREENWOOD</b> Can't Help But Love You SPECIALTY 421—Thrush Greenwood turns in a driving reading of a blues ballad while the ork adds to the performance with a trim background.	70--73--68--70				
Love Will Make You a Slave Gal is far less effective with a straight ballad, tho the tune is capably written.	67--70--65--67				
<b>RITA MOSS</b> Darlin' DECCA 27873—Thrush shows off her high-pitched soft and stylized voice along with a lot of tricks on a tender but thin ballad.	70--72--70--68				
Love Me or Please Let Me Be The chanter is cute tho not very forceful on a moody slow-tempo blues. The ork backing is properly bluesy.	65--65--65--65				
<b>ANISTEEN ALLEN (Gene Redd Ork)</b> Bluest Blues, The FEDERAL 12057—Chirp Allen hands an up-blues an okay rundown, while a tenor sax plays harmony to her chanting.	68--70--66--68				
Bittersweet, The Rhythm and blues ballad with an intriguing lyric is handed a listless chant by the thrush.	65--68--63--65				
<b>THE VICTORIANS</b> Part Time Sweetheart SPECIALTY 420—Attempt to come up with another "Paper Doll" type of disk does not quite come off because of a forced lyric and an uncertain go by the group.	67--70--64--67				
Naturally Too Weak for You Vocal group displays a warm blend on a ditty that's "naturally too weak" to make the grade.	63--66--60--63				
<b>JESSE ALLEN</b> My Suffering CORAL 65078—Blues ditty gets a solid chant from Allen with a neat assist from the combo backing him.	66--68--63--66				
Let's Party Routine re-write of "Hey-Baba-Re-Ba" makes for nothing more than an okay hand-clapper.	63--65--60--63				
<b>DUSTY BROOKS (The Four Tones)</b> You Never Told Me a Lie DOD TONE 306—Brooks and the group are fairly impressive here as they essay the old Ink Spots style. Material, tho, is either a funny satire or a particularly amateurish lyric. It's difficult to tell which.	65--66--63--65				
Chili Dog Material is a meaningless light novelty based on a familiar little riff. Brooks and the vocal group sound like they might do well with stronger material.	62--64--60--61				
<b>BIG JOE TURNER (Pete Johnson Ork)</b> I Love Ya, I Love Ya, I Love Ya DOD TONE 305—Turner's blues chanting and the Johnson ork's background are well-mated. The material is pretty good too. But the performance doesn't get anywhere as it starts off slowly and fails to pick up pace.	61--62--60--61				
Richmond Blues (Betty Hall Jones Ork.) Straight instrumental blues here lacks sufficient drive and spirit to lift it out of the ordinary class.	53--55--50--54				
<b>JOE HOLIDAY</b> Mighty Lak' a Rose PRESTIGE 767—Organ, drum and bongos back Holiday's warm tenor sax reading of the oldie. Result is an item which should do as well with jazz collectors as with r.&b. customers.	61--65--59--58				
This Is Happiness Tune is the Latin-American item introduced here by Josephine Baker on her personal appearances. Disk sports some first-rate rhythm section work by bongos, timbales, bass, etc. Holiday's tenor sax solo is replete with bop touches. Limited appeal, tho the performance is good enough.	58--63--55--57				

# Coinmen You Know

Continued from page 85

reports business up to expectations. Operators are on look-out for new games, but many of the older games are still in demand.

Cain-Cailloutte, Inc., now located in its new quarters, report no check in demand for the Wur-litzer Phonograph. Shipments are arriving on schedule, and they find operators eager to make replacements. Richard (Dick) Wagner reports sales holding their own.

The Janes Record Shop in its annual report states business is equal if not better than a year ago. Clarence Hohman, the new proprietor, says sales are showing a slight gain over the usual after-holiday volume experienced in former years. . . . Collections, according to juke box operators, are fair to good. This they attribute to the adverse weather which has been increasing tavern patronage at night.

## Milwaukee

Major Distributor's former chief clerk, Mrs. Beverly Black, spent several days of her vacation helping the Mercury staff with a heavy load of paper work that piled up since she left her job to join her husband at a navy base.

A recent transaction found the M. & S. Novelty firm of Oshkosh sold by owners Chris Miller and Clarence Smith, to Val Andre. Andre's Appliance store on Main Street is now the headquarters of the firm which is continuing to operate the same set-up of games and music. Meanwhile, both Miller and Smith are operating a metal stamping concern in nearby Allenville.

Oshkosh Novelty Company is a games and music operating outfit run by another Clarence Smith, who will now become the sole coinman in Oshkosh to answer to the Smith monicker. Business, according to Smith, has been holding up solidly, with music slightly ahead of games. Recent addition to the Oshkosh Novelty inventory were two new United 6 Players.

The sunny climes of Florida are calling Herb Wagner, of G. & W. Novelty, South Milwaukee. Herb plans to spend several weeks golfing and fishing. Future sports plans for Wagner include participation in the forthcoming American Bowling Congress competition this spring.

Benn Berman, formerly with the D. Kurman Company, suppliers of tobacco and candy items, has joined forces with his son in Madison, Wis., as the Robert A. Berman Company.

Sam Hastings spent several days in the Winfy City looking at the displays of premium distributors. Preem stocks are low at the Hastings Bluemound Road headquarters and Sam is planning to continue jobbing top quality items in 1952.

In charge of things at Hasting's while Sam was gone was vet coinman Paul Nadolny. Out of towners dropping in for equipment and merchandise were Mike Young, of Soldier's Grove; Alvin Lund, and Leo Bartel, of Waupaca, and Roger Bookmeier, Green Bay.

Ed Gronowski, route foreman of the Red's Novelty firm, of West Allis, is elated over his recent qualification for his "Ham's" license. Ed has been an avid radio hobbyist for many years, but only made a serious effort to get his license within the past half year. His call letters are WN92MX.

Red Jacomet, bossman of Red's Novelty, infos that tavern spot profits have dropped somewhat. Business in general, is only fair, he adds, with music carrying the load.

Two new men have been added to the sales staff of Old Gold cigarettes and are making the rounds getting acquainted with vending people. Newcomers are Douglas Kins, who will work out of La Crosse, Wis., and Dick Krieger, who is handling the Milwaukee territory under supervision of Don Dierling.

Just back from a swing thru his Minnesota territory, Wayne Candy sales rep, Don Reynolds, reports that vending sales out that way



are a bit below expectations. **Madger Tobacco's Art Cohen** is spending several weeks in New York, combining business and pleasure.

**Pittsburgh**

Noticeable here is a slight tendency of juke operators not to keep machines up-to-date with records most in demand. . . . **Morris Vinocur**, president, Monarch Music Company, points out that an expansive parts inventory is basic because either the distributor has to stock enough parts or else the operator must. Thus the safe way is to maintain a thorough adequate stock.

**Roy Walker** has taken over the Onyx Club, McKeesport, Pa. . . . When **Joseph McGlenn** decides to take in a sports event of an evening, he simply asks his crew which game they would like to see and on what date; then he bundles them all in the car and puts it "on the house."

**W. F. Hamel**, divisional sales manager, Cole Products, Inc., reports an increasingly popular hot drink is the cup of hot soup.

**Morris Moskovitz**, partner, Sidmor Vending Company, believes people's desire to get something for nothing for a change when they have to pay so much for commodities, is a factor in the interest today in charms in ball gum machines. . . . **Lester D. Wynn**, of Coin Machine Agency has entered the jewelry field. . . . **M. J. Abelson**, of Oak Manufacturing Company, has been occupied in Pittsburgh lately.

**Chicago**

**Art Weinand**, vice-president and director of sales for the Rock-Ola Manufacturing Company, reports that "lots of visitors" have been arriving in a steady stream at the firm's West Side Chicago plant. He says field reports on Rock-Ola's wall box are good and that the firm is shipping more of the wall boxes every day.

**Harold Schwartz**, of Atlas Music Company, says the firm has been busy preparing for the CMI Exposition and getting its displays set. The firm will be represented at the exposition by **Morrie and Eddie Ginsburg**, owners; **Schwartz**, and **Nate Feinstein**.

Atlas also has been busy, **Schwartz** said, making reservations for its operators who phoned to say they will attend the exposition.

**Wally Finke** and **Joe Kline** were busy figuring out how to get all the items First Distributors plans to display at the CMI show in its booth space. Among them will be **Keeney's Deluxe League Bowler** and TV set, **Exhibit Supply's** mechanical horse and Jet Gun, and a wide assortment of premium items such as lamps, small appliances, fishing sets, cigarette lighters, etc. **Mal Finke**, manager of the premium division, has just located some new sources for unusual merchandise and the new lines are already coming in.

**Dave Gottlieb**, president of D. Gottlieb & Company, received a steady stream of wires and cards congratulating him on his progress as a manufacturer in the industry the past 25 years. . . . **Herb Perkins**, Purveyor Shuffleboard Company, passed up his regular week-end skiing trip to get set for the CMI show. Firm has been getting a lot of action on its cigarette venders and used games.

Chicago Coin Machine Company was getting set to introduce a new game which **Sam Lewis** claims has a really different playfield. **Ed Levin** was busy handling a steady run of out-of-town calls on firm's King Pin and the new Band Box which carries a new low-price tag.

**Roy McGinnis**, Keeney president, is in Florida recuperating from a recent siege of virus infection. He will be there several weeks. Sales Manager **Paul Huebsch** reports that his firm has stepped up its TV output the past two weeks. He says the Deluxe League Bowler is going strong and is now available in 8 and 9½-foot playfields.

Over at Empire Coin Machine Exchange, **Howie Freer** was doing some extra work in favor of **Stanley Levin**, who was hospitalized following an auto crash. **Gil Kitt** was lining up an effective sales campaign with **Vince Shay** on the Evans line, which was introduced Sunday (3) at the Morrison Hotel. Kitt and Freer were also making final preparations for their

display at the CMI convention at the Sherman.

United Manufacturing Company had a steady run of visitors in for conferences, with **Billy DeSelm**, **Herb Oettinger** and **Johnny Casola**. Firm's six-player Shuffle Alley is slated to stay in production a long time based on the backlog of orders. Firm's new game Steeple Chase drew steady praise from operators in tests just completed.

**Williams Manufacturing Company** was not only preparing for the CMI show but working out a sales program which was unveiled at its distributors' annual dinner Sunday (3) night in the Imperial House. . . . **Ted Rubenstein**, Marvel Manufacturing Company, reports business on the increase especially with firm's shuffleboard scoreboard line and shuffle game conversions.

Over at Bally Manufacturing Company, the in-line scoring game Spot-Lite was sharing chief interest with the jumbo pin game, Futurity. Meanwhile the Lion Manufacturing Company was making steady progress in the development of its TV line under the direction of **Paul Eckstein**.

At World Wide Distributors, **Al Stern**, **Len Micon** and **Monty West** were enthused over the early reaction to **Williams' new Horse Feathers** game, which may be played by one or two players. Stern was also pleased with the mounting interest in the Rock-Ola music line which now includes the 50-selection wall box.

Coven Distributing Company, Wurlitzer outlet here, has sent a letter to all of its operators urging them to write their congressmen why they are against the Bryson Bill. The letters went out in envelopes stamped "important" and much favorable comment had been received by the week-end, the company said.

**Jean Collins**, Monarch Coin's executive secretary, plans to be married March 1. **George Jarke** is the lucky man. **Charlie Pieri** and **Clayton Nemeroff** expect a lot of out-of-town visitors at the remodeled Monarch quarters while the big show is in progress in the Loop. They are getting increased deliveries of in-line scoring games and Exhibit Supply's Big Bronco. . . . **Frank Mercuri**, Exhibit sales manager, was hospitalized briefly last week. . . . **Len Micon**, World Wide Distributors, just closed firm's biggest single export deal.

**Miami**

The stork has been busy lately paying calls at the homes of Ace-Saxon employees. Cigarette routeman **Robert Miller** and his wife welcomed a son, **John Paul**, giving them a total of three boys and two girls. Cigarette routeman **Jack Fisher** and his wife became the parents of a son, **Jack III**, and shopman **Donald Henderson** and wife welcomed the arrival of a girl, **Toni Lyn**.

**Harry Goldberg**, H & G Novelty Company, reports an upswing in sales of PX cigarette machines. Goldberg also has expanded his stock of premium merchandise including a full line of fishing equipment. . . . **Jean Guberman**, secretary at Taran Distributing, received congratulations on her birthday, after helping her mother, **Rose**, celebrate a similar event two days earlier.

**Bill Whitcomb**, Jacksonville branch manager of Bush Distributing Company office, was on the sick list several days. **Ozzie Truppan** left the Miami office to sub for Whitcomb during his absence. . . . **A. R. (Ike) Pearson**, Pearson Novelty Company, Mitchell, S. D., is touring Florida in his Piper Cub plane. Pearson drove South and had the plane brought down for him.

**Frank Wycoff**, route service mechanic in business for himself, is accompanied on his rounds by his three-year-old son, **David**. **Ken Willis**, Bush Distributing Company, returned from a selling trip to Orlando and Key West, Fla.

**Willie Blatt**, Supreme Distributors, is anticipating with interest the formal unveiling of his new four-player game, as yet unnamed, at the International Coin Machine Exhibition, Chicago. Chicago Coin is bringing out the new game. . . . Miami's delegation to the show will include **Blatt**, **Sam Taran**, **Ted Bush**, **Joe Mangone** and **Bill Shayne**.

Game and vending operators were particularly pleased to learn that the government will begin

**SOLDIER TRADE**

**Columbia, S. C., Now Cornering Arcade Market**

COLUMBIA, S. C., Feb. 2.—A new Main street Arcade, one of the largest in the city, now brings Columbia's total to five.

The new Arcade, Hollywood Casino, is strategically located in the 1300 block of Main Street near several movies, soda shops, cafes and military stores, which draw heavily on the large soldier trade from nearby Fort Jackson. The Arcade contains most of the standard machines, plus a score of pins and a section of Pan-o-Rams.

Operators report daytime business light, with a big night and week-end play. Three competitors are within a block of the new set-up, but only one rivals it in size. A fifth is located four blocks north.

The return of some 50,000 men to the infantry training center near here has boosted coin machine play all along the line. Dealers report the usual seasonal slump in buying, but there has been no letup in play, operators say.

Music machines are drawing their biggest grosses in spots frequented by the soldiers.

**Coin Machine Tax Receipts Decline**

WASHINGTON, Feb. 2.—The federal tax on coin-operated devices produced \$19,296,204 in 1951, a decline of \$2,325,618 from the previous year, it was disclosed this week. Latest Bureau of Internal Revenue figures showed a December collection of \$1,874,248 from this tax. Although the December take was \$1,269,350 above the December, 1949, figure, it fell far short of overcoming the slump registered in tax receipts in earlier months.

The federal tobacco tax yielded \$1,445,756,519 in 1951, an increase of \$97,662,640 above the previous year, the bureau revealed this week. Virtually all of these receipts represented collections from the tax on cigarettes. Reflecting record-high cigarette sales, virtually every month in 1951 showed increases over comparable months the previous year, with the December yield totaling \$101,086,172, a gain of \$8,672,543 over the previous December.

**Top Tourist Biz Expected in Fla.**

TAMPA, Feb. 2.—Another record-breaking winter tourist season is being predicted for Florida West Coast resorts with, however, a few changes in traffic flow and length of stay.

Coinmen gearing their operations to take advantage of the tourist influx note that feeling in Sarasota and St. Petersburg is that traffic will be later and last longer than usual this year. The Fort Myers Chamber of Commerce reported tourists, the more numerous than in 1951, are not "staying as long as usual."

It is felt that most winter tourists are trying to see more of the State instead of settling down in one spot. At Bradenton, however, it was found vacationers came earlier and remained longer.

Sarasota, to date, is holding its own in tourist business, compared with last year, but expects a rebound this month and in March to bring the season total up 10 per cent over last season.

reactivation of Opa-locka Naval Air Station February 15 and that some 6,000 Marine and civilian personnel will be assigned to the station by July 15. Monthly payroll at the new base is expected to reach a million dollars by summer.

**Joel Hoch**, accountant for Supreme Distributors, had a terrific night at the jai alai games. . . . **Al Albertelli**, Super Vending Corporation, became a grand-daddy for the fourth time when a boy, **Jerry Jr.**, was born to Albertelli's son and daughter-in-law.

**Max Shaw**, Taran Distributing, says the new Genco Double Action looks like a winner in the game field. . . . **Sonny Lomberg**, (Continued on page 93)

**SHUFFLEBOARD SURVEY**

**Detroit Distrib Eyes Game's Renaissance**

• Continued from page 77

likely spots without an involved personal survey of the city, those places advertising or listing in the telephone classified directory were contacted.

A three-piece mailing unit was used:

1. A business reply envelop, with postage paid by the Central office, making it handy for the location owner to turn in his reply.

2. Large print copy of the rules for shuffleboard, designed to be posted on the walls. This is also available upon request on a stiff cardboard for more permanent use. The Central name, address, phone and a list of the services furnished for board owners and operators are listed at the bottom.

3. The survey slip reads:

"We are interested in resurfacing our shuffleboard . . . ; getting shuffleboard wax . . . ; getting automatic scoring unit . . . ; replacing our old shuffleboard . . . ; we own our machine . . . ; yes; . . . no. Our machine is owned by . . . (name of operator). Your name . . . ; address . . . ; telephone number . . ."

**Headed by Vet**

The owner of Central Coin Machine Exchange is **Maurice J. Feldman**, a veteran of the amusement game field here for 17 years, who also has been active in the distribution and manufacturing ends of the business. As an industry leader, he was president of the now inactive Michigan Miniature Bowling Association and is now a director of the Detroit Shuffleboard Association. He points to the care given to alleys and to maintenance of surface by operators of bowling alleys, resulting in the widespread acceptance of American Bowling Congress standards by bowlers and alley owners alike.

"If we keep our equipment up to date and have a well-organized league set-up, we can make shuffleboard as important as bowling," Feldman says. "It is the leagues that have made bowling what it is."

"But it is necessary to keep the boards in good shape, properly leveled, with the surfaces in good condition. Every man who plays shuffleboard does a public relations job for the industry."

**Stresses Service**

Believing in the essential importance of adequate maintenance, Feldman has established a service department and a parts and supply service to meet the requirements of shuffleboards. It has long been his rule to carry an adequate stock of spare parts for all equipment which he operates, a precaution which he believes has well proved its worth, even though most spare parts may long remain in the stockroom. Even other distributors occasionally come to him for parts, so complete is his stock.

The facilities of his service and parts replacement stock are available for other operators, many of whom do not attempt to operate an elaborate service set-up. This includes scoring units, refinishing of tops, powdered and other waxes, cleaners, wax and cleaner combination, and unbreakable steel weights.

This mailing program, tho put out by one of the city's progressive operators, was designed to produce benefits for the industry as a whole, and was given approval by the DSA board. Main objective, it is frankly admitted in trade circles, is to attack the serious problem of location-owned boards. There are about 1,400 boards in the city; about 500 of these were location-owned some two years ago, according to available figures, and the number has probably dwindled slightly since. There are about 65 operators active, of whom only about 20 have sizable routes.

**Supplies Handy**

Some location owners with their own boards have been pleased to learn that there is a specialized service where they can get supplies. The direct objective is modernization and resurfacing of boards, so that the board can be made profitable and be kept reasonably up to the standards of the industry. Feldman's keen salesmanship comes into play here, and he is able to point out to the

location owner the advantage of having a complete refinishing job and the installation of a scoring unit, such as players of this now popular game have come to expect. The older location-owned boards have lesser appeal because they do not have these features.

The original board salesman who sold the location, with his commission long since pocketed, has no direct interest in continued maintenance of the board, and the location owner has learned, thru experience, of the problems of running a single machine. This is the condition that prevailed in Detroit about three years ago, with a sizable installation of free play location-owned boards, especially on the East Side.

Today, owners of such equipment, as Feldman puts it, are coming to see the advantages of switching to standard operation. Installation of the scoring unit automatically means conversion to coin play, even if the location owner still persists in running his own machine.

Actual results of the mailing, after 10 days, added up to five location owners deciding to give up their own equipment and switch to an operator's service. In addition, several dozen locations have become acquainted with the firm by phone or otherwise, some sending over to pick up wax or other supplies.

Other operators stand to benefit from Feldman's one-man campaign as well. Only some of the locations he contacts are in situations where he would want to put on his own men—because of the distance, remoteness from other locations he services, and other factors. Such locations are passed on to other operators.

**Survey Results**

Some conditions of significance to the industry already have developed or been brought to light by the survey. It was found that location owners are reluctant to discuss their complaints with the operator who regularly services them in some instances. Usually, because the serviceman is busy or the bartender or even the owner may be too much occupied at the time the serviceman makes his call, he will not take the trouble to make a special complaint, such as one about the condition of the board surface. Yet, when an independent survey, requiring only a few strokes of the pencil, comes along, the owner may take the trouble to fill it in, and just check off his complaint.

Occasionally, too, the location owner has not realized the standards of good operation. This is of course especially true of location-owned boards, where the owners have not observed competitive conditions too closely. When information of this kind comes in, it is quietly passed on to the operator concerned, as a tip toward improving his own operation.

Feldman's campaign, with its emphasis upon service, is really an institutional program for the shuffleboard industry, backed by the supply and service operation which he maintains.

To follow up, a monthly mailing to much the same list of tavern owners is planned. Details of the follow-up material have not been worked out, but the ultimate goal is to place every location in the city in the hands of an established operator.

**Tenn. Tourist Boom Coinman Aid**

NASHVILLE, Feb. 2.—Tennessee's tourist business increased by 18 per cent last year over the 1950 level, according to B. T. Gregory, State information director. He said tourists spent \$457,026,450 during 1951, or \$80,717,350 above the previous year's vacation dollar in-take.

Coinmen with locations close to or on thru highways benefitted by the increase in car travel in the State. During the year, it was estimated, 3,046,843 out-State cars used the roads, carrying 10,054,574 tourists, compared with 2,564,682 vehicles and 8,462,543 tourists during 1950.

It was discovered that the occupants of each car spent an average of \$150 while in the State.



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Major	49	600K	49	Empress \$39	
Classic	49	600R	49	<b>AIREON</b>	
Regal	49	Victor	39	Deluxe '46 \$49	
Gem	49			400 Coronet 79	
SOLOPHONE UNIT, 18 BOXES, BARGAIN				<b>PACKARD</b>	
				Manhattan 76 \$89	

WRITE

### WALL BOX SPECIALS

Seeburg W1-L56, 5c, Wireless, Refinished	\$12.50
Seeburg 3W2-L56, 5c, 3 Wire, Refinished	15.00
Seeburg W4-L56, 5c, 10c, 25c, Wireless, Refinished	37.00
Seeburg 3W5-L56, 5c, 10c, 25c, 3 Wire, Refinished	39.50
Wurlitzer 3020, 5c, 10c, 25c, Reconditioned	37.50
Packard Pla-Mor, 5c, Reconditioned	9.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

# DAVIS DISTRIBUTING CORP.

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BRANCHES IN BUFFALO • ROCHESTER • ALBANY

## Coradio Has Quiet Model

NEW YORK, Feb. 2.—Coradio, Inc., manufacturers of coin-operated radios, announced this week the development of a new model with an under-the-pillow speaker for use in hospitals and other institutions where loud-speaker units are unacceptable. First deliveries will be made in approximately 45 to 60 days, according to Lou Brown, president.

The radio is designed for attachment to the head of the bed by means of a special bracket. The six-tube unit has a built-in antenna and a circuit said to filter out static. Cabinet is of plastic, and the volume controls may be pre-set to any desired level. It operates 30 minutes for 10 cents. Franchise distributors to handle the new Coradio model will be appointed soon, Brown said.

## Williams Bows

Continued from page 77

sults thru the selection of No. 2 and the player brings it in, selected play continues thru next possible finisher. However, if at any time the selected order is not maintained, the game ends.

### Different

Playfield of Horse Feathers is radically different from other units on the market. It consists of three sets of flippers on both sides, plus four kicker bumpers on each side and stretch rubber units. Thus a wide range of combination skill scoring plays are possible.

The 8-Ball game provides four replay possibilities: high score; hitting all numbered bumpers on one side and then guiding a ball thru a rollover switch; hitting all 15 bumpers and activating a rollover button, and hitting all numbered scoring units on the other side and then guiding a ball thru a bottom rollover button. It is for nickel play.

Numbered bumpers on 8-Ball simulate the 15 balls in a pool game. Each time one is hit, it registers on the backglass just as a player would rack them up in regulation play. Additional realism is added by the animation on the backglass which consists of a conventional pool table and ball in motion each time a hit is made.

The distributors' meeting in the Imperial House was expected to attract at least top management officials of the Williams' distributor organization. Among those representing the manufacturer at the session will be Stern, Sales Manager Bill Ryan, Gordon Horlick, Harry Mabs, Sam Berger, Bernie Kennedy and Rudy Gilbert.

Addresses by Stern and Ryan are expected to include a preview of Williams' plans for the remainder of the year and discussion of the materials situation.

## Complete Test

Continued from page 77

plays and the possibility of gaining 8, 12, 20 or a maximum of 100 replays.

The only times when numerical sequence is by-passed is when the 6 selection crosses the finish line first or in correct sequence. Then the game automatically resets back to the No. 1 horse and play continues as before. A typical example of this would be the 5 horse finishing first. According to the scoring of the game, the player must bring in the 6 selection next to gain additional replays and keep the race in progress. But after the 6 horse crosses the finish, the player must then concentrate on the No. 1 horse and after that, No. 2 followed by the three horse and finally No. 4 completing the numerical cycle. Still another reason for playing more than one selection is that this entitles player to try for replays only by getting the No. 1 selection in first. If any other selection crosses the line first the game ends automatically.

## New N. C. Firm

RALEIGH, N. C., Feb. 2.—Capital Amusement Company here has obtained a State charter to engage in an amusement and recreation business. Authorized capital stock was listed at \$100,000, with \$9,900 stock subscribed by O. W. Hooker, W. W. Meriman Jr. and R. C. Knipe Jr., all this city.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues 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.

	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12
ABC (United)	\$295.00(2)	\$295.00	\$295.00	\$295.00(2)
Advance Rolls (Genco) (roll-down)	39.50	69.50	39.50	69.50
Afi Baba (Gottlieb)	49.50	49.50	49.50	49.50
Alice in Wonderland (Gottlieb)	39.50	39.50	39.50	39.50
Aloha	49.50	69.00	49.50	79.00
Aquacade (United)	89.50	89.50	89.50	89.50
Arizona (United)	89.50	109.00	89.50	109.00
Ballerina (Bally)	27.50	49.50	27.50	49.50
Banjo (Exhibit)	18.00	24.50	24.50	39.00
Bank-a-Ball (Gottlieb)	39.00	49.50	40.00	49.50
Barnacle Bill (Gottlieb)	89.50	119.50	65.00	89.50
Battle Ball (Gottlieb)	49.00	49.00	49.00	49.50
Basketball (Gottlieb)	134.50	134.50	70.00	134.50
Basketball Champ (Chgo. Coin)	225.00	275.00	225.00	275.00
Be Bop (Exhibit)	114.50	114.50	114.50	114.50
Bermuda (Chicago Coin)	42.50	65.00	30.00	34.50
Big Top (Genco)	79.50	79.50	60.00	79.50
Bing-a-Roll (Genco)	59.50	59.50	59.50	60.00
Black Gold (Genco)	54.50	54.50	25.00	54.50
Blue Skies (United)	124.50	124.50	120.00	124.50
Bomber (Chicago Coin)	34.50	34.50	79.50	95.00
Bone Head	89.50	89.50	79.50	95.00
Boston (Williams)	79.50	85.00	79.50	79.50
Bowling Champ (Exhibit)	57.50	57.50	57.50	57.50
Bowling Champ (Gottlieb)	355.00	395.00	325.00	335.00
Bright Lights (Bally)	350.00	365.00	350.00	365.00
Bright Spot (Bally)	425.00(3)	425.00(3)	35.00	69.50
Buccaneer (Gottlieb)	45.00	45.00	45.00	45.00
Buffalo Bill (Gottlieb)	79.50(2)	79.50	79.50	79.50
Butterfly	69.50	85.00	69.50	85.00
Buttons and Bows (Gottlieb)	114.50	114.50	114.50	114.50
Camel Caravan (Genco)	99.00	119.50	99.00	119.50
Carnival (Bally)	39.00	39.00	42.50	49.50
Carolina (United)	42.50	49.50	42.50	49.50
Carousal (Keeney)	29.50	39.50	29.50	39.50
Catalina (Chicago Coin)	69.50(2)	85.00	60.00	69.50(2)
Champion (Bally)	89.50	99.50(2)	74.50	75.00(2)
Cinderella (Gottlieb)	25.00	39.50	39.50	45.00
Circus (Exhibit)	45.00	49.50	45.00	49.50
Citation (Bally)	40.00	52.50	40.00	49.50(2)
Cleopatra (Marvel)	89.50	109.50	89.50	109.50
College Daze (Gottlieb)	450.00	450.00	109.50	89.50
Coney Island (Bally)	175.00	175.00	39.50	39.50
Contact (Exhibit)	24.50	45.00	24.50	45.00
Control Tower (Williams)	29.50	45.00	29.50	45.00
County Fair (United)	175.00	175.00	175.00	175.00
Cover Girl (Gottlieb)	49.50	69.00	49.50	69.00
Crazy Ball (Chicago Coin)	79.50	79.50	40.00	49.50
Cyclone	99.50	119.50	99.50	119.50
Dallas (Williams)	39.50	45.00	39.50	45.00
De-Icer (Williams)	89.00	94.50	89.00	94.50
Dew-Wa-Ditty (Williams)	99.50	124.50	124.50	124.50
Dew-Wa-Ditty (Williams)	39.50	45.00	39.50	45.00
Double Feature	164.50	164.50	164.50	164.50
Double Shuffle (Gottlieb)	89.00	94.50	89.00	94.50
Dreamy (Williams)	99.50	124.50	124.50	124.50
El Paso (Williams)	49.50	74.50	49.50	74.50
Fighting Irish (Chicago Coin)	89.50	139.50	89.50	139.50
Five Star (Universal)	175.00	265.00	160.00	175.00
Floating Power (Genco)	279.00	295.00	175.00(2)	250.00
Flying Saucers (Genco)	49.50(2)	49.50(2)	25.00	49.50(2)
Football (Chicago Coin)	100.00	129.00	129.00	129.50
Freshie (Williams)	64.50	75.00	64.50	75.00
Georgia (Williams)	114.50	114.50	114.50	114.50
Gin Rummy (Gottlieb)	99.50	144.50	144.50	144.50
Gizmo (Williams)	79.50	119.00	79.50	119.00
Gold Cup (Bally)	39.50	45.00	39.50	45.00
Gondola (Exhibit)	39.50	44.50	39.50(2)	50.00
Grand Award (Chicago Coin)	64.50	65.00	64.50	65.00
Harvest Moon (Bally)	84.50	84.50	84.50	84.50
Harvest Time (Genco)	39.00	39.00	69.50	69.50
Hawaii (United)	69.50	69.50	115.00	129.50
Hayburner	20.00	20.00	20.00	20.00
Hit Parade (Gottlieb)	275.00	275.00	295.00	295.00
Holiday (Chicago Coin)	29.50	29.50	29.50	29.50
Hot Rod (Bally)	42.50	69.50	42.50	42.50
Humpty Dumpty (Gottlieb)	58.00	124.50	124.50	124.50
Hy-Roll (Bally)	29.50	29.50	29.50	30.00
Jack and Jill	49.00	49.00	49.00	49.00
Jalopy	295.00	295.00	265.00	325.00
Jockey Special (Bally)	35.00	39.50	35.00	39.50
Joker (Gottlieb)	50.00	54.50	50.00(2)	54.50
Judy (Exhibit)	64.50	64.50	64.50	64.50
Jumbo (Bally)	145.00	145.00	139.00	139.00
Just 21 (Gottlieb)	119.50	119.50	119.50	119.50
K. C. Jones (Gottlieb)	35.00	49.00	35.00	49.00
King Cole (Gottlieb)	54.50	65.00	54.50	65.00
King Arthur (Gottlieb)	79.50	79.50	79.50	79.50
King Cole (Gottlieb)	89.50	110.00	89.50	110.00
King Arthur (Gottlieb)	49.00	49.00	60.00	75.00
King Arthur (Gottlieb)	98.00	98.00	89.50	110.00

Brand New!

## Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BOXES ..... 5c or 10c Play

20-24-32 Record Selections

Buckley Manufacturing Co.  
4223 W. Lake St. Chicago 24, Ill.

## WALL MODEL ELEC. SCOREBOARDS

Small, compact unit (15-21 pts.) \$79.50

Center Overhead, 2-faced—fits all shuffleboards \$125.00

9" JUMBO LITE-UP PIN CONVERSION For Chicago Bowling Alley and Univ. Twin Bowler \$24.95

MARVEL MFG. CO.  
2845 W. Fullerton Ave., Chicago 47, Ill. Tel.: Dickens 2-2424

## JUMBO PINS

Bally Futurity, New	Write
Bally Turf King	\$299.50
Bally Champions	99.50
Bally Citations	74.50
BALLY GOLD CUP	44.50

## USED PHONOS

Wurl. 1015	\$179.50
Wurl. 750E	109.50
WURL. 850	44.50

TAKE YOUR PICK!

Seeburg Classics, Colonels, Envoys, Gems, Hi-Tones, etc. \$29.50 ea.

## SHUFFLE BOWLING GAMES

Bally Shuffle Line	\$169.50
Bally Shuffle Bowler	24.50
BALLY BASEBALL	49.50
WMS. DOUBLE HEADER	49.50

DELIVERING! BALLY SPOT-LITE

America's Finest One-Stop Service for RECORDS—PARTS PREMIUMS

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distributing company  
3181 Elston Chicago 18, Ill. Independence 3-2210

Exclusive Distributors of the Finest Names in Coin Machines.

Authorized Distributors For BALLY PRODUCTS—WURLITZER PHONOGRAPHS SMOKE SHOP CIGARETTE VENDORS PERMO POINT NEEDLES



	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12
Knock Out (Gottlieb).....	\$99.50	\$119.00	\$99.50	\$119.00
Lady Robin Hood (Gottlieb).....	119.00	119.00	119.00	119.00
Lariat.....	39.50	39.50	39.50	39.50
Lite-A-Line (Keeney).....	175.00	195.00	175.00	225.00
Lucky Inning (Williams).....	69.50	79.50	69.50	79.50
Lucky Star (Gottlieb).....	85.00	99.50	85.00	99.50
Magic (Exhibit).....	54.50	54.50	54.50	54.50
Major League Baseball (United).....	39.50	39.50	30.00	39.50
Majors of '49 (Chicago Coin).....	49.50	69.00	49.50	69.00
Manhattan (United).....	25.00	25.00	25.00	25.00
Mardi Gras (Genco).....	45.00	45.00	45.00	45.00
Maryland (Williams).....	49.50	89.00	49.50	89.00
Mercury (Genco).....	67.50	72.50	67.50	72.50
Merry Widow (Genco).....	29.50	39.50	29.50	39.50
Monterrey (United).....	25.00	39.00	25.00	39.00
Moon Glow (United).....	39.50	49.00	39.50	49.00
Morocco (Exhibit).....	49.50	49.50	40.00	49.50
Nevada (United).....				50.00
Nifty (Bally).....				129.50
Oasis (Exhibit).....	79.00	84.50	79.00	84.50
Oklahoma (United).....	144.50	144.50	85.00	144.50
Old Faithful (Gottlieb).....	324.50	324.50	324.50	324.50
Old Hilltop.....	49.00	49.00	44.50	59.50
One, Two, Three (Genco).....	49.50	49.50	40.00	49.50
Paradise (Gottlieb).....	69.50	69.50	50.00	69.50
Phoenix (Williams).....	85.00	99.50	50.00	74.50
Photo Finish (Universal).....	139.50	75.00	85.00	139.50
Pin Bowler (Chicago Coin).....	125.00	139.50	125.00	139.50
Pinch Hitter (United).....	55.00	55.00		
Play Ball (Chicago Coin).....	49.50	45.00		
Play Boy (Chicago Coin).....	42.50			
Playland (Exhibit).....	124.50	124.50	40.00	54.50
Playtime (Exhibit).....	84.50	84.50		
Pro Score (Ponsler).....				59.00
Puddin' Head (Genco).....	55.00	55.00	25.00	59.00
Punchy (Chicago Coin).....	145.00	145.00	145.00	145.00
Quarterback (Williams).....	59.50(2)	59.50	89.50(2)	59.50
Rainbow (Williams).....	39.00	39.00	45.00	45.00
Ramona (United).....	55.00	55.00	40.00	54.50
Rancho (Bally).....	49.00	49.00	39.50	40.00
Rip Snorter (Genco).....	89.50	119.50	50.00	95.00
Rocket (Genco).....	39.50	39.50	30.00	39.50
Rondeau (United).....	79.50	79.50	40.00	79.50(2)
St. Louis (Williams).....	27.50	54.50	27.50	30.00
Sally (Chicago Coin).....	47.50	47.50	47.50	47.50
Samba (Bally).....	59.50	49.50	59.50	59.50
Samba (Exhibit).....	49.50	49.50	49.50	49.50
Saratoga (Williams).....	25.00	39.50	45.00	30.00
Screwball (Genco).....	38.00	79.50	79.50	65.00
Select-a-Card (Gottlieb).....			75.00	79.50
Serenade (United).....			30.00	29.50
Shanghai (Chicago Coin).....	27.50	27.50	27.50	34.50
Shantytown (Exhibit).....	99.00	109.50	99.00	109.50
Sharpshooter (Gottlieb).....	89.50	85.00	89.50	89.50
Shoo-Shoo (Williams).....	125.00			125.00
Short Stop (Exhibit).....	45.00	45.00		
Show Boat (United).....	59.00	69.50	59.00	69.50
Singapore.....			65.00	69.50
South Pacific (Genco).....	109.00	109.50	109.00	109.50
Special Entry (Bally).....	34.50(2)	50.00	29.50	34.50(2)
Speedway.....	35.00	45.00	35.00	45.00
Spinball (Chicago Coin).....	29.50	49.50	29.50	49.50
Spot Bowler (Gottlieb).....	108.00	154.50	108.00	154.50
Stardust (United).....	29.50	45.00	29.50	45.00
Stop and Go (Genco).....	99.50	135.00	125.00	135.00
Stormy (Williams).....	29.50	49.50	29.50	49.50
Summer Time (Gottlieb).....	30.00	39.50	30.00	39.50
Summertime (United).....	25.00	49.50	25.00	49.50
Sunny (Williams).....	49.50	49.50	49.50	49.50
Super Hockey (Chicago Coin).....			70.00	
Super Triangle.....			25.00	
Super World Series (Williams).....	295.00	295.00	199.50	295.00
Swanee (Exhibit).....	44.50	59.50	59.50	59.50
Sweetheart (Williams).....	99.50	109.00	99.50	109.00(2)
Thing (Chicago Coin).....	85.00	119.50	85.00	119.50
Tahiti (Chicago Coin).....	79.50	109.50	79.50	109.50
Tampa.....				69.50
Telecard (Gottlieb).....	79.50	49.50	79.50	35.00
Temptation (Chicago Coin).....			25.00	34.50
Tennessee (Williams).....	29.50	29.50	29.50	30.00
Texas Leaguer (Keeney).....	50.00	50.00	50.00	50.00
Thing (Chicago Coin).....	85.00	119.50	85.00	119.50
Three Feathers (Genco).....	69.50	79.50	69.50	79.50
3-4-5 (United).....	245.00	245.00	245.00	245.00
Treasure Chest (Exhibit).....				29.50
Thrill (Chicago Coin).....	27.50	27.50	29.50	30.00
Total Roll (Genco) (roll-down).....	39.50	39.50	39.50	39.50
Trade Winds (Genco).....	27.50	39.50	27.50	39.50
Trinidad (Chicago Coin).....	24.50	49.50	24.50	25.00
Triple Action (Genco).....	25.00	29.50	29.50	49.50
Tri-Score (Genco).....	95.00	119.50	75.00	95.00
Tropicana (United).....				39.50
Tuscon (Williams).....	69.50	69.50	59.50	69.50
Tumbleweed (Exhibit).....	104.50	104.50	104.50	105.00
Turf King (Bally).....	179.50	204.50	190.00	225.00
Utah (United).....	219.50	249.50	219.50	249.50
Victory Special (Bally).....	27.50	39.50	27.50	39.50
Virginia (Williams).....	29.50	29.50	29.50	30.00
Watch My Line.....	165.00	139.50	165.00	165.00
Winner (Universal Industries).....	169.50	175.00	135.00	150.00
Wisconsin (United).....	18.00	39.50	199.50	229.50
Yank (Williams).....				30.00
Zingo (United).....	325.00	324.50	325.00	324.50

Continued from page 78

"are also engaged in war work or actively seeking war orders just like thousands of other small manufacturers." As for juke box distributors, he said, they operate "much the same as distributors of automobiles or home appliances." And as for operators, he said, they number about 10,000 and "are scattered thru all the cities and many small towns of the United States." He said the operators purchase juke boxes "from the competing distributors and install them in restaurants, drugstores, taverns, candy shops, bus stations and air terminals."

"They divide the gross revenue from the machines with the location owners, usually on a 50-50 basis but occasionally on some other basis," he said. "It is entirely a matter of bargaining between the parties."

Operators a Necessity

Chaffetz explained that the reason for the existence of the operator is that the machines, being electrical and mechanical, require supervision and maintenance. Also, he said, it is necessary to change the records. The individual tavern owner is uninterested in handling those duties, he said, preferring to rent the machine. Chaffetz pointed out that in return for getting half "or even less of the nickels inserted into the machine," the operator has to buy the machine, which costs him from \$700 to \$1,100, and keep pace with steadily improving models. He has to supply the records, with the average running 30 records a machine. He has to have one or more trucks.

Referring to testimony prepared by Price, Waterhouse & Company (see separate story), showing the modest income of most juke box operators, Chaffetz said: "This is particularly significant in view of the effort that has been made here to convey the impression of hundreds of millions of dollars collected by the juke box industry." Chaffetz said the typical owner operates less than 50 machines, and of gross income from the machines, a half or less goes to operators and is divided among 10,000 operators. "The first point to bear in mind, then, is that the juke box nickel is very far from being all profit to the operator," he said. Asserting that it "takes many nickels" to buy a \$900 machine, keep it serviced and supplied with records, Chaffetz declared that in addition to carrying this financial burden and meeting the risks, the operator already pays the statutory royalty "every time he buys a record," since this royalty which is imposed on the manufacturer is "necessarily included in the purchase price of the record." With a royalty of 2 cents a side being paid, and with most juke box operators using only one side of a record, the operator is "already subject to a royalty of 4 cents payable to authors and composers for each tune that is selected for the juke box," said Chaffetz.

Asserting that juke boxes "are by far the biggest users of music," Chaffetz cited published estimates by The Billboard that juke box operators are currently purchasing at the rate of 50 million records

RHYTHM AND BLUES NOTES

Continued from page 39

Erroll Garner is set for a return engagement at The Embers, New York, for five weeks, beginning February 19.... RCA Victor expanded its r.&b. talent roster last week with the signing of Billy Bunn and his Buddies. The group's first disk, "I Need a Shoulder to Cry On" and "I'm Afraid," is on the waxery's current release.

Vet orkster Noble Sissle sliced a pair of sides for the Broadway label, new tag for Empey Records.... Ella Fitzgerald opened for the week at the Apollo Theater, New York, yesterday (1).... King recording group, Burnie Peacock and his ork, are being booked by Universal Attractions.... Willis Jackson and his crew, Atlantic recording unit, will open at the Birdland nitery, New York, on February 28 for a two-week engagement.... Juanita Hall, thrush noted for her stint in the Rodgers and Hammerstein legit musical smash, "South Pacific," has been inked to a waxing pact by Tuxedo Records. Miss Hall last recorded for RCA Victor. The deal was set thru the Music Corporation of America.

Witness Blasts Bryson Bill

George A. Miller, national president of Music Operators of America, was slated to testify against the bill later today. A big array of witnesses was on hand to oppose the measure. These included several juke box operators from various sections of the nation.

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New Juke Tax Bill in Mich. Legislature

DETROIT, Feb. 2.—A bill to require licensing of all juke boxes in Michigan with an annual tax of \$40 per machine has been introduced in the State Legislature by Rep. Arthur Hauffe.

A similar bill, introduced last year also by Hauffe but with a \$100 license fee, was defeated.

SEE YOU AT THE SHOW

Dave Rosen

Learn Why The Machines We Sell Are Such

Wonderful Buys

NEW—RECONDITIONED All Perfect Ready for Location

REFUND IN 10 DAYS IF NOT SATISFIED

ALLEYS

- CHI. COIN HORSE SHOE—NEW \$175.00
- GENCO BASEBALL (Shuffle)—NEW 175.00
- GENCO SHUFFLE TARGET—NEW 175.00
- KEENEY 4-PLAYER ALLEY 225.00
- C.C. Bowling Alley (2 Player) \$34.50
- Chi. Coin Classic 99.50
- Evans Ten Strike (Bowling Alley) 49.50
- Evans Ten Strike (Shuffle Type) 79.50
- Genco Bowling Alley (8-ft., 10-ft.) 34.50
- Genco Bowl-A-Line, new 99.50
- United Shuffle Alley (Old Type) 9.50
- United Skee Alley 119.50
- United Super-Shuffle Alley \$14.50
- United Shuffle Alley Express 59.50
- Universal Twin Bowler 34.50
- Universal Super Twin (Fly Back Pins) 79.50
- Wms. Twin Bowler (Shuffle) 34.50
- Bank Ball (9 ft. Skee Alley) 79.50
- Skee Ball Alley (9 ft.) 79.50

ARCADE and LOCATION

- ACE BOMBER \$79.50
- ADVANCE ROLL 69.50
- ALL STAR HOCKEY 49.50
- HOLLY CRANE (Free Play Comb.) 495.00
- KEENEY SUBMARINE 49.50
- Q-BALL 79.50
- QUARTER BACK 59.50
- CHI. COIN PLAY BALL—NEW \$49.50
- SEEBURG PARACHUTE GUN \$49.50
- SEEBURG SHOOT-THE-BEAR (Old Type) 49.50
- SKY FIGHTER 79.50
- VICTORY SPECIAL 34.50
- WMS. STAR SERIES 69.50
- WMS. DOUBLE HEADER 99.00

MUSIC

- AMI MODEL A \$375.00
- MODEL B 445.00
- MODEL C 545.00
- SINGING TOWER 49.50
- SEEBURG ENVOY \$39.50
- GEM 34.50
- LO-TONE 79.50
- REGAL 39.50
- REX 34.50
- PLAZA 34.50
- VOGUE 39.50
- CELLAR JOB 69.50
- '46 149.50
- '46 Hide-A-Ways 129.50
- '48 249.50
- MILLS THRONE & EMPRESS 69.50
- ONE BALLS Victory Special Citation 99.50
- WURLITZER CM-41-61-71 \$24.50
- 616 34.50
- 680 Rot. 49.50
- 600K 69.50
- 500K 59.50
- 700 89.50
- 750 99.50
- 800 79.50
- 850 69.50
- 1015 195.00
- CELLAR JOB 49.50
- ROCK-OLA MASTER \$69.50
- PLAYMASTER 79.50
- PREMIER 69.50
- STANDARD 69.50
- 1422 119.50
- '48 129.50
- C.C. Hit Parade w/stand, new...Write Stands for Counter Models 15.00

WALL BOXES

- PACKARD \$7.50
- PERSONAL 2.00
- ROCK-OLA DIAL-A-TONE 1.00
- SEEBURG (Post War) 22.50
- SEEBURG BAR-O-MATIC (Pre War) 5.00
- SEEBURG WIRELESS (Post War) 9.00
- SOLE-O-TONE 2.00
- SPEAKER (Organ Type) 5.00

- Amplifiers, Speakers and Parts of All Kinds in Stock...CHEAP
- WAX for SHUFFLE ALLEYS (Case of 12) \$2.95
- TITLE STRIPS (20,000) \$3.95
- ACE SHOE SHINE MACHINE, Chrome \$49.50
- U. S. CANDY VENDOR (Like New) \$99.50

PIN GAMES

\$9.50 up Send For List

REMEMBER We Carry All the Latest Games in Stock...Genco DOUBLE ACTION, Chi. Coin KING PIN, Chi. Coin SIX PLAYER SHUFFLE ALLEY (Formica Top) BRAND NEW — BRAND NEW BAND BOX

OPERATORS' SPECIAL NEW ASSORTED RECORDS 19c EA. ACT QUICKLY—ORDER TODAY 1/2 With Order, Balance C.O.D.

DAVID ROSEN

Exclusive AMI Distributor in Eastern Pennsylvania 855 N. Broad Street Philadelphia 23, Pa. Stevenson 2-2903

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery



# HIGHEST VALUE — LOWEST PRICES WORLD WIDE

## New Silk Screened GENUINE FORMICA PLAYFIELD

Make your OLD Shuffle Game NEW! Increase Play! Eliminate expensive respaying—costly decals—waxing! Have a COMPLETELY NEW GAME in MINUTES. Available for United Twins—Four—Five—Six Player—Chi. Coin and Universal Rebounds. The greatest innovation in Shuffle Games!

8' SIZE \$29.50 9' SIZE \$34.50

• The Hit of the Show •

Exhibit **JET GUN**  
Action Thrillist Moving Targets!  
Exhibit **BIG BRONCO**  
A hit everywhere! Eye appeal!  
Highest profit!  
Gottlieb  
**ALL STAR BASKETBALL**  
All the speed and action of real basketball.  
United **6 PLAYER**  
Sensational profit maker

ONLY THE FINEST IN . . .  
**NEW EQUIPMENT**  
IMMEDIATE SHIPMENT  
Bally **SPOT LIGHT**  
Genco **DOUBLE ACTION**  
Williams **HORSE FEATHERS**  
Williams **SHOOT THE MOON**  
Williams **SEA JOCKEY**  
Williams **SPARK PLUG**

**ACE COIN COUNTER**  
BRAND NEW  
Handsome new precision operating machine with meter and tubes. Cuts counting time 95%. Pays for itself in weeks. Counts 1¢, 5¢, 10¢, 25¢.  
Fastest ever built. \$159.50

**WILLIAMS MUSIC MITE**  
Brand new! 5¢ play! 10 Record 45 RPM with Selector, Rejector, Cancel Button. Fast! Beautiful appearance! \$145

**WILLIAMS' NEW 8 BALL**  
Sensational action game. Unique appeal! Hi score and replay features. Built for all locations.

**SHUFFLE GAME SPECIALS**  
Williams **DOUBLE** . . . \$ 95  
Keeney **LEAGUE BOWLER** . . . 225  
Lots of 5 . . . 200  
Keeney **DOUBLE BOWLER** . . . 115  
United **5 PLAYER** . . . 305  
United **TWIN REBOUND** . . . 195  
United **EXPRESS** . . . 50



## BUBBLING OVER WITH BARGAINS

**CIGARETTE MACHINES**  
25¢ Slots  
**NATIONAL \$85.00**  
930, 950 and 750 ea.  
**DUGRENIER**  
Model W . . . \$49.50  
Champion . . . 79.50

**Twin Pokerino \$185.00**  
**ROCK-OLA SHUFFLEBOARDS**  
Shuffle Lane . . . \$30.00  
Shuffle Jungle . . . 59.50  
**KEENEY**  
League Bowler 8' . . . \$235.00  
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. . . . 49.50  
Baseball . . . 89.50  
**UNITED**  
Twin Rebound . . . \$219.50  
Twin Express . . . 169.50  
Shuf. Alley Express . . . 45.00  
Shuffle Alley, F.P. . . . 24.50  
Four Player . . . 275.00  
Shuffle Alley . . . 29.50

**SHUFFLEBOARD SUPPLIES**  
Shuffle Game Wax, Case (12) . . . \$ 3.30  
Fast Wax, Case (12) . . . 4.50  
Pucks (Set of 8) . . . 14.00  
Score Sheets, 10 . . . 7.50  
Fluorescent Lights, pair . . . 17.50  
New Wall-Type Scoreboard . . . 79.50  
Adjusters . . . 18.50  
Mero Wall Type Unit . . . 59.50

See Booths A & B at the Show

## PURVEYOR Shuffleboard Co.

4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

**WE CAN'T BRING EVERYTHING TO THE SHOW—BUT WE CAN SHOW EVERYTHING!**

VISIT OUR NEW OFFICE AND SHOWROOM—ONLY 12 MINUTES FROM THE LOOP!

**CLAY MONARCH COIN MACHINE, Inc.** CHARLEY PIERI  
2257-59 N. LINCOLN AVE., CHICAGO 14, ILL. Phone: Lincoln 9-3996-7-8

## "Central Ohio Coin Quality Buys"

United—Steeple Chase  
United—COUNTY FAIR  
United—BOLERO  
Bally—SPOTLITE  
New WINNERS ACROSS THE BOARD  
FUTURITY  
KEENEY ELECTRIC CIGARETTE VENDORS with Changer  
KEENEY 4 PLAYER CONVERSION FOR SHUFFLEBOARDS  
Now Delivering Gottlieb BASKET BALL  
Chi Coin PIN  
Genco DOUBLE ACTION  
CLOSEOUTS  
10 TURF KINGS Like New \$249.50 EA.  
SHUFFLE ALLEYS NEW  
Keeney—6 PLAYER  
Chi. Coin—6 PLAYER  
United—6 PLAYER  
Genco—8 PLAYER  
ONE BALLS WINNERS TURF KING CITATIONS CHAMPIONS GOLD CUPS

WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254  
**CENTRAL OHIO COIN MACHINE EXCHANGE**  
525 S. HIGH—COLUMBUS 15, OHIO

# 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 used machine advertisements in this issue.

	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12	
Ace Bomber (Mutoscope)...	\$79.50	95.00	\$79.50	95.00	
Air Raider (Keeney).....	125.00	125.00	125.00	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	
Barrel Roll (Premier).....		75.00			
Bat-a-Ball Jr.....			19.50		
Bat-a-Score (Evans).....	225.00		100.00		
Batting Practice (Scientific)...	75.00(2)	75.00(2)	75.00(2)	75.00(2)	
Big Inning (Bally).....	185.00	185.00	185.00	185.00	
Bolascore (Supreme).....	100.00	100.00	100.00	100.00	
Boomerang (Amusement Corp.)	45.00	45.00	45.00	45.00	
Bowl-a-Ray (Speedway).....			95.00		
Build Up (Exhibit).....			29.50		
Challenger (ABT).....	24.50	22.50	24.50	24.50	
Champion Hockey (Max Glass)			20.00		
Champion Puncher (Exhibit)...			125.00		
Chicken Sam (Seeburg).....	75.00	105.00	50.00	75.00	
	109.50	105.00	109.50	105.00	
Counter Grip (Mercury).....	69.50	75.00	59.50	65.00	
Dale Gun (Exhibit).....	84.50	85.00	69.50	75.00	
			69.50(2)	75.00	
			80.00	84.50	
			85.00	95.00	
			95.00	95.00	
Defender (Bally).....		95.00		95.00	
Deluxe Athletic Scale (Mercury).....	69.00	69.50	69.00	69.50	
69.00	69.50	69.00	69.50	69.00	69.50
Drivemobile (Mutoscope)....	150.00	150.00	150.00	150.00	
Duck Hunters (Silver King)...	17.50	17.50	17.50	17.50	
Dumbbell Lifter (Mills).....			125.00		
Fishing Well (Mutoscope)....			95.00		
Flash Bowler.....	75.00	75.00	75.00	75.00	
Flash Hockey (Coinex).....	95.00	99.50	50.00	75.00	
	125.00	95.00	99.50	95.00	
			125.00	125.00	
Gun Patrol (Exhibit).....	235.00	249.50	235.00	249.50	
			235.00	249.50	
			235.00	249.50	
			235.00	249.50	
			235.00	249.50	
Heavy Hitter (Bally).....	69.00	69.50(2)	69.50(2)	69.50(2)	
High-Ball (Bally).....			60.00		
Hits and Runs (Genco).....	89.50	129.50	129.50	135.00	
			135.00		
Hockey (Chicago Coin).....	69.50	75.00	69.50	75.00	
			50.00	69.50	
			75.00	64.50	
			75.00	69.50	
			75.00	75.00	
Holly Crane (Como).....	495.00	495.00	495.00	495.00	
Horoscope (Mutoscope).....	50.00				
Hunter.....		22.50		25.00	
Jack Rabbit (Amusement Corp.)....	109.50	109.50	109.50	109.50	
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	100.00	
Midnet Ski Ball (Chl. Coin)....	229.50	229.50	150.00	229.50	
Panoram With Peek.....	250.00	250.00	250.00	250.00	
Panorams (Mills).....	225.00	225.00	225.00	225.00	
Parachute Gun (Seeburg).....	49.50	49.50	49.50	49.50	
Photomatic (Mutoscope).....	350.00(early)	350.00(early)	350.00(early)	350.00(early)	
	650.00(late)	650.00(late)	650.00(late)	650.00(late)	
Pistol Pete (Chicago Coin)...	100.00	149.50	75.00	100.00	
			100.00	149.50	
			100.00	125.00	
			100.00	125.00	
Pitch 'Em & Bat 'Em (Scientific).....	185.00	185.00	185.00	135.00	
Poker & Joker.....		49.50	49.50	49.50	
Pokerino (Scientific).....	99.50	99.50	89.50	99.50	
Pony Express (Exhibit).....	495.00	495.00	495.00	395.00	
Pool-ette (Michigan Games)...			75.00	495.00	
Pop-Up (Marvel).....			18.50		
Punch Bag (Mills).....			175.00		
Punch Bag (Mutoscope).....			150.00		
Punch Bag Trainer (Exhibit)...			150.00		
Quizzer.....	85.00	100.00	85.00	99.50	
			100.00	100.00	
			100.00	100.00	
			100.00	100.00	
			100.00	100.00	
Q-Ball.....	79.50	79.50	79.50	139.50	
Rapid Fire (Bally).....	125.00	125.00	125.00	125.00	
Recordio (Wilcox-Gay).....	150.00	150.00	150.00	150.00	
Rock-o-Ball (Rock-Ola).....			50.00		
Roll-a-Score (Electromaton)...		95.00			
Seven High (Edelman).....	75.00	75.00	75.00	75.00	
Shipman Art Show.....	49.50	49.50	49.50	49.50	
Shoot the Bear (Seeburg)....	349.50	350.00	349.50	350.00	
			295.00	349.50	
			350.00	350.00	
			350.00	350.00	
Shoot Your Way to Tokio....	100.00	100.00	100.00	100.00	
Silver Bullet (Exhibit).....	145.00	150.00	99.50	145.00	
			150.00	145.00	
			150.00	145.00	
Six Shooter (Exhibit).....	169.00	169.50	189.50	195.00	
Ski-Bowl (Scientific).....		175.00			
Skee Ball (Wurlitzer).....	150.00	125.00	150.00	150.00	
Skill Test (Groetchen).....	69.50	69.50	69.50	69.50	
Sky Fighter.....	79.50	95.00	79.50	95.00	
			125.00	95.00	
			125.00	95.00	
Star Series (Williams).....	69.50	79.50	69.50	100.00	
	97.50	100.00	100.00	115.00	
			139.50	139.50	
			139.50	139.50	
Striking Clock Grip (Exhibit)...			125.00		
Sub Gun (Keeney).....	100.00	100.00	100.00	100.00	
Submarine (Keeney).....	49.50	49.50	49.50	49.50	
Super Bomber (Evans).....	100.00	100.00	100.00	100.00	
Super Skee Roll.....		85.00			
Team Hockey (United).....			115.00		
Telequiz.....	89.50	139.50	139.50	139.50	
Ten Strike (Evans).....	49.50	75.00(2)	49.50	75.00	
			99.50	99.50	
			99.50	99.50	
Tenth Inning (United).....			65.00		
3-Way Gripper (Gottlieb)....	18.50	18.50	18.50	18.50	
Undersea Raider (Bally).....	95.00	95.00	95.00	95.00	
Voice-o-Graph (Mutoscope)....	525.00	525.00	525.00	525.00	
Western Baseball.....	85.00	85.00	40.00	50.00	
			85.00	85.00	
Western Baseball Deluxe. Whirl-a-Ball (Amusement)...			60.00		
			22.50		

# Runzel PUSHBACK WIRE 18 OR 20 STRANDED

NOW AVAILABLE IN **90** COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . . Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS . . . our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

**RUNZEL Cord and Wire Co.**  
4723 W. MONTROSE AVE.  
CHICAGO 41, ILL.

## JUST RECEIVED

Complete line of Shakespeare Fishing Tackle, Parker '51 Sets, 33 1/2 to 40% off of list. All types of small Merchandise for board deals. Hundreds of nationally known Merchandise at lowest prices.  
Wurlitzer 1015's . . . \$150.00  
Wurlitzer 1100's . . . 310.00  
Seeburg 48 . . . 275.00  
Wurlitzer Bar Boxes—all types, steppers, auxiliary equipment at give-away prices.  
Keeney League Bowlers . . . \$229.50  
Keeney Double Bowlers . . . 139.50  
Chicago Coin Trophy . . . 129.50  
Chicago Coin Classic . . . 129.50  
Bally Speed Bowlers . . . 40.00  
Keeney 4 Player Heads for Shuffleboards . . . 135.00  
Keeney Scoreboards, Five or Ten-Cent Play . . . 49.50  
Cigarette Machines, from . . . 25.00  
Above reconditioned and refinished.  
We give terrific trade-in allowances on the new 1434 Rock-Ola Super Rocket. Try trading and buying with Savage Novelty Company, the fastest growing house in the business.

**DAN SAVAGE NOVELTY CO.**  
940 Elm St. 628 Third St.  
BELOIT, WIS.

## 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 Date \$89.50 Bandit . . . \$24.50  
Gizmo . . . 39.50 Star Dust . . . 29.50  
Fighting Irish 89.50 Bone Head . . . 34.50

**WANTED**  
Any quantities for cash—Bright Lights and Coney Islands

Telephone Tulane 6729  
1/3 Deposit, Balance Sight Draft.  
**GENERAL DIST. CO.**  
223 N. Broad Ave. New Orleans, La.

## CIGARETTE MACHINES

DuGrenier Model S  
Imperial  
U-Need-A-Pak  
E & A  
6 & 8 Cols. } **\$99.50 EA.**

25¢ Operation  
Equipped with King Size  
Beautifully re sprayed  
in two-tone job  
COMPLETELY OVERHAULED  
1/3 Dep., Bal. C.O.D.

**DAVE LOWY & CO.**  
594 10th Ave. New York, N. Y.  
Phone: CHickering 4-5100

## FOR SALE

350 coin-operated Radios (Tradio) and 16 new 17" coin-operated TV Sets. All on location. Located in Western Pennsylvania. Money back in 15 months. Price \$22,500.00. Only those with money need apply Write **BOX D-130**  
% The Billboard, Cincinnati 22, O.

83W2-L56 (5¢) 3-Wire  
Walloomatic . . . \$ 8.00 Ea.  
1 Model 1-48M, Clean, Few  
Plays . . . 275.00  
1 Quizzer, Early Model—Any Reasonable Offer.

**OVERMILLER BROS. CO.**  
605 Ridgeway Columbia, Mo.  
Phone 2989

## SAVE MORE MONEY MAKE MORE MONEY

Subscribe to The Billboard 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.

	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12
ABC Bowler (Keeney).....	\$49.50 60.00	\$60.00 69.50	\$60.00 65.00	\$60.00 69.50
Base Bowler (Chicago Coin).....	145.00	145.00	145.00	145.00
Bank Ball (Amusement).....	79.50	79.50	79.50	79.50
Baseball (Bally).....	49.50 89.50	69.50 89.50	69.50 89.50	69.50 89.50
	99.00	99.00 119.50	99.00 130.00	99.00 179.50
Baseball (Genco).....		49.50	69.50	69.50
Big League Bowler (Keeney).....	285.00(2)	285.00	285.00	285.00
Big League Bowler, 4 Player (Keeney).....		310.00	310.00	310.00
Big League (Williams).....	89.00			
Howl-o-Matic (Universal).....	24.50 35.00	24.50 25.00	24.50 35.00	24.50 45.00(2)
Howlette (Gottlieb).....	45.00(2) 69.50	35.00 45.00(2)	45.00 69.50	59.00 69.50
Bowling Alley (Chicago Coin).....	45.00 49.50	45.00 49.50	34.50 35.00	34.50 45.00
	55.00 69.50	55.00 79.50	45.00 49.50	49.50 79.50
Bowling Alley (Universal).....				55.00
Bowling Alley 2 Player (Chicago Coin).....	34.50	34.50		
Bowling Champ (Keeney).....	135.00	135.00	135.00	185.00
Bowling Champ (Keeney) 2 Player.....	145.00 165.00	145.00 165.00	125.00 145.00	135.00 150.00
			165.00	165.00
Bowling Classic (Chicago Coin).....	99.50 135.00	99.50 135.00	99.50 100.00	99.50 140.00
	140.00	140.00		
Bowling Classic (Universal).....				135.00
Bowling League (Genco).....	24.50 34.50	24.50 34.50	24.50 25.00	24.50 34.50
	35.00 45.00	35.00 45.00	34.50 35.00	35.00 45.00
Deluxe Bowler (Williams).....	45.00 49.50	45.00 49.50	45.00 49.50	35.00 45.00
			45.00	49.50 50.00
Deluxe Twin Bowler (Universal).....				169.50
Double Bowler (Keeney).....	75.00 115.00	75.00 99.50	79.50 110.00	90.00 100.00
	135.00 145.00	115.00 135.00	125.00 130.00	135.00 169.50
Double Header (Williams).....	49.50 59.50	59.50 69.50	59.50(2) 69.50	59.50 69.50
	75.00 95.00(2)	95.00 115.00	95.00(2)	75.00 90.00
	115.00 119.50	129.50	115.00 125.00	95.00 125.00(2)
	125.00	129.50	129.50	129.50
Double Shuffle Alley (United).....	75.00 79.50	74.50 75.00	50.00 75.00	74.50 75.00
		79.50	79.50	79.50
Double Shuffle Alley Express Rebound (United).....	159.50	189.50	189.50	189.50
Duck Pins (Keeney).....	135.00	135.00	135.00	135.00
Five Player Shuffle Alley (United).....	305.00 309.50	305.00 315.00	315.00(2)	315.00(2)
	325.00	319.50 325.00	319.50 325.00	319.50 325.00
		335.00	335.00	
Five Player Shuffle Rebound (United).....	315.00	315.00	315.00	315.00
Four Player Shuffle Alley (United).....	275.00 285.00	275.00 285.00	275.00 285.00	275.00 285.00
	295.00	295.00	295.00	295.00
Glider (Genco).....	29.00(2) 29.50	29.00(2) 29.50	29.00 29.50	29.00 30.00(3)
	30.00 39.50	30.00 39.50	30.00(2) 39.50	39.50
Hi Score Bowler (Universal).....	175.00 195.00	175.00	175.00(2)	175.50
Hook Bowler (Bally).....	200.00 265.00	150.00 200.00	200.00 210.00	200.00 265.00
	275.00	265.00 275.00	265.00 275.00	275.00
League Bowler (Keeney).....	165.00 225.00	165.00 225.00	235.00(2)	235.00(2)
	235.00 245.00	235.00 245.00	245.00 255.00	245.00 255.00
	255.00(2)	255.00		
League Bowler, 4 Player (Keeney).....	225.00(2)	225.00 249.50	225.00(2)	225.00 229.50
	249.50 250.00	250.00 275.00	249.50 250.00	239.00 249.50
		275.00	250.00 275.00	250.00 275.00
Lucky Strike (Keeney).....	75.00	75.00	75.00	75.00
Pin Boy (Keeney).....	24.50 35.00	24.50 35.00	24.50 25.00	24.50 35.00
			35.00	
Pin Lite Bowler (Chicago Coin).....	159.50	179.00	179.50	179.50
Shuffle Alley (United).....	24.50 25.00	24.50 25.00	24.50 25.00	24.50 25.00
	29.00 29.50	29.00 29.50	29.00 29.50	29.00 29.50
	34.50w/p	34.50w/p	34.50w/p	34.50w/p
	39.00w/p	39.00w/p	39.00w/p	39.00w/p
	39.50 55.00w/p	59.50w/p	39.50	39.50 59.50w/p
	59.50w/p	59.50w/p	55.00w/p	59.50w/p
Shuffle Alley Express, 2 Player (United).....	125.00	125.00	125.00	125.00
	169.50(2)	169.50(2)	169.50(2)	169.50(2)
Shuffle Alley Express (United).....	45.00 49.50	45.00 49.50(2)	45.00 49.50	45.00(2)
	50.00 55.00	50.00 55.00	50.00(2) 55.00	49.50(2)
	59.50 69.00	59.50 69.00	59.50 69.00	50.00 55.00
	69.50 129.50	74.50 129.50	74.50 129.50	59.50 69.00
				74.50 129.50
Shuffle Baseball (Chicago Coin).....	65.00 95.00	65.00 95.00	65.00 95.00	95.00
Shuffle Baseball (Universal).....				65.00
Shuffle Bowl (Exhibit).....		79.50	79.50	79.50
Shuffle Bowler (Bally).....	24.50(2) 34.50	24.50 29.50	24.50 25.00	24.50 29.50
	35.00 45.00	34.50 35.00	34.50 35.00	34.50 35.00
	49.50w/p	45.00 49.50w/p	45.00	45.00
			49.00w/p	49.50w/p
Shuffle Champs (Bally).....	85.00(2)	85.00(2) 89.50	60.00 79.50	59.50 75.00
			85.00(2) 89.50	85.00 89.00
				59.50
Shuffle Jungle (Rock-Ola).....	59.50	59.50	59.50	30.00
Shuffle Lane (Rock-Ola).....	30.00	30.00	30.00	24.50
Shuffle Lane (United).....	24.50	24.50	24.50	229.00 229.50
Shuffle Line (Bally).....	169.50 229.00	229.00 229.50	229.00 229.50	99.50 100.00
Shuffle Slugger (United).....	99.50 100.00	75.00 99.50	100.00(2)	125.00
	125.00	100.00 125.00	125.00	
Shuffle Ten Strike (Evans).....	79.50	79.50	79.50	185.00 199.50
Shuffle Target (Genco).....	185.00 195.00	124.50 185.00	185.00 199.50	224.50 225.00
	199.50 215.00	199.50(2)	215.00 225.00	
		215.00 225.00		
Shufflecade (United).....			250.00	
Single Shuffle Alley Rebound (United).....	99.50 100.00	99.50 100.00	99.50 100.00	149.50
	135.00	135.00	135.00	169.50
Skee Alley (United).....	79.50 119.50	119.50 169.50	99.50 119.00	145.00 159.00
	169.50		119.50 159.00	
			169.50	49.50(3) 50.00
Speed Bowler (Bally).....	69.50 65.00	49.50(3) 55.00	49.50(2) 50.00	55.00 59.00
	59.00 55.00	59.00 65.00	55.00 59.00	65.00 69.50
	49.50(2)	69.50	59.50 65.00	
			69.50	65.00 100.00
Strike (Exhibit).....	65.00 100.00	65.00 100.00	65.00 100.00	
Super Shuffle Alley (United).....	14.50 45.00	14.50 45.00	14.50 25.00	14.50 45.00
	49.50	49.50	45.00 49.50	79.50w/p
Super Twin Bowler (Universal).....	65.00w/p	65.00w/p	79.50w/p	99.50 125.00
	79.50w/p	79.50w/p	89.50 99.50	135.00 145.00
	99.50 125.00(2)	99.50 125.00(2)	100.00	
	135.00	139.50 145.00	125.00(2)	
			145.00	24.50 45.00
Ten Pins (Keeney).....	24.50 45.00	24.50 45.00	24.50 45.00	145.00 150.00
Trophy Bowl (Chicago Coin).....	109.00 145.00	145.00 150.00	100.00(2)	145.00 150.00
	150.00		145.00 150.00	215.00
Twin Bowler (United).....				34.50 49.50(2)
Twin Bowler (Universal).....	34.50 49.50(2)	34.50 49.50(2)	34.50 49.50(2)	64.50 65.00(2)
	65.00(2)	64.50 65.00(2)	50.00 65.00(2)	
Twin Pokerino.....		185.00	185.00	
Twin Shuffle Alley Rebound (United).....	195.00 215.00	215.00 219.50	215.00 219.50	215.00 219.50
	225.00	225.00	225.00	225.00
Twin Shuffle (Williams).....	24.50 25.00	24.50 25.00	24.50 25.00(2)	24.50 25.00
	34.50 35.00	34.50 35.00	34.50 35.00	34.50 35.00
Twin Shuffle-Cade (United).....	225.00 275.00	225.00 275.00	225.00 275.00	225.00 275.00

# Coinmen You Know

Continued from page 89

of Taran's record department, is doing exceptional business now that the operators are familiar with the new branch of Pan-American Distributing Corporation, Taran's disk subsidiary with headquarters in Jacksonville.

Burton Blatt, son of Willie (Little Napoleon), is vacationing here with his wife and child. Burton is associated with Harry Rosen, Seeburg distributor, in New York. Homestead Air Base, south of Miami, may join the list of re-activated military stations soon, according to a recent Air Force announcement.

## Houston

The City Music Company, managed by E. D. Ainsworth, is now located at 1203 Milby Street. The concern formerly was at 1504 Chartres Street. The Houston division of R. Warneke Company, formerly located on Congress Avenue, is now at 3445 Leeland Avenue. L. R. Gardener is local branch manager. The concern is South Texas distributor for AMI phonographs and accessories; Capitol Records and the complete line of D. Gottlieb & Company games.

Steve Poncio, former manager of a major local record distributing concern, is now owner and manager of United Record Distributing Company on Leeland Avenue. The firm handles 10 labels.

## Los Angeles

Saul Freedman, sales manager of the Charles W. Cradick Enterprises, makers of the Hopalong Cassidy mechanical horse, Topper, is setting up an effective sales campaign. R. E. Smith, of Automatic Enterprises, distributor in this area for the Thunderbolt mechanical horse handled by Roc-A-Ride Sales, is attending the Coin Machine Show in Chicago.

Mike Fishbein, Al Skluth and Lou Singer will meet in Chicago at the show where they will represent the Royal Engineering Company and show the horse, Royal Mustang. Abe Chapman and Jack Simon, of Buccarino Manufacturing Company here, are showing this company's horse at the show. Jack Faust and Don Bush, of Santa Ana, in town on business.

Milton Noreiga, of Colton, op- (Continued on page 95)

## WINS First PLACE at the SHOW!

Keeney's DeLuxe LEAGUE BOWLER

- First really New Idea in years!
- Amazing mystery handicap!
- Fully metered to record awards!

5 BALLS	SHUFFLE GAMES
<b>NEW</b>	<b>NEW 6 PLAYERS</b>
Genco DOUBLE ACTION	Keeney LEAGUE BOWLER
Chi. Coin KING PIN	United DeLuxe CHI COIN BOWLING ALLEY
Gottlieb BASKETBALL	
United COUNTY FAIR	
<b>RECONDITIONED</b>	<b>Reconditioned</b>
JOKER..... 145	*Playing Fields Completely Resurfaced
FLYING SAUCERS..... 129	<b>UNITED</b>
STOP AND GO..... 125	5 PLAYER REBOUND \$315
PIN BOWLER..... 125	4 PLAYER REBOUND 285
SIN RUMMY..... 119	TWIN REBOUND 215
KNOCKOUT..... 119	SHUF. SLUGGER 115
HARVEST TIME..... 115	SINGLE REBOUND 99
SWEETHEART..... 109	SHUF. EXPRESS 49
ARIZONA..... 109	SHUFFLE ALLEY (Flyaway) 39
SOUTH PACIFIC..... 109	SHUFFLE ALLEY 29
CANASTA..... 99	<b>KEENEY</b>
SHANTYTOWN	BIG LEAGUE BOWLER \$275
DOUBLE SHUFFLE	LEAGUE BOWLER 245
MARYLAND	DOUBLE BOWLER 125
BOWLING CHAMP	DUCK PINS 125
LUCKY INNING	LUCKY STRIKES 75
OKLAHOMA	<b>UNIVERSAL</b>
AQUACADE	HI SCORE BOWLER \$145
DALLAS	SUPER TWIN
MAJORS OF '49	BOWLER 125
BIG TOP	TWIN BOWLER 49
JUST 21	<b>CHICAGO COIN</b>
SHOWBOAT	ACE BOWLER \$135
CAROLINA	TROPHY BOWL 135
PINCH HITTER	BOWLING CLASSIC 115
PUDDIN' HEAD	SHUF. BASEBALL 45
STAR DUST	BOWLING ALLEY 49
RAMONA	<b>BALLY</b>
JACK & JILL	HOOK BOWLER \$265
KING COLE	SHUFFLE LINE 229
MOON GLOW	BASEBALL 99
1-2-3	SHUFFLE CHAMP 85
RANCHO	SPEED BOWLER 59
CINDERELLA	SHUFFLE BOWLER 45
COVER GIRL	<b>Genco</b>
CRAZY BALL	SHUFFLE TARGET \$215
DEW-WA-DITTY	BOWLING LEAGUE 35
GIZMO	GLIDER 29
MARJO GRAS	<b>Williams</b>
SCREWBALL	DOUBLE HEADER \$115
SHORTSTOP	DELUXE BOWLER 45
SPEEDWAY	TWIN SHUFFLE 25
BANJO	Exhibit STRIKE 65
RAINBOW	
MONTERREY	

## CONVERSIONS

KEENEY SHUFFLEBOARD CONVERSIONS

- 6 PLAYER REBOUND— for short boards
- 4 PLAYER ADAPTOR— for long boards

**RECONDITIONED**

- 1 PLAYER BOWLING CHAMP \$145

"FIRST'S" JUMBO "9" LITE-UP PINS!

For Chgo. Coin Bowling Alleys. For Universal Twin Bowlers. Complete! Installed in minutes! At the Flash of the \$24.50 Newest 6 Players!

## VENDING

Keeney's Electric CIGARET MACHINE

"The Pack You See Is The Pack You Get!"

- POP CORN SEZ \$75
- MINIT POP— "Watch It Pop!" 125
- CANDY KING—New 25
- BALL GUM—New 10

Chicago Coin HIT PARADE Sensational 45 rpm Phone

## BINGO 5 BALLS

NEW Bally SPOT LIGHT United BOLERO

**NEW CLOSEOUTS!**

\$295 Universal 5-STAR Bally BROADWAY

**RECONDITIONED**

- Bally BRIGHT LIGHTS \$365
- United ABC 295
- United 3-4-5 265
- Keeney LITE-A-LINE 245



# EMPIRE SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

## BRAND NEW CLOSEOUTS!

Bally Turf King \$445.00  
 Chi Coin Thing 140.00  
 Watch My Line 145.00  
 Univ. Shuffle 195.00  
 Tournament 195.00

### 5-BALLS

**NEW**  
 United Bolero  
 Chi. King Pin  
 Wms. Horse Shoes  
 United Zingo  
 United Touchdown

United Steeplechase  
 Genco Double Action  
 Keeney Holiday  
 Gott. Basketball  
 Bally Spot Lite

### BINGO TYPE

Leader, New Write  
 Bright Spot \$465.00  
 Bright Lgts. 395.00  
 A-B-C 295.00  
 5-Star 279.00  
 Life-a-Line 195.00  
 Zingo 325.00

Cyclone \$175.00  
 Control Tower 175.00  
 Double Feature 164.50  
 Spot Bowler 154.50  
 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  
 Bomber 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-Bop 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

**WANTED!**  
 Coney Islands, Bright Spots, Bright Lights, New Turf Kings, Late 5 Balls, 2 and 4 Player, Shuffle Games, Bing-a-Roll

One - Half Deposit With Order, Balance C. O. D. or Sight Draft.

### ARCADE

**EXH. BIG BRONCHO EXH. JET GUN WMS. DELUXE WORLD SERIES**  
 Muto. Voice-Graph, 354 \$525.00  
 Chicoin Basketball Champ. 275.00  
 Shoot the Bear 249.50  
 22" Shuffleboard 124.50  
 Gun Patrol 249.50  
 Chi. Midget Skee Ball 229.50  
 Ev. Batascore 225.00  
 Chi. Pistol 149.50  
 Star Series 139.50  
 Merc. 13-Way Ath. Scale, New 99.50  
 Foot Vibrator 119.50  
 Wms. All Star 109.50  
 Jack Rabbit 109.50  
 Chicken Sam, Rebuilt 109.50

### GOALEE 99.50

Scientific Pokerino 99.50  
 Teen Strike 99.50  
 Quarterback 89.50  
 Exh. Dale Gun 84.50  
 Flash Hockey 75.00  
 Mercury 13-Way Ath. Scale 69.50  
 Heavy Hitter 69.50  
 Chi. Hockey 69.50  
 Shipman Art Show & Film 49.50

**GENCO GLIDER 39.50**  
 Total or Advance Roll 39.50  
 Mercury Counter Grip Scale, New 34.50  
 Kicker & Catcher, New 31.50  
**CHALLENGER 24.50**  
 Acme Shocker, New 24.50  
 Groot, Skill Test, 5c 69.50  
 Exh. Six Shooter Write

### SHUFFLE GAMES

**UNITED DELUXE 6-PLAYER SHUFFLE ALLEY CHICAGO COIN 6-PLAYER BOWLING ALLEY**  
 Formica Tops Installed on United 2 & 5 Players—\$25.00 extra.

**GENCO 8 PLAYER SHUFFLE TABLE** Write  
 United 6-Player \$350.00  
 United 5-Player 309.50  
 United 4-Player 275.00  
 United Twin Shufflecade 275.00  
 Un. Double SA Express Rebound, 8" True Scoring 159.50  
 United Shuffle Sluggo 99.50  
 United Skee Alley 169.50  
 Un. 2-Player SA Express 169.50  
 United Single SA Rebound 99.50  
 United S. A. Express, 6" 129.50  
 Un. Double Shuffle Alley 79.50

### UNITED SHUFFLE ALLEY EXPRESS 69.50

United Super Shuf. Alley 49.50  
 United Shuffle Alley 39.50  
 W/Disap. Pin Conv. 59.50  
 Univ. High Score Bowler 195.00  
 Univ. Super Twin Bowler 135.00  
 Chicoin Pin Life Bowler 159.50  
 Chicoin Bowling Alley 69.50  
 Chicoin Bowling Classic 140.00  
 Chicoin Trophy Bowl 150.00

### UNITED TWIN REBOUND 225.00

Bally Hook Bowler 275.00  
 Bally Shuffle Bowler, 9 1/2" 34.50  
 Bally Speed Bowler, 9 1/2" 69.50  
 Gottlieb Bowlette, 6 1/2" 49.50  
 Keeney ABC Bowler 285.00  
 Keeney League Bowler 255.00  
 Keeney Double Bowler 145.00  
 Wms. Double Header 119.50  
 Genco Shuffle Target, 10" 195.00

### VENDERS

**SMOKESHOP 612**  
 CUSTOM \$245.00  
 Acorn 14.50  
 1/2 or 5/8 14.50  
 Marion Scale, New 89.50  
 Frantz Scale 115.00  
 Silver King 13.95  
 S.K. Hot Nut 29.95  
 N.W. 49, 1/2 or 5/8 17.35  
 73-Bar U-Select-It 49.50  
 De Luxe, 1-5/8 24.50  
 N.W. Tab Gum 25.95  
 33 Ball Gum 7.50  
 15 Col. Unedapak, 25c 79.50

### CIGARETTE VENDERS

Factory Reb. 25c, 1 King Size Col. Unedapak, Mod. 500, 7 Col. \$130.00  
 Rowe Royal, 8 Col. 125.00  
 National 930, 9 Col. 120.00  
 DuGrenier Champion, 11 Col. 120.00  
 Rowe President, 8 Col. 145.00  
 National Model 950, 9 Col. 140.00

### FORMICA REPLACEMENT TOPS

For Chicoin Games.  
 For United, 8 Foot, 2, 4, 5 & 6 Players  
 Minimum Order—5 Tops \$29.50

# FOLK TALENT AND TUNES

Continued from page 38

deen, Miss., and will do a number of country music slots on the outlet.

Leon Sanders, KDET, Center, Tex., reports that Doyle Wilburn, formerly one of the Wilburn Family, KWKH, Shreveport, La., is stationed in Tokyo with the Army's Special Service unit. His brother, Teddy, who dived for Gotham, entered the Army January 11. Another brother, Lester, is with Johnny and Jack at WSM, Nashville. Reggie Ward, formerly at Shreveport, La., and later Magnolia, Ark., is moving his platter show to KAPK, a new outlet in Minden, La. Virge Brown, formerly emcee of the Saddle Mates' show at WKBN, Youngstown, O., is now at WXGI, Richmond, Va., where he does two hours of disks per day. Uncle Harve Spivery, WFEC, Miami, is running for sheriff of Dade County. Rev. Von Kemp is doing an early-morning gospel and sacred show at KDRO, Sedalia, Mo. Uncle Remus is the new spinner at WTNB, Birmingham. Jack Hunt, who recently went with Capitol and is still active as a d. j. at KARK, Little Rock, reports that Wilson Hurst is doing platter shows on his outlet.

Marge and Biff Collie, KNUZ, Houston, report that Lefty Frizzell's new youngster's name is Rickey Rodger. Jerry Jericho (4 Star) has formed a new band, the Trail Herders. Tommy Perryman, KSIJ, Gladewater, Tex.; Jim Reeves, KGRI, Henderson, Tex., and Charley Stokely, KSKY, Dallas, are gathering talent for a big benefit in Gilmer, Tex., for Cecil Greer, the singer, who is seriously ill. Morris Taylor, KMOR, Oroville, Calif., has added one-hour shows on Saturday and Sunday. Bob West, WGAI, Elizabeth City, N. C., has added a two hour morning show, "The Trading Post." Gwennie Winters, who has been at WRYO, Rochester, Pa., the past year, is moving to another station soon. Kermit Reid, WDUN, Gainesville, Ga., reports he had Jimmy Dickens and Bill Monroe surprise him with visits recently. Mac Rains, WCTT, Corbin, Ky., needs h. b. records for his four hours of spinning per day.

Tommy Carlisle, whose dad, Cliff Carlisle, is one of the Carlisle Brothers (Mercury), reports that the act is trying to work out a deal with WSM, Nashville, but the brothers don't want to travel. George Barron, KCRT, Trinidad, Colo., married Betsy Wolz, non-pro, recently in Raton, N. M. John Utley, WFMY, Greensboro, N. C., reports that all versions of "I Wanna Say Hello" are going big on his country shows. Al Clauser, KTUL, Tulsa, who has cut for Bullet, has passed the quarter-century mark as a member of the country music field. He reports that Al Fox and Tex Hoepner, former members of the Oklahoma Outlaws, passed away recently. Carl Corder, guitar, was killed earlier in the year in an auto accident. Johnny Harper, KRLD, Dallas, writes that Okie Jones (Columbia) drew 1,500 to the Big D Jamboree on the first January show. Faren Young, formerly with Gotham, now working with Webb Pierce (Decca), has inked with Capitol.

Ray Whitley, WMEX, Boston, has moved his family from Hollywood to Boston. Lloyd Hart, WTYS, Marianna, Fla., is turning over all his disk releases to the national guard armory in his vicinity. Joe Taylor, WGL, Fort Wayne, Ind., reports that his guitar man, Connie Smith, has been inducted, and replaced by Les Smithhart. Carl Shook, WKWY, Louisville, reports that Randy Atcher (Acme) is doing an

hour disk show Friday night over WHAS, Louisville. Da Stallard, KCMO, Kansas City, Mo., says that Jimmy Dallas, of his station, has inked with Central, a new K. C. diskery. He was backed by Al Phillips and Hi Frontier Four, formerly with Al Clauser. Milt Dickey is doing a live Western show over the station. Cracker Jim Brooker, WMIE, Miami, celebrates his fifth year in the country field in April. He'd like acetates and tapes from the artists for the occasion.

### Artists' Activities

Slim Bryant and the Wildcats, KDKA, Pittsburgh, started a new NBC web show January 5 at 4 p.m. (EST) as a weekly feature. His brother, Lopy, became father of a son December 30. Hubert Long, formerly p.m. for Johnny and Jack, who have moved to WSM, has added Hank Snow, who broke recently with Norm Riley. Snow does the Como TV show February 27 in New York. Carl Story (Mercury) and His Rambling Mountaineers, back at WCYB, Bristol, Va., have added Ray Atkins, steel man. The Mercer Brothers (Columbia) WMAZ, Macon, Ga., report that Cousin Luke, WIBB, Macon, is doing an outstanding job of d. j. for rustic artists. Helen and Toby Price are working an act, known as the Ranch Hand Trio, out of Carthage, Mo. Bob Nolan is in semi-retirement at his ranch on Big Bear Lake, Calif. Rusty McDonald, the ex-Bob Wills vocalist, now on Intro, is working with his band at KSWO, Lawton, Okla.

Bill Morgan, of Publicity Inc., reports that the Jordonaires are lining up an appearance on the "Big Show," the Sunday NBC feature. Billy Walker (Columbia), now at KWFT, Wichita Falls, Tex., has Pee Wee Stewart, fiddle; Elmer Laurence, steel, and Jess Stepp, bass, working with him. Blaine Cornwell, of the KWFT Talent Bureau, is booking the band. Richard Cox and the Harvesters, WSAZ, Huntington, W. Va., will soon start a Statewide gubernatorial campaign with Edward H. Green, prosecuting attorney in Huntington. Cox recently became the father of a son, Darrell Richard. Other recent fathers are Lefty Frizzell, who became pop of a son December 23 in Beaumont, Tex., and Smokey Rogers, now doing TV in San Diego, whose wife bore twins December 28.

Tex Clark and Don Thomas, who recently toured with the Rainbow Valley Gang, are now doing d. j. programs over WDOK, Cleveland. New show is called "Rainbok Ranch" and airs Saturdays, 9-11 a.m.

**ARCADE-OPERATORS AMUSEMENT PARKS**  
 EXHIBIT'S BIG BRONCO  
 EXHIBIT'S JET GUN  
 NEW BASKETBALL SET SHOT  
 A. B. T. RIFLE SPORT  
 Shooting Gallery  
 3 or 6 Gun Outfits  
 EVERYTHING IN ARCADE EQUIPMENT—Cards, Parts and Supplies  
 See Us At The C. M. I. SHOW  
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# OPEN HOUSE

**MONDAY, FEBRUARY 11**

We will be happy to welcome all the operators in our territory. Bring your family . . . bring your friends . . . eat, drink and be merry.

**YOU WILL SEE . . .**

all the latest equipment on display including

**Williams 8-BALL**  
**Rock-Ola SUPER ROCKET Model 1434**  
**Keeney CIGARETTE VENDOR**  
**4-PLAYER DELUXE LEAGUE BOWLER**  
**Bally SPOT LIGHT**

**YOU WILL SEE . . .**

a wonderful selection of used equipment including pin games, shuffle alleys, arcade and music equipment.

**MORE THAN 400 PIN GAMES ALWAYS IN STOCK**

**Remember: FOR EXPORT AND DOMESTIC BUSINESS IT IS NOW INTERNATIONAL AND SCOTT-CROSSE!**

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 1423 SPRING GARDEN STREET  
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**SCOTT-CROSSE COMPANY**  
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**SEE US IN BOOTH 75 for the Blue Ribbon WINNERS OF THE SHOW!**

Wurlitzer 1015 \$175  
 Packard Manhattan 100  
 Wurlitzer 1100 375  
 A.M.I. Model C 499  
 Wurlitzer 1250 495  
 A.M.I. Wall Boxes 35  
 Rock-Ola 1422 150  
 Wurl. W.O.M. (3020) 45  
 Reconditioned-Refinished

**WE CAN SUPPLY ANY GAMES YOU SEE AT THE SHOW AT YOUR SPECIAL PRICES!**

**KEENEY ELECTRIC CIGARETTE MACHINE—IMMEDIATE DELIVERY!**  
**EXHIBIT BIG BRONCO . . . . . SENSATIONAL MONEY MAKER!**  
**ATLAS MUSIC COMPANY**  
 2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: ARmitage 6-5005

SAVE MORE MONEY—MAKE MORE MONEY  
 Subscribe to The Billboard TODAY! . . . see page 3 for rates



# Coinmen You Know

Continued from page 93

or of music machines special-  
g in Latin tunes, in the city  
a buying trip. . . . William  
hanan, of Montana, on Coin  
looking for equipment for his  
es. . . . Karel Johnson, service-  
at Paul Laymon's, off to San  
ncisco, where his mother-in-  
passed away.

arl Honeyman, of General  
usement Company, Long  
ch, a visitor. . . . Paul A. Lay-  
& Company is showing the  
al Mustang. . . . Fred Velie,  
Badger Sales Company parts  
artment, flew to Phoenix,  
z., over the week-end to drive  
in-laws to the Coast. . . .  
hur Eltz, of Muntz Lake, near  
mdale, is readying the coin  
ipment there for the summer  
ort rush. He reports that the  
ing lodge, restaurant and bar  
e been renovated and invites  
rators to visit there during  
ir vacations.

heridan Thompson, of Long  
ch, where he has music, in  
yn on business. . . . Harry  
wings, veteran operator and  
w retired, recently underwent  
serious operation. . . . John  
ntsman and Mrs. Huntsman, of  
lare, in town to shop. . . . Tex  
ller, of Blythe, came in on one  
his infrequent trips for equip-  
nt. . . . Perry Irwin down from  
ntura.

### New York

Among local coinmen leaving  
rily for the Coin Machine Insti-  
tute Chicago show were Herb  
ein, International Mutoscope  
les manager; Nat Cohn, Conat-  
les, and Barney Sugerman, of  
nyon Sales.

Ed Lerner, who recently com-  
eted an Army hitch, has re-  
tivated his Allied Vending  
mpany. He is kept busy doing  
nversion work on drink ven-  
rs. . . . Hymie Rosenberg, once  
tive in the industry here but  
ore recently associated in Flori-  
a business enterprise, has re-  
rned North. He may announce  
dustry plans soon.

Joe Munves has become a  
roker in addition to his other  
ctivities. He's buying and selling  
rade equipment. . . . Morris

ood, Runyon manager, is trying  
to get used to a cigarless regime.  
. . . Nathan Wind, head of the Coin  
Radio Company, says he has a new  
stock of parts for the old RCA  
radio, many of which are still be-  
ing operated.

Off to Washington Thursday  
(31) for industry confabs, prelimi-  
nary to testifying against the  
Bryson Bill were Al Denver,  
president of the Automatic Mus-  
ic Operators' Association, and  
Sid Levine, national counselor for  
the Music Operators of America.  
The bill would exact a royalty  
of a penny a side a week for all  
records in juke boxes.

Harold Kaufman, who operates  
locally under his own name, was  
married to Edith Kaplan early  
this month and is now honey-  
moonning at the Concord Hotel, in  
the Catskill Mountains. . . .  
Mac Pollay, of Casino Music and  
United Phonograph Service,  
leaves for a Florida vacation  
Thursday (7). He'll be gone three  
weeks.

The February 14 meeting of  
the Associated Amusement Mach-  
ine Operators of New York will  
be held at the Henry Hudson  
Hotel, Joe Hirsch, manager, an-  
nounces. Officers will be elected  
for 1952. . . . Mort Berg, who  
formerly operated bulk machines  
in Chicago, has settled here and  
is looking for a route. . . . How-  
ard Richardson, head of Juice  
Bar Sales, is expected back from  
a business trip next Monday (11).

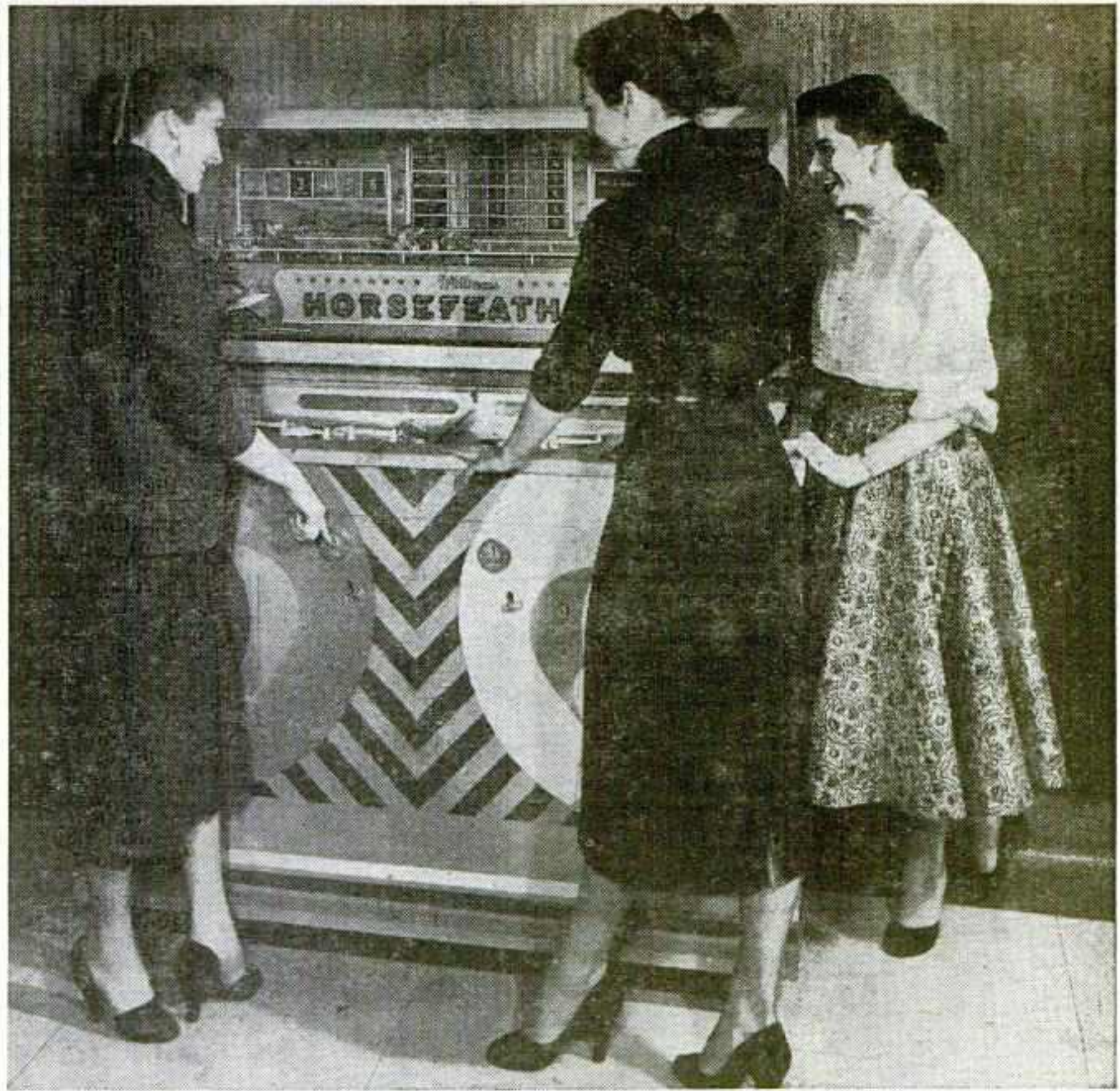
### Chi Ops Elect

Continued from page 78

Leo Kaner, tax expert and ac-  
countant was a guest at the meet-  
ing. He outlined what the oper-  
ators can expect in the way of  
taxes in coming months and urged  
that profits be reinvested in new  
equipment and machines.

Thruout the meeting it was  
urged that operators buy all the  
new equipment they can to better  
their routes and their relations  
with location owners.

Office of Price Stabilization  
regulations were discussed. Most  
of the members said they are  
satisfied with present conditions.



## Williams Bows Horsefeathers--- "Chez Paree Adorables" Okay Gay Play!

CHICAGO, Feb. 4.—Chez Paree  
Adorables Lenore Maguire, Ruth  
Clarkson and Rita McLaughlin  
place the professional entertain-  
ers' stamp of approval on Horse-  
feathers, latest click to move off  
the Williams Manufacturing Com-  
pany's production line in Chicago.  
Gals' evident enjoyment confirms  
test reports that indicate smash  
public reception.

Horsefeathers, a double-playfield  
game, is designed purely for rol-  
licking amusement and fast skill  
play for one or two players. While  
there are no awards for high score  
or any other winning result, Horse-  
feathers offers hilarious competi-  
tive action, player vs. game or  
player vs. player. As the "Horse-  
Race Hilarities of '52," Horse-  
feathers provides laugh-a-second  
racing on the famed Williams In-  
a-Backboard Track. 3-dimension  
comic Horses and Jockeys actually  
race to rousing photo-finishes in-

side the backboard on a track that  
extends the full length of the  
cabinet.

One important skill play feature,  
an exclusive Williams develop-  
ment, is Changing Track Speed.  
When back bar-switch is hit, speed  
of Horses is changed from "Slow  
Track" to "Fast Track" and con-  
tinues fast until end of game.

One player plays either field.  
Ball is flipped into action with  
Williams' new Button-Control  
which also controls Flippers. Horses  
in backboard advance when ball  
hits corresponding Bumpers or  
Side Switches. On left playfield,  
hits on No. 3 Bumper also advance  
competing No. 2, 4 and 6 Horses.  
When No. 4 Bumper on right play-  
field is hit it also advances com-  
peting No. 1, 3 and 5 Horses. All  
even or odd entries advance when  
Even or Odd Horse Bumpers are  
hit.

When 2 players compete, each  
inserts coin in chute for playfield

of his choice, and play is similar  
to 1-player action, except that  
Bumpers 3 and 4 do not advance  
opponent's Horses.

Other Horsefeathers features are  
a Yellow Bumper on each field  
which advances all Horses in that  
field and 4 Flippers on each field  
for fast and furious action. For  
realistic track effects within the  
backboard, there is a humorous  
odds-board, "Start Race" and  
"Race Over" lights and a "Post  
Time" indicator. Horsefeathers  
is housed in a colorful, compact  
console type cabinet, easy to serv-  
ice, easy to handle and requiring  
no more room on location than an  
ordinary game.

Horsefeathers is on display in  
Booths 59, 60, 61 and 62 at the  
current Coin Machine Exhibition.  
Sam Stern, V.-P., and Sales Man-  
ager Bill Ryan advise that deliv-  
eries will soon be made coast to  
coast through authorized Williams  
Distributors.—ADV.

### See the HITS of the COIN MACHINE SHOW on Display at Trimount

- Gottlieb's ALL STAR BASKETBALL
- Williams 8 BALL
- Williams HORSE FEATHERS
- Chicago Coin's NEW 6 PLAYER ALLEY
- Chicago Coin's KING PIN
- Genco's 8 PLAYER SHUFFLE ALLEY

ALL EQUIPMENT AVAILABLE FOR IMMEDIATE DELIVERY  
WRITE FOR OUR NEW EXPORT FOLDER  
EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS



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IN NEW ENGLAND  
IT'S TRIMOUNT!

40 WALTHAM STREET  
BOSTON 18, MASS  
T. L. 6-1172-2-9400

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in giving first-rate information about  
new releases especially during rush  
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S. S. Kresge Co. Store #59  
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  - PHOTO FINISH ..... 99.50
  - CITATION ..... 74.50
  - GOLD CUP ..... 64.50
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- 1/3 deposit with all orders

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America's Oldest Distributor  
Established 1895  
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### ON YOUR WAY TO OR FROM THE COIN MACHINE SHOW, IT WILL BE WORTH YOUR WHILE TO STOP, LOOK & BUY AT LONDON!

- SHUFFLE GAMES**
- Shuffle Express .....
  - Chicago Coin Bowling .....
  - Alley .....
  - Universal Twin Bowler .....
  - Deluxe Bowler .....
  - Speed Bowler .....
- \$49.50 EACH**

- NEW GAME SPECIALS**
- Tri-Score .....
  - Stop 'n' Go .....
- WRITE**
- USED**
- Dale Cuo .....\$69.50
  - All Star Baseball ..... 49.50

- Ten Pins** Shuffle Alley, Bowling League, Shuffle Lane
- Take Your Choice** \$24.50 EACH
- Pin Boy** Shuffle Bowler, Bowletta, Twin Shuffle
- NEW LOW PRICES!**
- Cinderella .....\$39.50
  - Black Gold ..... 59.50
  - Sarasota ..... 49.50
  - Wisconsin ..... 39.50
  - Triple Action ..... 39.50
  - Merry Widow ..... 39.50
  - Screw Ball ..... 39.50
  - Trade Winds ..... 39.50
  - Spin Ball ..... 29.50
  - Crazy Ball ..... 29.50
  - Catalina ..... 29.50
  - Stormy ..... 29.50
  - Dew-Wa-Ditty ..... 39.50
- FIVE-BALLS**
- Monterrey .....\$39.50
  - Summertime ..... 39.50
  - Virginia ..... 29.50
  - Tennessee ..... 29.50
  - Dallas ..... 49.50
  - Maryland ..... 49.50
  - Lucky Inning ..... 79.50
  - Rondeevoo ..... 39.50
  - Major League Base-  
ball ..... 39.50
  - Moon Glow ..... 39.50
  - Aquacade ..... 49.50
  - El Paso ..... 49.50
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  - Floating Power ..... 49.50
  - Champion ..... 69.50
  - Samba ..... 59.50
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  - Swanee ..... 59.50
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land ..... 39.50
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**It's KEENEY'S GREAT NEW DELUXE LEAGUE BOWLER**

WITH THE SMARTEST MYSTERY HANDICAP  
PLAY-INCITING COME-ON OF ALL TIME!  
"AVERAGE BOWLER" LITES UP ON 1-2-3 OR 4 ON FIRST COIN INSERTED...

Yes! WHEN THE LAST SHOT IS MADE "AVERAGE SCORE" OF 140 TO 259 APPEARS IN THIS SECTION FOR THE PLAYER TO MEET OR BEAT!

THIS IS IT!



FULLY METERED TO RECORD AWARDS

- ★ Plastic EVER-SLICK Silent Playfield
  - ★ Up to 4 Players Each Game
  - ★ 20-30 Automatic Scoring
  - ★ KEENEY LITE-UP PINS
- "AVERAGE SCORE" POPS UP ON MYSTERY BASIS AFTER LAST SHOT IS MADE

Install KEENEY'S DELUXE LEAGUE BOWLER TODAY!

Remember "AVERAGE SCORE" TAKES IN MORE!

**2 SIZES:**  
9 1/2 FT. LONG  
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Genco Bingo Roll ..... 49.50  
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United S/A Express ..... 49.50  
United 2 Play S/A Express ..... 174.50  
United Double Shuffle ..... 74.50  
Bally Speed Bowler ..... 49.50  
Bally Baseball ..... 119.50  
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Look me up at the Sherman Hotel during the Convention. "It Will Pay You."  
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Keeney League Bowler ..... \$165.00  
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**SPECIAL—3 Wire, 18 Gauge PLASTIC CABLE—Was .12 per Ft. NOW only .06 per Ft.**

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"PLAY BALL" is the last word for the big baseball season ahead . . . now ready for immediate delivery while materials last. 10c coin chute with free play awards. 5 feet long, 2 ft. wide. Highest quality materials. REVOLVING ACTION baseball diamond automatically lets players run the bases. Patron keeps getting balls to shoot until 3 outs are made. Electric scoreboard registers runs, outs, balls, strikes, etc. Easy to service. Size 60 by 25 in. Shpg. wt. 185 lbs. Newly manufactured. Mail or telegraph your order today; send at least \$50.00 deposit, balance C.O.D.  
Each ..... **\$165.00**  
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Small, compact Wall Model (15-21 pts.) ..... \$ 79.50  
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**9" Jumbo Lite-Up PIN CONVERSION**  
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**COIN MACHINE OPERATORS!**  
**NEW... BIGGER PROFITS WITH MDSE. PADS!**  
PLAYERS HAVE MORE FUN AND WIN VALUABLE MERCHANDISE!  
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Get in on the ground floor of this SENSATIONAL, PROFITABLE business. For small investment we can show you large returns. Requires only a few hours a week. Write—  
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Pats. Pend.

Thunderbolt

Thunderbolt

Trade Mark

THE ORIGINAL DIRECT DRIVE MECHANICAL PONY

Thunderbolt is made for you! It operates flawlessly. It's built for lifetime use. Its appeal will never die. It's proved itself on location. You can't ask for anything more. It might be imitated but never duplicated. Ask your distributor about our finance plan.

FREE FIVE YEAR SERVICE POLICY ISSUED WITH EACH ORDER. WRITE FOR DETAILS TODAY!



LUN-A-RIDE "Rocket Patrol"

Trade Mark

Lun-A-Ride Rocket Patrol is our newest imagination-stimulator and dime-snatcher. The coin machine industry has never had any other location ride like it in form, conception, appeal or earning power. It's out of this world! Write for literature.



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Anderson Amusements 4409 W. 17th St. Topeka, Kans. KANS. & OKLA.

T. B. Holliday Co. 727 Main St. Columbia 1, S. C. NORTH & SOUTH CAROLINA

Columbus Automatic Music Co. 100 N. Grant Ave. Columbus 15, Ohio OHIO

Tri-State Amusement Co. Memphis, Tenn. TENN., ALA., LA., MISS., ARK.

Dursell Novelty Co. 176 Arch St. New Britain, Conn. CONN.

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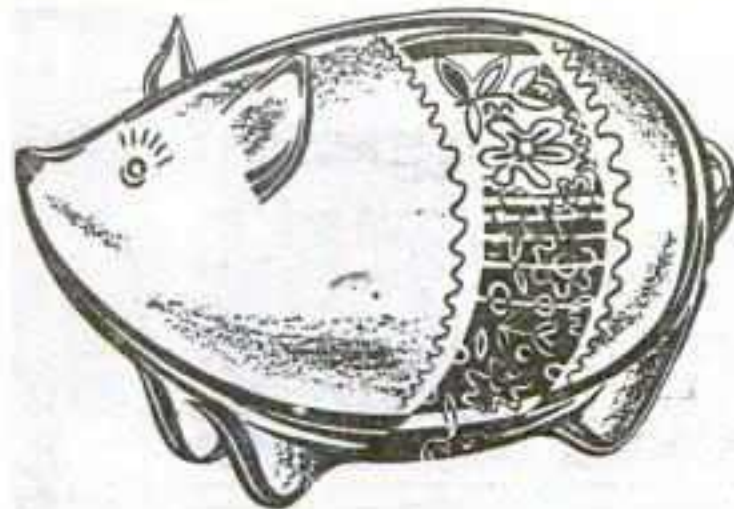
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78 issues \$14

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MAKES A BIG HIT WITH THE PLAYERS

The most convincing proof that Match-A-Score is exceptionally good.

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ALSO ARCADE MACHINES

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Never Before in Pinball history, an engineering triumph like this!

GENCO'S SPECTACULAR

# DOUBLE DOUBLE ACTION

**ACTION**  
on the PLAYING FIELD

**ACTION**  
with balls in play on the BACK RACK

THE ONLY  
5-BALL GAME WITH  
SIMULTANEOUS ACTION  
ON THE PLAYING FIELD  
& ON THE BACK RACK

Action on Playing Field controls balls for extra play on Back Rack! Double Action on Back Rack controls High Score and Replays! Don't make a single commitment for '52 until you've seen this new GENCO super-sensation!

WRITE, WIRE OR PHONE YOUR DISTRIBUTOR "ON THE DOUBLE!"

## GENCO

2621 N. ASHLAND AVE. - CHICAGO 14, ILL.

DOUBLE EXCITEMENT

★ Special Replays...

★ EXTRA Special Replays!

★ Replays Won on Back Rack as well as Playing Field!

★ Up to 20 Replays on Back Rack!

DOUBLE THRILLS • DOUBLE SCORES • DOUBLE PLAY • DOUBLE TAKE • DOUBLE PROFITS

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- Winners, new ... \$250.00
- Winners, used ... 175.00
- Turf Kings, used ... 275.00
- Citations ... 85.00
- Champions ... 85.00
- Gold Cup ... 65.00
- Jockey Specials ... 50.00
- Special Entries ... 50.00
- Photo Finish ... 85.00
- Futurity, new ... Write

Write for prices on new Genco's 8 Player Chicago Coin HORSE SHOES

**ARCADE EQUIPMENT**

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- Ace Bomber ... 75.00
- Battling Practice ... 75.00
- Boomerang ... 45.00
- Bally Big Inning ... 185.00
- Bally Defender ... 95.00
- Bally Heavy Hitter ... 69.50
- Bally Rapid Fire ... 125.00
- Chi. C. Hockey ... 75.00
- Chi. C. Pistol ... 100.00
- Chicken Sam ... 105.00
- Chi. C. Basket ... 225.00
- Chi. C. Goalee ... 125.00
- Dale Gun ... 75.00
- Edelco Pool Table ... 75.00
- Evans Super Bomber ... 100.00
- Keeney Sub Gun ... 100.00
- Exhibit Jet Gun ... Write
- Exhibit Big Bronco ... 997.50
- Exh. Pony Express ... 495.00
- Muto Photo, late ... 650.00

**CIGARETTE MACHINES**

- Used Keeney, 9 Col. \$175.00
- New Keeney, 9 Col. 269.50
- Used C-8 Electric ... 175.00
- Monarch 8 Col., used 85.00
- Rowe Royal, 10 Col. 85.00
- Rowe President, used 85.00
- Uneda 15 Col., used 85.00
- National 930, used ... 85.00

- Muto. Photo., early \$350.00
- Muto. Drivemobile ... 150.00
- Star Series ... 100.00
- Pop Sez ... 69.50
- Muto. Sky Fighter ... 125.00
- Magic Pen ... 100.00
- Muto. Fishing Well ... 125.00
- Panorams w/Peak ... 225.00
- Panorams ... 250.00
- Pitch'm & Bat'm ... 185.00
- Quizzer & Film ... 100.00
- Siro's Brush Up ... 50.00
- Shoot Your Way to Tokyo ... 100.00
- Silver Bullets ... 150.00
- Scl. Bat. Practice ... 75.00
- Seeburg Bear Gun ... 250.00
- Suprema Bolascora ... 100.00
- Texas Leaguer ... 50.00
- Ten Strikes ... 75.00
- Undersea Raider ... 95.00

**COUNTER GAMES**

- S.K. Duck Hunters, used ... \$17.50
- A.B.T. Model F, new 42.50
- Hil-a-Homer, new ... 22.50
- Kicker & Catch, new 34.50
- Adv. Shackers, new 24.50
- Shipman's Peak Shows, new ... 59.50
- Got. Three-Way Grippers, used ... 18.50

**-50 JUMBO PINS-**

Consisting of Jockey Special, Special Entry, Citation, Gold Cup and Saratoga. All Free Play—not crated but complete, \$1,850.00. COME OUT AND GET THEM—crating extra.

- Willcox Gay Recordio ... \$159.00
- Wms. Quarterback ... 100.00
- Wurlitzer Skeeball ... 150.00
- Western Baseball ... 85.00
- Wms. Super World Series ... 295.00

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- Bally Hook Bowler \$200.00
- Bally Shuf. Champ 85.00
- Bally Shuf. Bowler 35.00
- Bally Speed Bowler 55.00
- C.C. Bowling 45.00
- C.C. Base Ball 95.00
- Exhibit Strike 100.00
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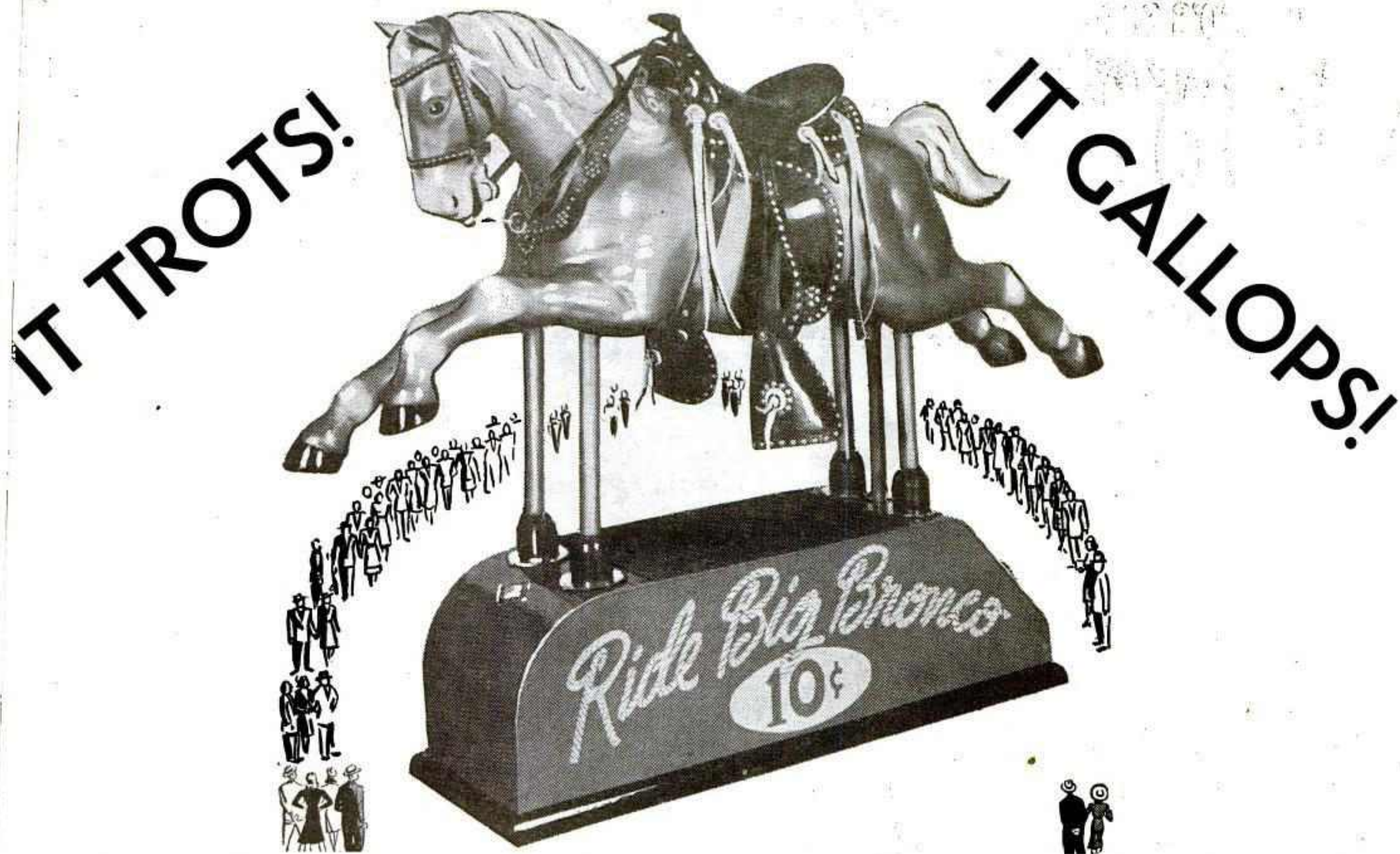
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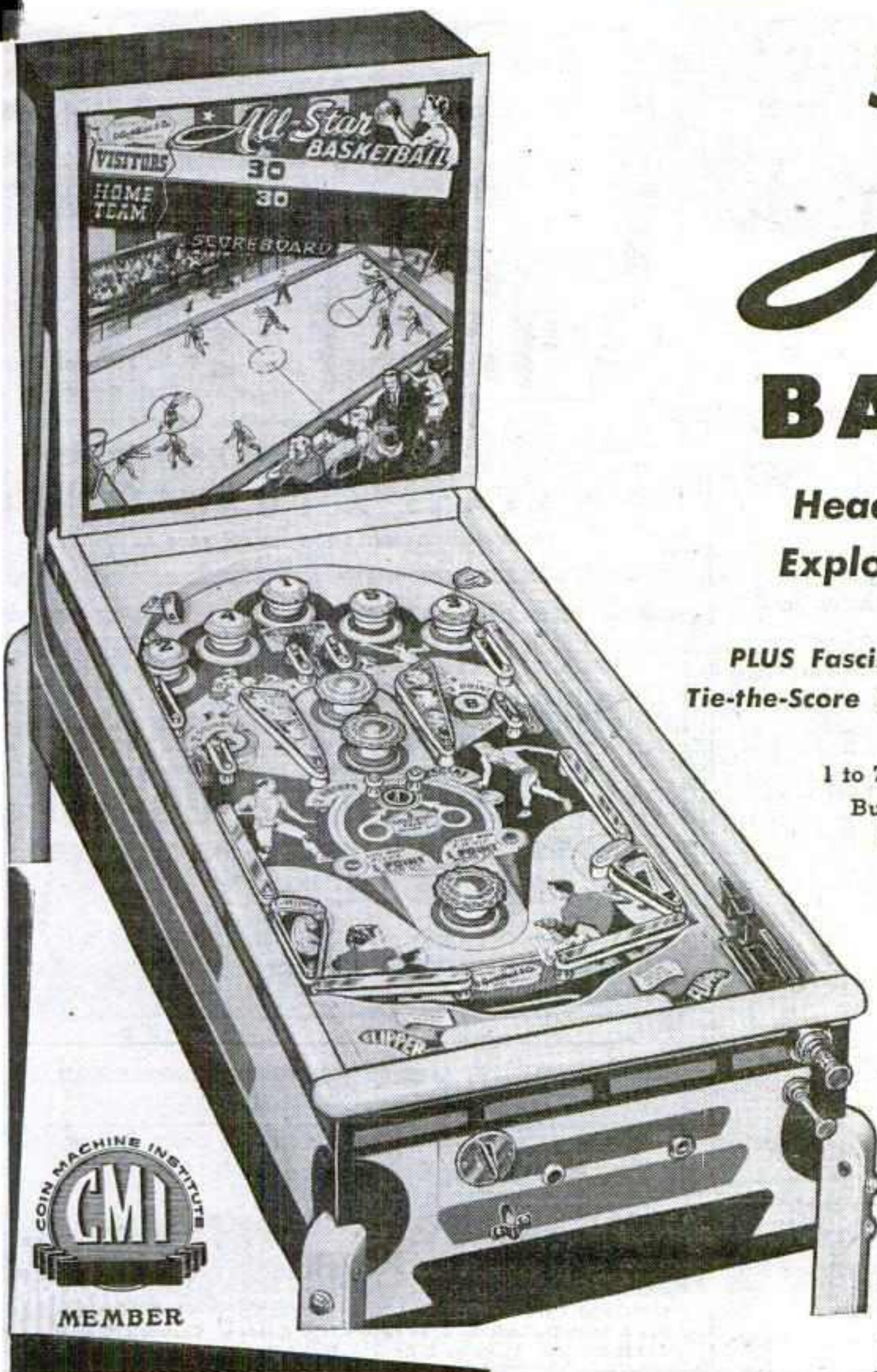
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 REWARD: 50 60 70 80 90 100 120 140 160 200  
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1 2 3 4 5 6 7

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5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100 105 110 115 120 125 130 135 140 145 150 155 160 165 170 175 180 185 190 195 200 205 210 215 220 225 230 235 240 245 250 255 260 265 270 275 280 285 290 295 300 305 310 315 320 325 330 335 340 345 350 355 360 365 370 375 380 385 390 395 400 405 410 415 420 425 430 435 440 445 450 455 460 465 470 475 480 485 490 495 500 505 510 515 520 525 530 535 540 545 550 555 560 565 570 575 580 585 590 595 600 605 610 615 620 625 630 635 640 645 650 655 660 665 670 675 680 685 690 695 700 705 710 715 720 725 730 735 740 745 750 755 760 765 770 775 780 785 790 795 800 805 810 815 820 825 830 835 840 845 850 855 860 865 870 875 880 885 890 895 900 905 910 915 920 925 930 935 940 945 950 955 960 965 970 975 980 985 990 995 1000 1005 1010 1015 1020 1025 1030 1035 1040 1045 1050 1055 1060 1065 1070 1075 1080 1085 1090 1095 1100 1105 1110 1115 1120 1125 1130 1135 1140 1145 1150 1155 1160 1165 1170 1175 1180 1185 1190 1195 1200 1205 1210 1215 1220 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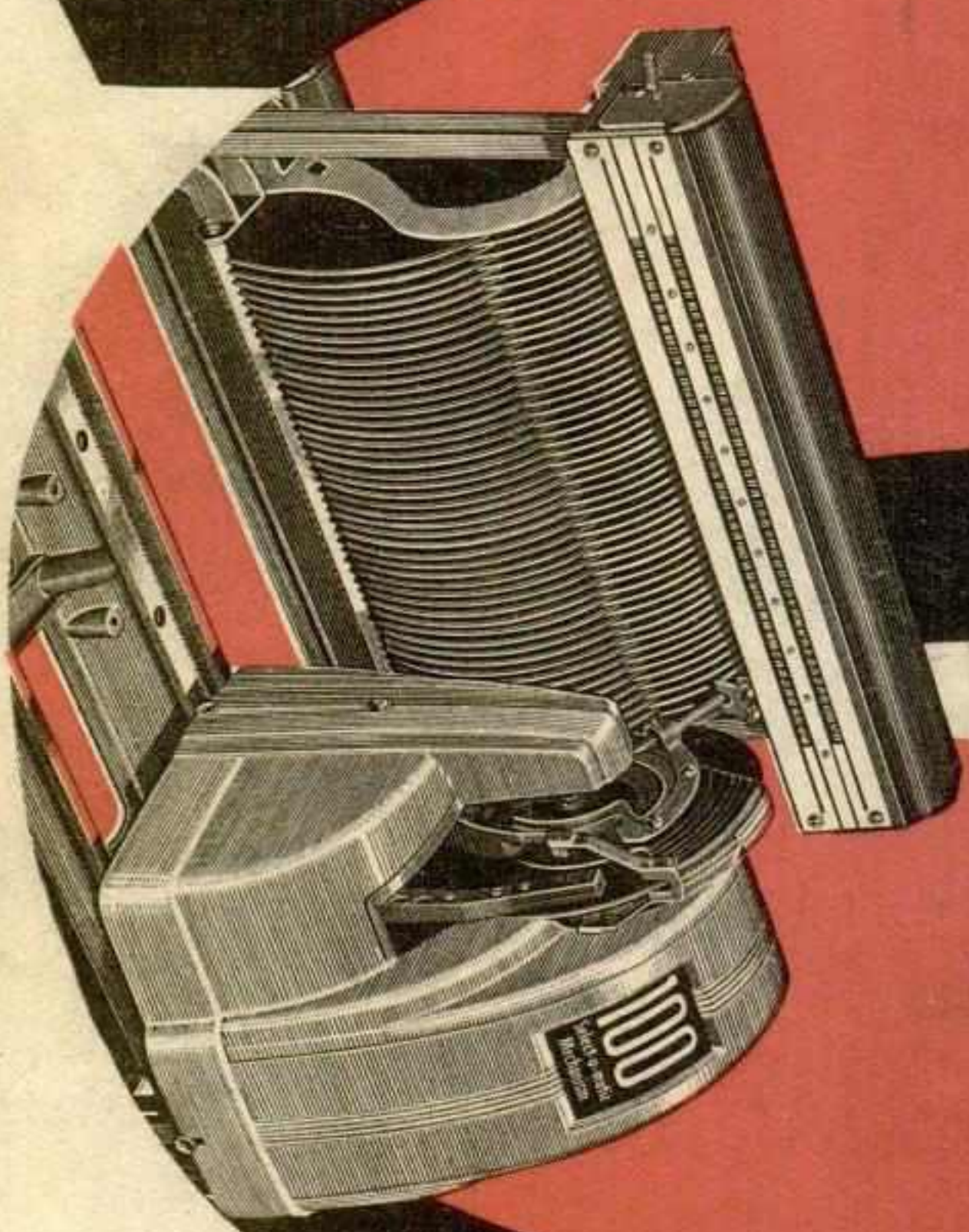
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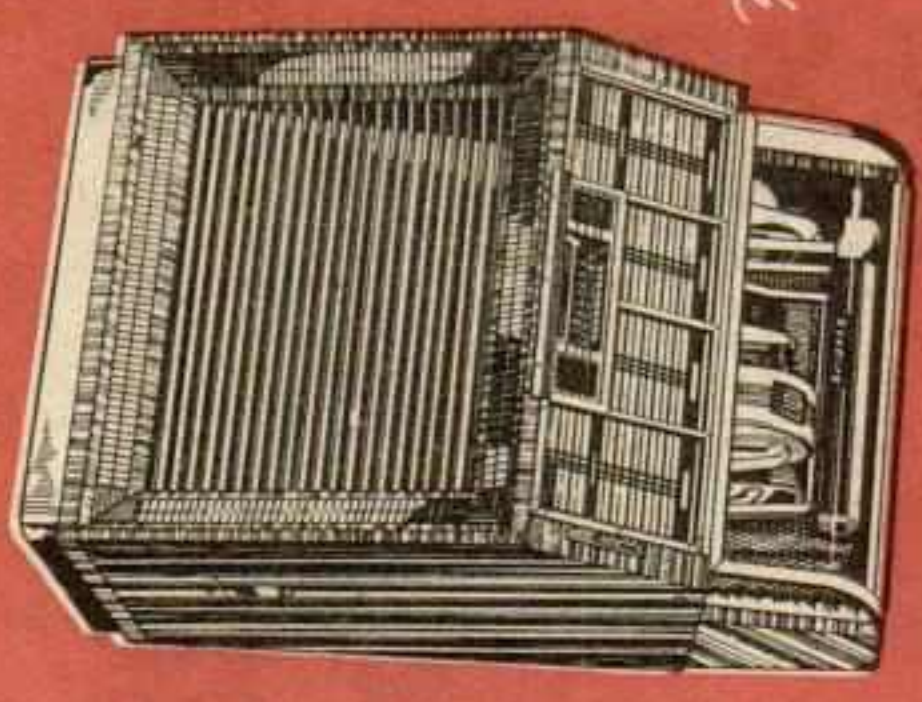
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DEPENDABLE MUSIC SYSTEMS SINCE 1902  
A. P. SEEBURG CORPORATION  
1500 N. Dayton St., Chicago 22



*at the phonograph*



*anywhere  
in the  
location*



AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS