### FEBRUARY 23, 1952 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY GBP PRICE: 25 CENTS **DayRatesforNighttimeRadio** Is New Demand of Bankrollers

1'ne

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

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

New Front for

Andrews Gals

HOLLYWOOD, Feb. 16 .- The

## Lots of Work Seen for Acts,

**Bands in Clubs** 

### Managers' Confab Sees More Talent As Deficit Answer

CHICAGO, Feb. 16 .- Rising costs of operation, the rapid approaching saturation point in increased dues, and the loss of revenue from some outside sources (such as affected by the Johnson Bill) may result in a pot of gold for acts and bands this summer in Andrews Sisters this week ac- country and city clubs. This was quired a business manager, Bo C. learned from delegates to the silver Roos, of Beverly Management, the Beverly Hills tirm which handles Sunday, thru, Wednesday, (10-13) film luminaries. Problem posed by Sunday thru Wednesday (10-13) the Decca recording trio's acquisi- at the Edgewater Beach Hotel here. tion is the future status of Lou Levy, who, up to now, has func-during the future status of the during the four-day meet, there group Roos said that he had been coverage of the many factors indid not know the future status of many of the orgs hope to rebuild Milwaukee Journal WTMJ-TV Levy. Neither Belcher nor the their treasuries during the upcom- general manager, Walter Damm,

### SMOTHER D. J. BEAU GESTE

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

## GOOSEFEATHERS Drive Aimed at **Major Networks**

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

NEW YORK, Feb. 16. - The Sister" earns a 6.6; "Ma Perkins" drive of major national adver- a 7; "Young Dr. Malone" a 5.8 tisers to beat down network radio and "Guiding Light" a 7. At 2:15, rates has now reached a pin-point "Perry Mason" comes in with a basis with leading bankrollers 7.2; and at 2:45, the "Brighter Day" show hits a 6.2. Ratings on evening time periods. Procter & the evening shows are: Thomas, Gamble this week was in nego- 6.5; "Beulah," 8.4, and "Tide," 7.2. tiations with the Columbia Broad- So far, CBS has stood pat casting System on a P&G pro- against the cut. The web and posal that the soap maker be other networks fear that if P&G charged daytime rather than is able to break the ice in this nighttime rates for the three strip shows it carries on CBS (Lowell Thomas, 6:45-7; "Beulah," 7-7:15 and the "Tide Show," 7:15-7:30). And another major (tho unidentified) advertiser has requested the Mutual Broadcasting System to consider cutting its 8 p.m. to 11 p.m. rates down to daytime figures for some lucrative billings bait. The National Broadcasting ecutive board of the Canadian Company and the American National Exhibition yesterday introduced to the trio by Frank Belcher, their attorney, and that he (Roos) would handle financial sessions indicated that only thru be introduced to the trio by Frank introduced to the profitable operation be (Roos) would handle financial sessions indicated that only thru sessions indicated that only thru in the televi-sessions indicated that only thru introduced to the profitable operation sessions indicated that only thru introduced to the profitable operation sessions indicated that only thru introduced to the profitable operation sessions indicated that only thru introduced to the profitable operation sessions indicated that only thru introduced to the profitable operation sessions indicated that only thru introduced to the profitable operation sessions indicated that only thru introduced to the profitable operation sessions indicated that only thru introduced to the profitable operation introduced to the profitable operation sessions indicated that only thru introduced to the profitable operation introduced to P&G's case is based on the fact that its daytime programs are with the comedian's manager, getting ratings equal to its night- Charley Yates, indicated that the time shows. Thus in the 1 to 2 star would be available after a p.m. stretch on CBS, P&G's "Big

(Continued on page 4)

girls could be reached for com- ing season by pulling large turnouts announced this week that the (Continued on page 16) wooded area adjoining the studio is being converted into an outdoor studio of approximately four acres. Added outdoor space will enable WTMJ-TV to provide a great deal of flexibility in its programing and permit it to televise sports, outdoor concerts, variety shows, gardening demonstrations and other fresh-air events.

## **Tampa Fair Kicks Off Banner Season**

#### By HERB DOTTEN

show business, particularly fairs per cent, and concessionaires reand carnivals, are in for a banner ported increases ranging from 10 year-considerably bigger than to 100 per cent. last year-judging by attendance, grosses and spending at Florida State Fair, the first major outdoor event of 1952. The 11-day expo. regarded by many as a true indicator of things to come for outdoor showmen, winds up tonight, with a new all-time paid attendance figure almost a certainty.

Figures tabulated thru Wednesday night (13), after eight days of the run, showed the paid gate to that point to be more than 40 per cent higher than '51 for a new record. Grandstand receipts to the same point were 21.9 per cent

### T. MARTIN HITS 50G IN DETROIT

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

higher than last year. Ride and show grosses of the Royal Ameri-TAMPA, Feb. 16. - Outdoor can Shows were up a thumping 50

The complete eight-acre tract of land was acquired by The Journal Company in 1940. It now houses the Radio City, and the projected outdoor studio would be the completion of a long-range project which may not be entirely devel-

### **Bob Hope Will** Top Can. Expo

TORONTO, Feb. 16 .-- The ex-(Continued on page 61)

## "MINORITY" NETS WLIB, WOV Offer **Special Programs**

NEW YORK, Feb. 16. - Two | cepted by any substantial portion tional big days, Saturday (9); Gas- planning, experimental camera here, materialize. WLIB, which single event coverage bas parilla Day, Monday (11), and work and installation of utility concentrates heavily on serving is inviting other fore kids' day, Tuesday (12), registering lines. Big job of building the the Negro market, is offering stations around mercury readings of 75 each of facilities will start this spring, three of its top shows on disks to share its pr with plans calling for huge civic 54 other stations around the coun- guage The sharp upturn in business observance of its completion, on try serving the same markets in com-(Continued on page 5) their areas. If the plan is

segments of specialized market of these outlets, the result would to 100 per cent. Weather, except for four days, was ideal, with three of the tradi-tional bin days. Solution (0) Con-tional bin days. Solution (0) Con-tional bin days. Similarly, but strictly

### Plush Disk-Shop Chain & Join Cut-Price LP Para By BOB ROLONTZ

outlets in the country, is expected | course for at least a month. to cut list prices on LP records in Such a decision by the plus the immediate future. The cuts Madison Avenue disk shop anticipated will average 30 per to cut prices raises the cent. Ben Kaye, Liberty topper, questions: 1. If Libe refused to comment on the plan prices, how many to slash prices, but would not follow suit? deny that the four-store chain in- tional price tended to make the move.

It is generally believed that the of they cuts will affect the London and be f Columbia lines, and may include cut other labels. Tho the sudden action by the Liberty management

NEW YORK, Feb. 16 .- Liberty | may be a surprise to many trade- | now be Music Shops, one of the largest sters, it is known that the chain way to and most respected retail record has been seriously mulling such a present

prices :



GENERAL NEWS

AEX(前近)的信息推进的。 1874

## **Billboard Backstage**

-By JOE CSIDA-

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

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

"There is an article of tremendous importance on the newsstands this week. It will make in the Post, and I am in enthusiconversation, it will make discussion and it may even help make history. It is Whittaker Chambers' own story of the Alger Hiss case than the average guy on the Comappearing in the current issue of munist issue, but never have I the Saturday Evening Post. We read as deeply thought out, as urge you to get it. We urge you to well written, as soul searching a read it. We make this announce-ment in the public interest with-important and controversial subout urging or request by the Sat- ject.

Much of the broadcasting indus- urday Evening Post. We make it because we believe in the article's importance, and that no matter how you think in the Chambers-Hiss controversy you should read Post, and the book, I would like to the story. The story is in the February 9 issue of the Saturday Evening Post ... Whittaker Chambers' Own Story of the Alger Hiss Case."

#### Network Level

And on a network level the National Broadcasting Company's Bud Barry cancelled the Jack Paar show, "The \$64 Question," out of its regular 9:30 to 10 dren, which ran as the first of the series of articles in the Post.

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

I did, however, read the piece astic accord with Martin's and Barry's evaluation of it. I believe I have read and do read more

An Excerpt In the hope of contributing in a small measure to a wider reading offer this tiny excerpt from the kick-off article:

"I see in Communism the focus of the concentrated evil of our time. You will ask: Why, then, do men become Communists? It would help more to ask: How did it happen that this movement, once a mere muttering of political outcasts, became this immense Sunday night spot on February 10 to present Whittaker Chambers, reading the "letter" to his chil-dren which which which has childisplacing God as the creative intelligence of the world. It is the vision of man's liberated mind, by the sole force of its rational intelligence, re-directing man's destiny and reorganizing man's life and emotionally carried away by his the world's. . . . The crisis of "letter" that he could hardly utin which it has failed to free the peoples that it rules from God. Nobody knows this better than the Communist Party of the Soviet Union. The crisis of the Western world exists to the degree in which the Western world actually shares Communist's materialist vision....

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

**English Market Grows Alluring** To U.S. Pubbers MGM Move Causes New Speculation; **Pros and Cons Cited** 

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

The British market has developed to the extent that it is are regarded as American in orierally take between \$3,000 and there will sell 150,000-200,000 \$20,000 a week, could it?" copies, altho an outstanding hit, like "Goodnight Irene" will do for his team and considering the 250,000 or over. Disks sales are offers he himself has had, Karson much lower, with a hit getting plans to do a show of his own in between 50,000 and 100,000 sales, the West End. His personal congenerally. Active pubbers esti-mate that it is not too tough to of the year. take out of England about \$200,-000 in five years, via a wholly London Critics Vs.



LONDON, Feb. 16. - Metro-Goldwyn-Mayer threw a bombshell here with a press release announcing the end of its cine variety shows at the Empire Leicester Square on March 1. The handout, issued by Sam Eckman Jr., chairman and managing director of Metro in London, declared "the policy of a big film and a big stage show represented an investment of many thou-sands of pounds. But the losses, with costly stage equipment, a cast of 100, a big orchestra and immense numbers of costumes and properties, amounted to many more thousands of pounds.

We had a fine show and a fine company and in a short time under Nat Karson's direction, they had built up an international reputation. . . . The show was far more expensive to run than most shows of the kind in the West his time and is now parcelling out End, and despite some small tax concessions, we do not derive the same remissions as the 'live' theater."

Karson said the news "was a complete surprise. The tax businow regarded as a "fixed" market ness has been our difficulty all for American tunes to this extent: along, but I didn't expect the end About 75 per cent of the hit tunes to come out quite like that." Only part of the handout he would gin. An American publisher, with comment on was the statement a fair hit in England, can gen- that the "show was far more expensive to run than most of its \$5,000 out of the country in royal- kind in the West End." His anties from sheet music, disks and swer: "It's not true. I had to keep performances-this amount to be to a budget, and a small one at split between pubber and writers, that. It certainly couldn't be American firms with active British called more expensive than a affiliations state a good hit over show which pays Danny Kaye

Now, after doing what he can

## Washington Once-Over

- By BEN ATLAS -

During an off-the-record pause at the American Broadcasting Company-United Paramount Theaters merger hearing this week, examiner Leo Resnick of the Federal Communications Commission drew a laugh when he quipped ABC - UPT merger includes an array of former government experts. Herbert Bergson, erstwhile chief of the Justice Department's UPT and Balaban & Katz. Paul a teacher at Yale Law School." A. Porter, former FCC chairman, whose law partners are Abe Fortas of new deal fame and former anti-trust chief Thurman Arnold, is counsel for Paramount Pictures Corporation. Capitalism."

Publix official. Roberts read into had walked in just then and the record a passage typifying asked: "Who's buried in Grant's some American business corpora- Tomb?" tions as having "fixed" personalities in which "the same type of ord for asking more questions by the same attitudes as their ABC-UPT hearing. After crossthat the hearing is turning him air as Roberts asked Raibourn to hours this week, Colonel Roberts into an authority on anti-trust comment on Arnold's description produced good-natured guffaws

WASHINGTON, Feb. 16 .- | Corporation, former Paramount | been surprised if Groucho Marx

Roberts has chalked up a recmen succeed each other, moved than any other barrister at the problems. The hearing has been of Paramount Publix' as a typical when he said: "I think that conrevolving heavily around the his- example of this. Objecting cludes our examination, except tory of the Justice Department's vigorously, Paul Porter brought for one more question." Still plyanti-trust case against Paramount down the house with a declara- ing Raibourn with questions half Pictures, Inc. Legal talent in the tion that it was improper to ex- an hour later, Roberts said apolamine the witness by reading ogetically; "I will be thru in inasmuch as he then has control from a 16-year old volume about four questions." Legalist over what he feels should be "which some people might char- Richard Salant of Columbia exploited abroad. acterize as the youthful effusions Broadcasting System cracked: "I'd like to object on the ground that the Colonel broke his promise." . . . Hearing Examiner Leo Resnick has kept the ABC-UPT proceeding at an orderly, dignified pace despite recurrent legal Last word on the Thurman wrangles and by-play. Resnick Arnold episode hasn't been heard indulged in some of the mirth Show-stopper at this week's at the ABC-UPT merger proceed- after Porter's description of hearing was a reading from Thur- ings. A couple of hours after Arnold's "Folklore" as an "adoman Arnold's book, "Folklore of Raibourn had been asked about lescent" effusion. Quipped Res-William Roberts, the "Folklore" excerpt, Porter nick to Porter: "The gentleman counsel for Allen B. Du Mont asked Raibourn which of the two you described as being a youth Laboratories, Inc., wryly pro- statements he considered more 16 years ago developed rather duced the book during cross-ex- accurate. Raibourn replied amid rapidly." Porter replied: "He has amination of Vice-President Paul general laughter: "The second reached an advanced stage of

anti-trust division, is counsel for of an intellectual adolescent and

### More Quips & Cracks

#### With Serious Tone . . .

Raibourn of Paramount Pictures one, by far." Nobody would have maturity."

owned firm.

The importance of the "ownedand-controlled" type of set-up for the American publisher is obvious,

#### Some Doubters

Helping to "fix" the British market for Americans is the fact that American diskeries are releasing many American hits in England, with American artists and interpretations. That the picture is a completely happy one for American pubbers, however, is disputed by a number of pubbers. The latter admit that the British Isles constitute a market -all of which never stirred too venture. much excitement over here.



DETROIT, Feb. 16.-Industry sponsored shows designed to sugarcoat a sales message aimed at the consuming public are becoming an increasingly important factor in the Midwest, where the idea is far from new. Individual companies and booking offices motion-minded Las Vegas spots have had such shows for years, uted rooms, food and drink, operated on a routine communityurse, the temptations of to-community schedule, usually s figured they would in the smaller towns but probia the gambling, ably setting a pattern for such ess boys to spectacular ventures as the Hadaacquired col shows. Because of the re-

(Continued on page 16)

Broadway Butchers . . . Beverly Baxter, member of

Parliament and dramatic critic of (Continued on page 53)



#### By ANNE MICHAELS

PARIS, Feb. 16 .- Television this week is very much in the news. The French TV network is a little as lucrative as the Continent and tired of being a stepchild to the other non-American markets put radio and is going ahead with together. They admit the three- plans of enlargement. July 24 is to-five thousand figure on royal- tentatively set as the day when ties accruing from a hit; they the English and French will begin admit the possibility of cashing their cross-channel exchange sysin on an American tune like tem. Paris and Lyon are now "Silver Dollar." "Beloved Be swarming with English technicians Faithful" or "With These Hands" setting up the relay points for this

France is also buying up the But the British market, these weekly Columbia Broadcasting latter pubbers say, is not as lush System-TV feature of "See It as it used to be, and presents very Now," to be used with French (Continued on page 19) subtitles, with the commercials cut out. . . . In fact, Paris is becoming far more TV-minded than ever before, Name stars are now fishing for program engagements and Luis Mariano, star Mexican singer, offered his services free for a weekly TV program. They were happily accepted. . . . Even the cafe restaurants are getting in the swing. Gian-Carlo Menotti; TV opera "Amahl and the Night Visitors" will be presented shortly. He is working on four new works.

### **Theatrical Troupes Plan** World-Wide Tours . . .

A lot of the theatrical groups of Paris are beginning this year with world-wide tours, playing old and new shows. The Barrault Company definitely had to cancel its Egypt dates and will take off to Italy, Switzerland, Lyon and Brussels. . . . A young group of actors, led by Lucienne Real and armed with a repertory of modern plays directed by some name actors in Paris, intend to set up a center in the Antilles Islands and then play in out-of-the-way places like Haiti Cuba and Venezuela. . . . The Jean Vilar troupe is back from Germany at they latively few accounts available and doing its theater week-ends for sponsorship of shows on a around the Parisian suburbs before the regular tour basis, offices are going back into the Palais de generally careful to keep them Chaillot Theater, . . . Georges screened from competitors when Herbert starts his 1952 season in possible, altho the major motor Switzerland, then Italy, Holland, (Continued on page 53)

## **Picture Business**

#### By LEE ZHITO -

HOLLYWOOD, Feb. 16. - It into an attractive package and pre- In the event you happen to be akes plenty of ballyhoo to peddle sented it to the press as a gift. picture. Anyone attending Howughes' premiere of "The Las The Purple Carpet, ory," staged in the Nevada 50 Silver Dollars . . . en of the same name, he was witnessing elling in action.

Upon arriving, press people were handed the following:

"We extend a hearty welcome to that's you and hope you have a most ad enjoyable time.

'Everything in Las Vegas is r the asking at the pre-Las Vegas Story."

ing) you

ial iden-

the fol-

down-

nn

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

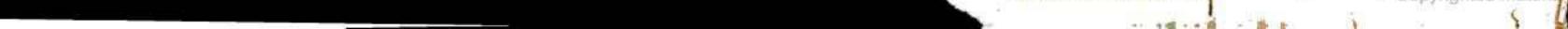
"Perry Lieber. "'Everything' does not include pink mink, diamond rings, Chrysler convertibles, or such similar baubles and trinkets."

Sacks of silver were handed to each of the press reps from an armored truck while dude cowboys attired in proper garb blinked hing. You're as they fired blanks to give it all r anything an Old West flavor. A torchlight parade thru the blacked-out city preceded the premiere. The film was shown in two theaters playing to S.R.O. crowds, with some tickets

in the "golden circle" selling for \$50 per pair and the proceeds going to the Variety Clubs of America Heart Fund for handicapped children.

Whole promotion wasn't too costly. RKO footed the \$50 silver sacks and the transportation, while

talent for



## Reds May Flood TV, House Group Warns

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

WASHINGTON, Feb. 17 .- The solely upon Hollywood motion Committee, in its annual report entation." to Congress today, warned that The committee declared that "Communists will endeavor to in- the need for remedial action to filtrate television on a large scale halt- Communism "was amply because it is rapidly becoming an demonstrated when it was found important entertainment medium that four Communist-front organ-in the United States." The report izations, which had operated in added: "The committee realizes the State of California, had rethat the vast majority of enter- ceived approximately \$1,000,000 tainers and workers in the enter- from members of the Hollywood tainment field are patriotic and motion picture industry." The loyal Americans, but the flow of committee pointed out that "it money to Communist coffers, had long been known that Hollywhich comes from those who are wood was one of the principal disloyal, must be stopped."

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

### PLUG KING

### Benny Albert Career Now 50 Yrs. Old

tivity in Tin Pan Alley. Albert, rules of admissibility of evidence,

House Un - American Activities pictures for visual, dramatic pres-

sources of funds for the Commu-The committee, reporting on its nist party of the United States."

#### "Mythical" Seers

persons" who declined to cooperate during the hearings and come out of the Century Theater then decides she is the one who who minimized its inquiry "by feeling completely rewarded. stating that Communists in Hollywood were not a bad lot." The to dispute that Fry is something simple the way Fry tells it. committee added that "the same of a theatrical phenomenon, or persons" who said there were no deny the impudent wit and fre- the philandering duke with won-Communists in Hollywood in quent exotic beauty of his verse. derful charm and good will, and 1945, date of the committee's first But it does seem that a play is Lilli Palmer is both an eye-andinvestigation there, "are now say- meant to be understandable, ear tonic whenever she comes on ing that Communism in Holly- without calling for continuous stage. They are, as usual, a dewood is mythical."

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

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

mended Congressional action on a NEW YORK, Feb. 16. - Benny single comprehensive espionage Albert, dean of song pluggers, is statute for both wartime and quietly celebrating 50 years of ac- peacetime, broadening of the who does record exploitation for authorization of wider latitude for the MGM pubberies, started in granting immunity to witnesses, 1902 as a demonstrator for Wit- while permitting the investigators mark. Publishers were then quar- to "gather a true and comprehensive picture of the information titled "The Last Time I Saw Benny worked with Willie How- they seek." The committee also ard, singing tunes from theater proposed reciprocal restrictions boxes. He's been with the Big on travel by Soviet and satellite Three since 1917. In his early diplomats, revocations of Army days he was a singer for theater commissions where Communism magnate Marcus Loew. Benny was proven, and cancellation of sating in every fiber.

## **Highlight Reviews**

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

#### By BOB FRANCIS

It is practically a foregone con- frequently coyly pretentious and art Burge as a couple of odd clusion that the Theater Guild sometimes tedious. A listener can will do a very solid business in- get just too many words, no matdeed with "Venus Observed." It ter how pretty they are.

is the latest importation of the Fry's framework is simple. An wares of England's bright-boy-of- aging, astronomically minded nothe-theater. Christopher Fry. It bleman entertains three of his exhas been staged by England's No. mistresses so that his son can pick 1 actor, Sir Laurence Oliver. It is one out for a stepmother. Howopulently produced, and is played ever, the old boy falls in love by a practically flawless cast. A with his son. The play is resolved lot of people will just have to see when one of the ex-mistress can-The committee scored "certain it. However, this reporter won- didates undertakes a bit of arson ders just how many of them will and burns up his observatory. He really loves him. The story is as This observer would be the last simple as that, but it's far from

However, Rex Harrison plays ear-strain in order to keep up lightful stage couple. John Wil-The committee declared it was with an author's verbal pyrotech- liams is entirely engaging as a "astounded" by the "true extent nics. Since Fry never uses one happily larcenous estate manword where three dozen will do, ager. There are admirable perand since his elfin wit bounces formances all the way down the about like a badminton bird, it is line from Claudie Morgan, Joan almost impossible to stay on his Haythorne and Eileen Peel, as the mental beam for an entire eve- three ex-mistresses; from John ning. As far as "Venus" is con-cerned, a reporter believes that an Hatfield as a stuffy moralist, and average pew-buyer will find it from James Westerfield and Stu-

servants. Olivier has directed them with an obvious appreciation of the Fry verse.

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

VENUS OBSERVED (Opened Wednesday, February 13) **Century Theater** 

A comedy by Christopher Fry. Staged by Laurence Olivier, Settings by Roger Furse, Costumes by Valentina and Mildred Trebor, General manager, Edward Choate. Stage manager, Karl Nielsen, Press representatives, Goerge and Dorothy Ross. Presented by the Theater Guild, by arrangement with Laurence Olivier Productions, Ltd.

Hereward, the Duke of Altair ...... .....Rex Harrison \* Edgar, His Son, the Marquis of Charlock ....John Merivale Herbert Reedbeck, His Estate Manager ... ..................................John Williams Capt. Fox Reddleman, Butler, ex-lion

tamer .......................James Westerfield Dominic, Reedbeck's Son.....Hurd Hatfield Bates, Footman, ex-burglar. Stuart Burge Rosabel Fleming .....Joan Haythorne Perpetua, Reedbeck's Daughter

.....Lilli Palmer



#### By SAUL CARSON

tered mostly on 14th Street.

plugged the tunes of various pub- passports. bers on the Loew Circuit, singing while song slides were flashed on the screen. He also sang with Irving Berlin in the latter's early days in New York's Chinatown. Here he picked tips off the floor, and on a good night grabbed off \$15.

Since those days, and including his sojourn with the Harry Von Tilzer pubbery, he has handled perhaps more hits than any plugger in the business.

### Billböard

#### The Amusement Industry's Leading Newsweekly

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..... Pres. & Treas.

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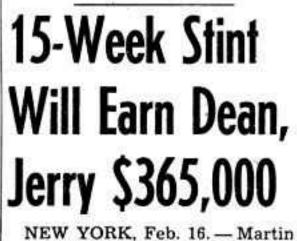
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and Lewis will earn approximately \$365,000 between February 12 and May 29 making it one of their highest income quarters since they hit the big money brackets. Lads are currently doing a week at the Fox, San Francisco, closing February 18. From there they open for a week in Minneapolis, closing February 28. They then do three days in Cincy for RKO, and open at the Boston Metropolitan March 6 for a full week. Their theater salaries are usually half of the gross. If past records are any yardstick they should draw for their end over \$200,000 from theaters, tho out of this they have to pay for the supporting show.

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

**Review Index** 

No. 8 Vaudeville Reviews..... 14 aspirin).

his literary dirge for a city, en-Paris," has been achieved in this sock waxing for a Paris that's very much alive, gay and vibrant; serious yet not too "square," pul-

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

Here are voices forever associsolo and ensemble, the bells of talgic piece, but custom-made for

BOOKS

What Elliot Paul once did with Notre Dame, the trumpets of the wide commercial distribution in Garde Republicaine, Edith Piaf city markets.

and the national orchestra of Radiodiffusion Francaise (comparable to our NBC orchestra), aging. The front jacket of the Josephine Baker and the music of album reproduces in color Raoul Berlioz, the great organ of the Dufy's famous painting, "Liberaoldest church in Paris and Maurice Chevalier. This, indeed, is Paris-including some of its foretor of the French Broadcasting most foreign friends, thru the voices of Franklin D. and Eleanor Roosevelt, Winston Churchill and the 2,000th anniversary of Paris. Edward G. Robinson and Louis Vox in the packaging, the single Armstrong.

> Crenesse is French. Kean is an American who knows and loves France and Paris and, in addition, has the expert American radio man's keen sense of sound effect and tonal value. Add to this team the sensitive recording ability that so often characterizes other

Vox platterings-and you have a ated with Paris and its greatness first-rate job, fit not only for ed--voices vocal and instrumental, ucational purposes and as a nos- One 12 inch disk.

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

"This Is Paris." All-Star Group. **Produced by Pierre Crenesse and** Gerald Kean. Vox (33) PL 7170.

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

By JOE CSIDA

could be filled each week with author is Attorney Samuel Spring tomers, only to have a real-life the woeful tales of characters of the law firm of Spring and lady with the same name pop up suing one another for alleged Eastman. Of Spring, Chief Judge to sue the pants off his boss and appropriation, infringement, et al Harold M. Stephens of the United | win. ideas. There are more suits in States Court of Appeals (in a virtually every branch of show- foreword to the tome) says: "The tion; Three with Copyrights (in business on songs, TV and radio author has broad and responsible all its myriad, drive-you-out-ofshows and ideas, night club rou- professional experience, and is of your-mind facets); Four with Untines, games, notions and what recognized expertness in the field fair Competition; and Five with have you than may be found on of practice concerning which he writes." The Judge is not kidding, This vast number of suits as a reading of the first 50 pages may be substantially trimmed if will quickly make plain. Spring of Risks and Rights, the book enough showbusiness practition- takes this most complex overall ers read a book published this subject, breaks it down into five ticality in usage via three appenweek. It is "Risks and Rights equally complex separate parts, dices. The firsts lists, in neatly In Publishing, Television, Radio, and makes the whole and the Motion Pictures, Advertising and parts not only understandable but the Theater." The bite is \$7.50 totally fascinating reading.

#### **Privacy**, Defamation

In Part One he deals with Television Reviews...... 12 messes have spent more on acter in a film showing in his employer's house on a romantic

The pages of The Billboard | Publisher is Norton, and the postcard to potential male cus-

Part Two deals with Defama-Television, Ideas and Censorship.

And in addition to the comprehensive treatment of these phases achieves considerable extra pracindexed form, the notes and cases cited thruout; the second presents the complete Copyright Statute; and the third, a selection of Copyright Office Forms.

The up-to-date nature of the work is demonstrated by the inclusion of a number of recent cases. The Gautier-Pro Football case, for example, in which Gau-(Continued on page 53)

(which for its close to 400 pages,



THE BILLBOARD

Communications to 1564 Broadway, New York 19, N. Y.

**TELEVISION-RADIO** 

**FEBRUARY 23, 1952** 

## NITE RADIO, DAY **RATES DEMANDED**

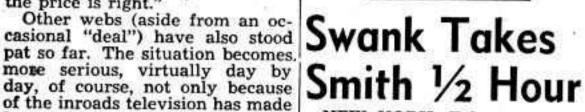
Bankrollers, Citing Coverage, **Press Webs for Big Reductions** 

#### Continued from page 1

case, bankrollers such as Lever | and time purchases as an addi-Bros., Whitehall Pharmacal, Gen- tional strong whip. That the eral Foods, the cigarette accounts pressure will continue is certain. and other major sponsors will Whether the networks will be follow with similar demands in able to hold out against it, and, a hurry. Some of these have al- if so, for how long, is the billionready made requests for readjust- dollar question which is plaguing ments of rates from webs carry- not only the webs but all affiling their shows, or have offered liated stations as well. shows to competitive webs, "if the price is right."

pat so far. The situation becomes. more serious, virtually day by day of course, not only because Smith 1/2 Hour of the inroads television has made in evening and nighttime ratings, but also because the same bankrollers who are spending the big dollar in radio are attempting to maintain leadership with expensive television shows.

In addition to using radio daytime versus nighttime rating for a minimum of five shows in figures, more than one of these the time vacated by Norge, 8:30 sponsors has used his video talent to 9 p.m. Wednesdays.



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

The deal, effective June 16, is

### IS 5-MIL FUNNY?

## **Gleason Cost Tops** All on 1952 Skeds

NEW YORK, Feb. 16 .- Jackie peddled by CBS-TV at a price of est mail responses of any local Gleason will cost \$3,510,000 for \$66,175 per hour for talent. The show they've ever put on, mostly time and talent alone for 39 basic CBS-TV network of 21 from parents grateful because weeks of sponsorship on the Co- interconnected stations will cost Coons is getting the kids to hurry lumbia Broadcasting System's \$23,825 weekly to clients. The adbasic network of 21 stations next dition of both figures will be the season, without evaluating dis- cost of the show to one sponsor wise behave well. Coons portrays A ROSE BY ANY NAME counts. Gleason is already being for the 39-week stretch.

### 'DEALS' LURE NEW EDITORIAL TV WEB CLIENTS

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

WNBQ'S GAMBLE **Noon Mellers** For Kid Eyes In Big Payoff

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

WNBQ reports one of the greathome from school, wash their a different character each day for about 10 minutes, with 20 minutes for the old flickers, such as Chaplin, Charley Chase, Laurel and Hardy, and even an old Mabel Normand cliffhanger. Show is sustaining, but WNBQ is optimistic about finding a bankroller. Coons urges kids to eat lunch in the living rooms while watching established radio pattern of stathe show, but parents aren't ob- tion identification by call letters ton, the proportion was 97.4 per jecting.

## **Reprise Re Rates**

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

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

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

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

. . . unless new, ingenious, audience-pulling and holding program ideas are developed.

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

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

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

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

PHILADELPHIA, Feb. 16. -Following the remarkable success of the all-night longhair record show instituted recently by WNBC, New York, indie outlet WDAS, Philadelphia, has instituted a similar policy, with the station beginning its 24-hour pol-icy tonight (16). Airings will run 1-6 a.m. except Saturday when the time will be 12:30-8 a.m. Sponsorship will be offered in segments, with some periods reserved for public service.

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

### Store Tie-Ins Aid WFIL Biz

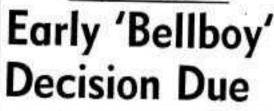
PHILADELPHIA, Feb. 16. -Norman R. Prouty, WFIL sales manager, effected a special service to advertisers in a merchandising arrangement with the Food Fair Stores, Inc., providing for point of sales displays of station sponsor products in the 35 stores of the super food market chain in the area. Arrangement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

Merchandising service will go to all current and future adver- WOR to Celebrate Feb. 22, tisers taking a minimum of three WLW Sets March . . . participations weekly for at least

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

It also means that Gleason probably will be the single most expensive program in TV next season. Milton Berle is being peddled for next season by the National Broadcasting Company at 55G per week, and a half hour of "Show of Shows" will cost \$29.-500, for the coming season.

CBS-TV is talking about slotting Gleason in the Saturday night 9-10 p.m. period following Ken Murray, but this is only one of a number of spots into which he could fit. The web undoubtedly, however, will come up with



WJBK's against WXYZ over the ing, to meet the situation. rights to the title of "Jack the erle Thursday.

case for trial.

### **Channel Numbers Get** Preference on TV Now

NEW YORK, Feb. 16. - The nel number, and only 1.5 by on the part of listeners appears cent channel number, 2.6 per cent to have been almost completely call letters. In Los Angeles, 75.2 discarded in television. A very per cent used channel numbers large majority of TV viewers only, 13.2 used both channel and specify stations by channel num- call letters, and only 11.5 per cent ber, rather than call letters. As used call letters only. In Chia result, a number of outlets are cago, it was 75.6 per cent by making changes in their station DETROIT, Feb. 16 .- The suit of breaks, promotion and advertis-

Altho there are many varia-Bellboy" was argued in Federal Court before Judge Arthur F. Led- study made by the research department of the National Broad-Evidence in the case from station casting Company, based on executives and others was taken Trendex's regular program rating last week, and an early decision is surveys, indicates the trend is anticipated because of the extraor- overwhelming. In New York, for an hour to assure maximum rat- dinarily fast assignment of the example, 98.5 per cent of respondents identified programs by chan-

station call letters. In Washingchannel, 24.4 per cent by call letters. In Cleveland, 60.3 per cent used channel number, 0.7 per cent used both, and 39.0 per cent used call letters.

#### **Different Choices**

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

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

## NEWS CAPSULES --- COAST-TO-COAST WOR, WLW in 30th Yr.; New Tex. Net; 'Commie' Hits 317

NEW YORK, Feb. 16. - The here will be 30 years old on Fri- WAVE, Louisville, and WTTV, Jacob Schmidt Brewery of St. day, February 22, and WLW, Cin- Bloomongton, Ind. Paul this week purchased "I Was cinnati, will set aside the month a Communist for the FBI" for 50 of March as its anniversary markets bringing to 317 cities the month. WLW-T, the station's TV total sales to date. The brewing adjunct, will mark its fourth company will spot the Frederick birthday that month. The Cin-Ziv series in 33 markets in Minn- cinnati outlets will mark the esota alone.

### Toni Renews CBS "Crime"

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

double birthday with four special simulcasts.

### Du Mont Adds 8 Stations Delayed for "Rocky". . .

NEW YORK - The Du Mont network adds eight stations on a delayed basis for its "Rocky King" series during the month of February. Co-sponsored by Chlorets' Chlorophyl Gum and the Industrial Tape Corporation, the pro-gram will be carried by KING,

### "Barn Dance" TV Attracts **Big City Stations** . . .

CHICAGO — "Old American Barn Dance," one of video's few hillbilly variety stanzas, is starting to attract attention in the big board from its current 25-minute cities. The program is being carried by WNBQ, Chicago; WDTV, Pittsburgh, and it will be programed in Detroit. United Television Programs syndicates the series.

### **Texas Quality Net Formed** For State Coverage . . .

Quality Network was formed here 13 weeks on the daily afternoon women's interview show conduct-ed by Mary Jones. NEW YORK — Two important radio stations will celebrate their 30th anniversaries shortly. WOR this month to offer holeproof cov-

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

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

From 6:45 to 6:50 p.m., WNBT FORT WORTH - The Texas will feature New York local news. From 6:50 to 6:55, Krueger beer will sponsor a Bill Stern sports show. And from 6:55 to 7, Consolidated Edison will retain (Continued on page 48) its Uncle Wethbee weather strip.



## TV-FILM BATTLE Syndication Fight Between NBC, CBS

showdown battle for domination aired on "Fireside Theater") of the film syndication field was packaged as "Strange Advenshaping up this week between the ture"; 26 more turned out by Columbia Broadcasting System Gene Lester; 13 concert films and the National Broadcasting featuring the Vienna Philhar-Company. Hard on the heels of monic; seven 30-minute capsule the setting up of CBS-TV Film opera pix; and 13 half-hour va-Sales as a separate unit of the riety stanzas filmed in France network last week, came a chal-lenge from NBC-TV. Edward D. On tap for production are a series Madden. NBC veepee for TV of 26 whodunits titled "Files of operations and sales, declared that, by the end of this year, titled "Betsy and the Magic Key." NBC's TV film syndication department will gross more than any vidpix outfit in the business, network or otherwise.

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

## NBC, ABC Spot Staffs Expand, 34 Men Hired

NEW YORK, Feb. 16 .- Expansion of personnel and activities of the AM and TV spot sales departments of both the American Broadcasting Company and the National Broadcasting Company were in the works this week. While NBC has just added 26 to the spot sales staff, mainly in not take effect for another couple affected by the ABC economy wave.) The ABC plan is particu-larly keyed to aid the web in its relationship with TV outlets, as in clearing time for sponsors, by directing business to the stations. The NBC expansion had 18 per-sons added in New York alone. Four key posts, filled by trans-ferring execs from other jobs, have Robert Leder named as national spot sales manager for radio, John H. Reber serving in the same capacity for TV, Richard H. Close becoming national man-ager for represented stations, and H. Norman Neubert named manager of sales development, promotion and advertising.

NEW YORK, Feb. 16. - A quarter-hour films (formerly

#### **NBC** File

Madden's optimistic outlook is based partly on the fact that, in two months, the Brian Donlevy "Dangerous Assignment" series has been sold in 26 markets. The web's library currently includes the old "Hopalong Cassidy" feature pix, now airing in over 35 markets at rates varying from \$60 to \$750; news and actuality & Gamble, which has bought the tuners. This week's seminar teed material such as its own 10- Tuesday and Thursday episodes off a public educational campaign review (20 markets); and 30- Columbia Broadcasting System claiming the coming system. minute weekly sports review (20 Markets). Cost of "Dangerous Assignment" varies by market from \$75 weekly to about \$2,000. That it may have to give up those on "Strike It Rich," the show just to point to mid-March "or there-

(Continued on page 48)

Texaco Signs J. Nelson for Rest of 1952

CHICAGO, Feb. 16. - Jim.ay Nelson and his dummies, Danny sales, the ABC development will O'Day and Humphrey Higsby, this week were renewed thru the rest of weeks. (Spot sales seems to be of the year by Texaco, and have a one of the few departments un- new option to carry them thru 1952, on the Milton Berle airer. Louis W. Cohan, Nelson's personal manager, also revealed a licensing deal has been set up whereby a new Danny O'Day puppet, a series of educational toys, clothing and other commercial WTMJ-TV's fifth birthday. items tied in with the team, will e marketed starting in August. Act, since hitting the Berle show oval, covered with asphalt and and football games, but various be marketed starting in August. as a regular, has virtually struck circled by a cinder track. Camera phases of these sports can be han-oil in the club dates and guest TV platforms will be spotted at stra- dled on a limited basis. fields. Set for the future are ap-pearances on "Celebrity Time," "Kate Smith Show," and club dates, running as high as \$1,500 per ap-pearance, plus transportation, in form rollers." barbecues, picnics, child training form rollers. Philadelphia, Boston, Detroit, Chicago and New York. quarters here.

#### THE BILLBOARD

### WWRL TO ROAM HARLEM AT NITE NEW YORK, Feb. 16 .- Ne-

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

## SOAP BUBBLES P&G TV Faces Bumping by **Colgate Show**

NEW YORK, Feb. 16 .- Procter are equipped to accommodate the board if it so desires.

P&G, as a competitor to Colweekly basis.

### **ALFRESCO TELEVISION Outdoor Tract Being**

## **First UHF Station** Could Bow by Sept.

TELEVISION-RADIO

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

week sponsored by Radio Corpo- VHF limit. ration of America.

WASHINGTON, Feb. 16 .- The | fillip to UHF development. NBC's nation's first UHF station could proposal was countered this week be ready to go on the air in Sep- by a petition from Du Mont Teletember if the Federal Communi- vision Network urging that FCC cations Commission manages to amend the multiple ownership lift the freeze by June, it was re- rule to provide a limit of eight vealed at a seminar here this TV stations, including five as the

In the presence of engineers NEGRO "NET" from FCC and the industry, RCA spokesmen said their plant is geared for production the mo-ment the freeze is lifted so that a signal could be on the air by September. Transmitter models were displayed at the seminar, and conferees were told of RCA ultra high tuners which will be marketed for as low as \$10 (single channel tuners) up to \$50 for all-channel tuners. RCA's "super-sets," in production since August,

minute daily newsreel (30 mar- of "The Egg and I," daytime TV on UHF, with full-page ads in kets); 30 - minute weekly news serial, has been notified by the all Washington newspapers pro-

With several additional film preceding. Colgate now bankrolls abouts" for issuance of its final series expected to be ready to go Mondays, Wednesdays and Fri-by fall, NBC is mapping a large days on "Strike" from 11:30 a.m. 90-day period will be needed subexpansion of its syndication de- to noon, and can go across the sequently to gear for actual freeze-lift on processing of TV bids. Commission has not yet degate, can hardly be allowed to air back to back. So CBS-TV, in closing the sale of "Egg," notified in hearings. Also pending is FCC P&G that the deal is contingent decision on National Broadcasting on Colgate remaining on a thrice- Company proposal for unlimited ownership of UHF channels as a



Continued from page 1

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

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

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

### TELE MAKING COUNTER-SHOWS CRY FOR HELP

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

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

Legion intends to take its fight to International Boxing Commission's Jim Norris. C. B. De Mille is pre-releas-ing "Greatest Show" in 300 theaters on February 27. The vet showman, casting an eye into the future, will hold up general release on the film until August. Reason? De Mille doesn't want to compete with TV's coverage of the presidential nominating conventions to be staged this summer in Chicago.

### **Readied for WTMJ-TV**

tegic areas on the grounds, and Special facilities will also be concrete walks will be laid in the available for outdoor cooking,

Part of the oval will be flooded Cohan is now in the process of demonstrations, and floodlighting accommodate a sizable live audiestablishing New York offices for himself and Jimmy Nelson Enter-prises, but will retain his headsuch as tennis, golf, wrestling, cert programs.

Basic outdoor feature of the not be large enough to permit

Eventual plans also call for during the winter for ice-skating erection of a bleacher section to

## **Stafford Gets** WTMJ's 25th anniversary and boxing, fly casting and hunting WTMJ-TV's fifth birthday. Basic outdoor feature of the not be leaved. The area will

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

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

## Women, Kiddies 1st for Baseball

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

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

\* stations mote radio as a medium during 1951 is eligible to send in an entry for DIVISION C OF \* networks \*trade organizations PROMOTION COMPETITION \* regional associations \* private companies connected with radio Divisions A and B are open to stations and networks only. They are AUDIENCE and/or SALES PROMOTION and PUBLIC SERVICE PROMOTION

The Billboard's Fourteenth Annual RADIO AND TELEVISION

any group or organization that carried out a campaign to pro-

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

### RADIO-AS-A-MEDIUM PROMOTION

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

DEADLINE IS MARCH 15, 1952

**Promote your promotion!** 



TELEVISION-RADIO

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

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

CHICAGO, Feb. 16.-A call for virtual elimination of network the course of a talk calling for networks as a minimum. option time in TV station-web "continued competition between | Eugene Katz, executive veepee affiliation contracts was sounded this week-end here at a spot TV policy meeting of the 19 TV out-lets represented by the Katz Agency, Inc. George W. Brett, veepee and director of sales pol- films. icy for Katz, urged execs of the outlets to plan re-negotiation of the principle that web affiliates film placement, he said stations web contracts both to cut down have the right to clear and guar- "will have grounds for re-negonetwork option time and to pro- antee for non-web sponsors any tiation of network contract option tect affiliates against "unilateral time slots comparable to and clauses, or for seeking redefinirate decisions."

"IRMA" GROWS 12 Markets Now Carry Airer Live

NEW YORK, Feb. 16.—Aided by strong ratings, "My Friend Tuesday night slot. Program and is now up to 12 live stations with two more promised in March.

WAGA, Atlanta and WKRC, Cincinnati, have joined the Columbia Broadcasting System video web broadcasting the stanza. WFMY, Indianapolis, and WFMB, Cleveland, are the other stations established in an agreement con- first theatrical showing. All pix & Ryan. which have agreed to carry the cluded between SAG and the In- involved were made since August program. "My Friend Irma" is dependent Motion Picture Pro- 1, 1948, cut-off date in the Guild's to handle the broadcasting billalso shown over 18 stations via ducers' Association. kine.

**CBS-TV Sells Half Of Easter Parade** 

Brett's remarks were made in Commission "is exploited by the

use of film expected to grow, and Brett urged stations to endorse webs use of their option time for competitive with times cleared tion of the FCC's network regand guaranteed for network ad- ulations, or both." vertisers. He proposed that sta-tions "go on record as established, "You will not want to be required public policy, that you will clear to give networks pre-emption and guarantee against pre-emp-tion, time up to 52 weeks within less than a third of your rate to the limits of your commitments enable them to outsell the other current when any acceptable non- time you have for sale, when that network advertiser is ready to time can produce twice as much buy." He pointed out that the income." nine hours daily TV option time allowed as a network maximum sales manager, said his firm, on by the Federal Communications

Scott Donahue Jr., Katz TV (Continued on page 53)

### TRENDIX GAIN FOR "TODAY" ENCOURAGING

NEW YORK, Feb. 16. -Video execs connected with "Today," the National Broadcasting Company's 7 to 9 a.m. pioneer TV show, this week were elated by Trendex ratings for the first week of February, which showed an average rating gain of almost one point over the stanza's first week, January 13-19. The significance, they said, stemmed not from the small gain alone, but because many in the industry predicted the rating would fall off after initial curiosity was satisfied. The gain suggests "the beginnings of a growth pattern," one exec declared.

The ratings, based on coincidental telephone calls in eight cities during the 8-9 a.m. hour, showed slight gains on Monday, Wednesday and Thursday, and a small loss on Tuesday and Friday. Aver-age for the week of February 1-7 was 4.8, as compared with 4.0 for the show's first week out.

### TOSS IN TOWEL **TV Net Bouts Too Much for Coast Legion**

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

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

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

## **FM** Temporary **Grants Extended**

WASHINGTON, Feb. 16 .- Seventeen FM stations which have been on temporary grants from the Federal Cummunications Commission pending the Commission's inquiry into functional broadcasting got temporary ex-tensions this week for another three months. Five others got three-month renewals of their temporary grants pending the Commission's inquiry, under way for several months, into anti-trust phases of affiliated companies. Commissioner George Sterling alone voted for regular grants to the stations involved in the functional broadcasting inquiry. Meanwhile, FM broadcasting here got an enthusiastic progress report yesterday (15) at a confab sponsored by the National Association of Radio and Television Broadcasters and the Radio-Television Manufacturers Association. A test campaign here gets under way, March 1, and teaser spots about "FM month" are now being aired on Washington radio stations. Favorable results of a month's test campaign in North Carolina were reported.

## Irma" is starting to get live clear-ances in markets which previous-ly were loath to clear the 10:30-11 SAG Wins Additional began its career for Cavalier cigarettes with 10 live stations Pay Rights for Thesps

According to the IMPPA pact, ducers. each actor appearing in one of 70 theatrical films listed will receive 12<sup>1/2</sup> per cent of his original in-come from the film in question when that film has been shown on More Sponsors Turning

basic agreement with all pro- ings and is also submitting a



HOLLYWOOD, Feb. 16.— Screen Actors' Guild this week won recognition of its principle that thesps should receive addi-tional payment if their theatrical films are shown on TV. Point was established in an agreement con-

The latter agency will continue pitch for Motorola's print business.

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

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

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

Ratings and number of homes covered for these shows were: "Talent Scouts" - 58.0 - 5,992,000; Arthur Godfrey's Friends (first half hour)-56.5-8,130,000; Godfrey's Friends (second half hour)—55.2—7,916,000; Berle —51.5—7,577,000; "Lucy"— 51.0—7,512,000. 'Champ' to Go Coast-to-Coast

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

### **CBS** Dickers for 'Snooks' AM Rights

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

## TV. Percentage is based upon a selling price less than \$20,000 per no. If producer gets more than TO Alternate Week TV

NEW YORK, Feb. 16.-Several night fights on CBS-TV. And more sponsored TV shows were United States Royal Tire was unreported softening this week. happy with its "Showcase" on the Westinghouse was considering going alternate weeks with "Studio One" next season. Pabst was HOLLYWOOD, Feb. 16.—"Hail also considering an alternate week cutback in 1952-'53 of its

sponsorship of the Wednesday

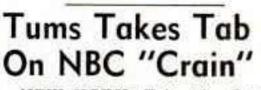
Work With U.S.

WASHINGTON, Feb. 16 - To meet problems presented by the expanded electronics program of (KLAC-TV). Present sponsor has the U.S. Government, the Radiosigned for renewal after current Television Manufacturers Association has formed agovernment relations section to provide a forum for its member-companies through which industry problems may be presented to government officials. The new section, which consists of five task committees, is under chairmanship of Ben Edelman, Western Electric Com-

> The military electronics program is now at an annual going rate of more than \$1.5 billion, with indications that it will be stepped up to more than \$2.5 billion by the middle of this year and reach \$3.5 billion annually by the end of 1952.

National Broadcasting Company's TV web.

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



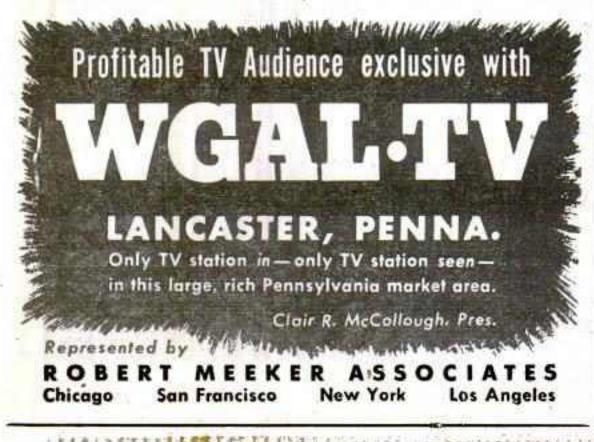
NEW YORK, Feb. 16 .- One of the costliest radio sustainers on the National Broadcasting Company, "Barrie Crain, Confidential Investigator," was picked up this week by Lewis-Howe to plug Tums. The bankroller is dropping its current series, "Hollywood Theater," which airs Tuesdays, 8:30-9 p.m., and shifting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

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

### **RED RELUCTANT** TO KISS OFF AM

HOLLYWOOD, Feb. 16.-Red Skelton, tho weary from his radio, TV and pic work, wants to remain on radio despite reports to the contrary. According to Russell Seeds radio-TV exec, Lou Place, Skelton is looking forward to remaining on radio for at least thru next year if not longer.

Going off of radio at this time, Skelton would lose exposure in many non-TV areas of the country. According to Place, the comic intends to remain on radio until he can get almost comparable coverage from TV.



### PABST BUYS TV FIGHT RIGHT NEW YORK, Feb. 16 .---Pabst Beer this week was reported to have guaranteed to make up the difference between the gate receipts and \$200,000 in order to get TV rights to the Rocky Graziano-

Ray Robinson fight, which was just signed. The bout will take place April 16 in the Chicago Stadium and will be aired on the regular Pabst Wednesday night series via the Columbia Broadcasting System. The agency is War-wick & Legler.





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### THE BILLBOARD

### TELEVISION RADIO

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JANUARY 1952 PULSE, MONDAY-FRIDAY...<u>At Home only</u>



This One

TELEVISION-RADIO

### **FEBRUARY 23, 1952**

### HOME FILM TEST **A TV HARBINGER?** Para's Raibourn Sees Full Future, **Reveals 15-Mil Du Mont Shares**

WASHINGTON, Feb. 16 .- Paul | ing on a franchise. Current plans Raibourn, vice-president of the call for hooking up all local TV Paramount Pictures Corporation, channels to the system. He said testifying in the American Broad- every station in any given comcasting Company - United Para- munity could use Telemeter servmount Theaters merger hearing ice at given times, and he said this week, confirmed reports that theaters could tie in too. A local Paramount hopes for a successful exhibitor will be in the Palm test of home movie screen TV by the International Telemeter Corporation in Palm Springs, Calif., next September. The Paramount Pictures Corporation owns half the Telemeter stock.

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

## **KHJ-TV** Shells Out 160G for **Coast Baseball**

Lee's KHJ-TV this week shelled phone & Telegraph, Crosley Raout \$160,000 for the 180 home dio Corporation and others on games of the Los Angeles Angels possible sale of Du Mont holdings, and the Hollywood Stars. Includ- but nothing materialized. ing remote charges and personnel costs, station will spend an estimated \$250,000 on its TV coverage of the games. Station's price placed on the series is \$425,-000 for the complete package, \$225,000 for half, \$160,000 for a third and \$125,000 for a fourth of the games. Deal was closed between Don Lee, Prexy Willet Brown and Bob Cobb, of the Stars and the Wrigley interests, owners of the Angels. This marks the first time a single station carried all the games in new sales were racked up this this area. Last year games were week by WOR-TV, one for a divided between KLAC-TV, which weekly 90-minute film show, the carried the Angels, and KTTV, other for a weekly 15-minute which carried the Stars. On news show. KLAC-TV, however, previous time commitments didn't allow games to start until after 9 p.m. has been bought by Val-Worth, following for TV coverage of the wares, and will plug Necchi sewgames as a result of the single-station coverage. Station intends Business was placed thru S. A. L. to launch an all-out campaign to Advertisers, Inc. boost turnout to the games. Feel-| The "Today's News" stanza, ing is that if TV can prove itself a strong gate promoting force, tele rights for forthcoming years will be made available. If, how-ever, turnout drops, TV will be blamed and local baseball will be blacked off the TV screen blacked off the TV screen.

Springs venture.

#### Med Exhibs?

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

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

Under questioning by Max Paglin, aid to broadcast hearing division chief Frederick Ford, Weisl said Paramount had been ap-HOLLYWOOD, Feb. 16. - Don proached by International Tele-

Raibourn, during testimony, went on record with views on (Continued on page 48)



### "SIT IN" ON MERGER HEARING WASHINGTON, Feb. 16 .--

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

Hazel Bishop Buys "Cameo" Alternate Wks.

NEW YORK, Feb. 16 .- Hazel Bishop Lipstick this week bought alternate weeks on the "Cameo Theater" TV series via the National Broadcasting Company, different network. the Regent Cigarette contract. It is expected that the two sponsors will continue to alternate after the current cucle is past Hazel the current cycle is past. Hazel Bishop moves in effective with the March 2 outing. Business was placed thru the Raymond Spector Agency. The lipstick firm recently can-The lipstick firm recently can-celed its alternate week half hour on "Stop the Music" via Ameri-can Broadcasting Company and picked up part of NBC's "Show of Shows." Regents' agency, Brooke, Smith, French & Dorrance, is understood to have been repri-manded by NBC for its action of advertising for a sponsor to share sponsorship of "Cameo," and the Hazel Bishop deal was set thru Hazel Bishop deal was set thru NBC-TV Sales. "Cameo," which started on January 6, got a Feb-will hold an open forum for those ruary Trendex rating of 21.3 as in attendance wanting to take against the 20.3 of "What's My part in the proceedings. Line?," veteran show airing op-posite it on the Columbia Broad-casting System. The rating covers the four cities which both shows cover at that time: New York, Du M Still Mulls Chicago, Washington and Cleveland.

## Walker Hails TV Code; **Asks More Pubservers**

WASHINGTON, Feb. 16 .- Paul | came up for renewal last month, A. Walker, Vice-Chairman of the it was shown that less than 1 per Federal Communications Com- cent of the broadcast time was mission, in a speech prepared for delivery Wednesday (20) before the Temple Men's Club of Cleve-in 1951, while only about 3 per land, hailed the TV broadcast in- cent was devoted to educational dustry's new code, which becomes programs on behalf of or by eduoperative March 1, and cited re- cational organizations. The avercent improvements in TV pro- age time was less than the year graming. Commissioner Walker, before, he said. in recent public remarks, has been critical of TV programing, chiefly for what he has described as insufficient religious programs and a plethora of crime shows.

Walker in his prepared text, renews some of this criticism, and

LOVER WINS Fems Love TV Gigolo, Pay-Off Due

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

Masterson, Reddy & Nelson, its Masterson, Reddy & Nelson, its of the Air." The commissioner packagers, are also dickering with paid tribute to co-operation a client who is interested in the between broadcast groups and property for radio. The radio show would be programed on a



Walker asserted he recognized that these figures "have their limitations, since at best they give only a rough quantitative indication of what television stations are doing generally. However, they do indicate clearly that these points out that in 17 of the na-tion's 108 TV applications which more to inform and inspire our people."

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

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

### NO CAUTION

NEW YORK, Feb. 16 .- Two

Brown hopes to build a solid Inc., distributor of household

vertising Associates, Inc.

## Thanks, Billboard!

Fifty-one out of Fifty-five

### How Good Can You Get?

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

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

## Radio Station WRVA

Serving Richmond and Norfolk, Virginia

### Carpenter Off TVA Board

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

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

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

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

The deal was set between Basil planned for fall.

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

However, in addition, it is be-lieved probable that WGN-TV Story" has been purchased by an will originate additional Du Mont coverage. This would be inte-grated either into or around the man. Carpenter served on the regular Westinghouse coverage, TVA board as an American Fed- and doubtless will be made available for sale to a non-competitive sponsor.

## **Barry Handles NBC's News**

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

Barry's initial two moves were the airing of a special documen-tary on the death of King George Grillo for Crosby and Milton Krasny for GAC, and calls for GAC to handle national sales while Crosby will produce and handle the filming. Production Basin the arrange of a spectal document tary on the death of King George VI, and the arrangement for a broadcast 9:30-10 p.m. Sunday (10), featuring Whittaker Cham-bers reading from his current starts next month, with the debut Saturday Evening Post magazine series.

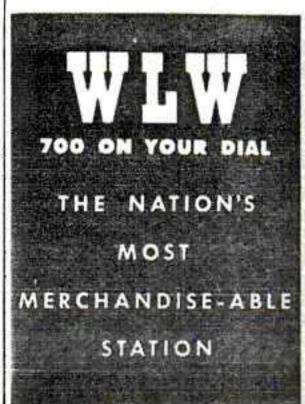
## Screen Gems **Adjoins Lot** At Columbia

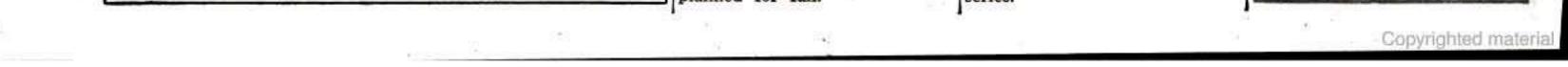
HOLLYWOOD, Feb. 16 .-- Columbia Pictures this week threw caution to the winds and boldly disclosed that Screen Gems, its TV film subsid firm, will have per-manent offices here adjoining the Columbia lot and that it will use "Hollywood facilities" in its future productions,

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

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

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





#### TELEVISION-RADIO THEE THE HALL AND

## **TV Code Budget Set, Review Board Named**

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

## LOW PYRAMID **ABC Dale Plan** Cheaper Than NBC Tandem

NEW YORK, Feb. 16.-The battle of the network radio participation sales methods last week showed the Pyramid Plan of the American Broadcasting Company as a cheaper cost per 1,000 listeners buy than the similar Tandem operation of the Na-tional Broadcasting Company. However, Tandem had a higher

Rowever, Tandem had a higher aggregate average and reached a greater number of homes. Tandem includes participations or. "The Big Show," "Mr. Keen" and Martin and Lewis. Pyramid consists of participations on "Stop the Music," "The Top Guy" and "Defense Attorney." The latest ratings on the Tandem group, remaking for a \$1.88 cost per thouhomes reached at \$14,000 with a 25 per cent discount, comes to listeners.

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

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

2d Toledo TV

TOLEDO, Feb. 16.—CIO labor unions voted Thursday (14) to ratings on the Tandem group, re-spectively, are 6.5, 10.1 and 5.8; the total aggregate rating is 22.4. The shows reach 9,587,000 radio homes at a cost of \$18,000 weekly, making for a \$1.99 cost positively, and the area of the shows area of the shows reach 9,587,000 radio homes at a cost of \$18,000 weekly, said, would be offered unions affiliated with the AFL Mechanics, sand listeners. Ratings on the the Educational Society of Amer-ABC Pyramid shows, respec- ica and Railroad Brotherhoods, tively, are an estimated 7.0 for "Stop," 6.7 for "Top Guy" and 5.3 for "Defense." The 8,132,000 radio homes reached at \$14,000 with a 25 per cent discount, comes to \$1.72 as the cost per thousand ney for the United Automobile Workers (CIO), explained that the corporation will be capitalized at \$250,000, with 2,500 shares of no par value common stock issued at a subscription price of \$100 a share. Unions and other groups desiring to participate will be asked to make an initial assessment of 3 per cent against their stock subscription to pay for the license application and expenses. The Federal Communications Commission has assigned a sec-Commission has assigned a sec-ond channel, Channel 11, to Toledo. Channel 13 is already in use by WSPD-TV, owned by the Fort Industries, Inc. Five other groups already have applied for the second channel. They are the Community Broadcasting Com-pany (WTOL), the Maumee Val-ley Broadcasting Company the ley Broadcasting Company, the Toledo Blade Corporation, the Crosley Broadcasting Corporation of Cincinnati and the Unity Cor-poration (WTOD).

### FEM DJ LURES MEN FROM BED

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

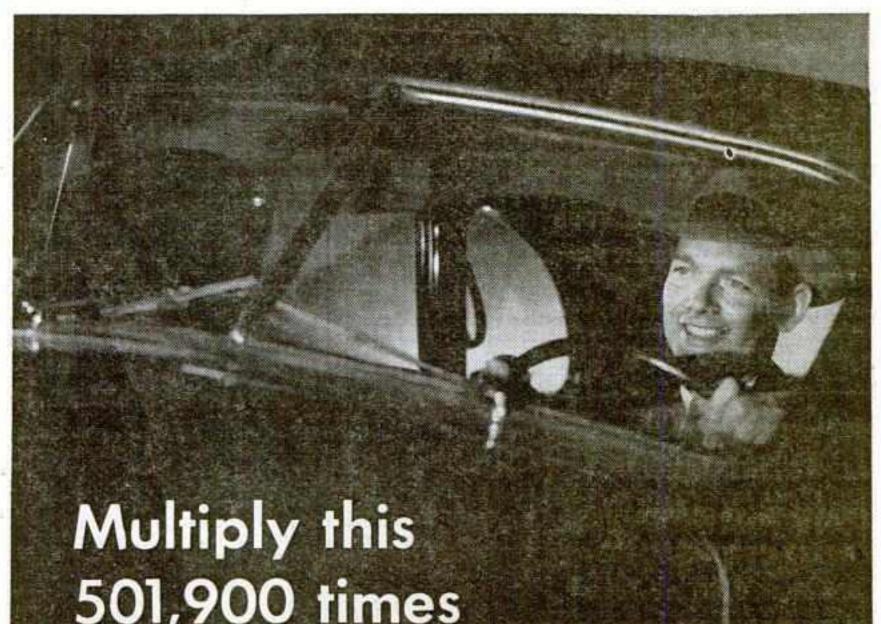
## **Sponsors Can Get Cuts** For Hiatus on NBC-TV

casting Company. In addition to desire extra coverage and will its establishment of a 10 per cent offer special discount rate inducediscount on its annual billings to ments based on a variety of proany bankroller who stays on a gram line-ups featuring low-cost full 52-week schedule, the web packages. The "interval plan," for sponsors who must take some hiatus, as well as an "inducement without penalty if an order is plan," to bring in new business placed for the fall in advance.

pitched around in about a week cent of the total eight weeks' and will be a key weapon in time costs.

NEW YORK, Feb. 16. — Two new TV sales plans for the sum-mer were in the works this week at the National Broad-medium, but also at those who

for the summer only. A special presentation is known to be in the works, assembled by the web's research staff, indicat-ing the audience potential of the hot weather period. This will be pitched around in about a weak cent of the total with a



## UNFAIR CHARGE **ABC Pink Slip** To 2 Newsmen Stirs RWG Ire

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

Marks, and exec secretary, Mike Davidson, base their unfair practices charge on the fact that dis- for Sale," the hour-and-a-half missals were made at a time when RWG is engaged in contract nego-tiations with the web. Net officials, however, deny newsroom dis-charges were discriminatory against the Guild, claiming dis-missals were part of a general belt-tightening move that has affected all phases of the net's operations. NAREA 1007 1444445

NPA 1ST WANTS

and defense plants on whether the defense effort would be impaired if the TV industry retained enough engineers and

other electronic personnel to manufacture TV sets for color reception on a large scale.

Chances continued strong that theater-TV experimentation will be exempted from the color ban, with mass manu-facturing of equipment for home color TV getting no addi-tional materials allocations for color, altho pothing would pre-

color, altho nothing would pre-vent manufacturers from dip-

ping into allotments.

### "Songs" May Guild's Coast veepee, Larry Air From Chi

NEW YORK, Feb. 16 .-- "Songs missals were made at a time when video program featuring the tunes

tion. Steve Allen, the emsee, would commute from New York.

### DEFENSE OKAY Morris Expands Chi WASHINGTON, Feb. 16 .--Preparatory to issuing an or-der, possibly as early as next week, to clarify its ban on color-TV, the National Pro-duction Authority this week was querying military officials and defense plants on whether Office; Adds Adler

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

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

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

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

AM-950 KILOCYCLES-5000 WATTS FM-CHANNEL 246-97.1 MEGACYCLES

Bosic NBC Affiliate

FIRST IN DETROIT **Owned and Operated by THE DETROIT NEWS** 

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY



#### TELEVISION-RADIO

THE BILLBOARD

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

### Sports Shows vs. Top TV Shows

10

THE BILLBOARD

... According to Videodex Reports

ON THE whole, the top 25 network shows were not much troubled by the competition of sports programs the first week of December, 1951. Nine of the 25 shows did not face any sports competition in any of the multi-channel markets surveyed by Videodex. Many of the others faced sportcasts only in New York, on one or more of the local stations, which did not make any appreciable dent in the network shows' local audiences.

In a couple of instances it was some other factor, not the competition of any sportscast, that brought a network show's local rating down. "Arthur Godfrey and His Friends," for instance, had only 7.2 in Los Angeles, where the show is seen via kine. But "Dude Martin" and a couple of feature films drew a greater share of the audience away from "Godfrey" than the opposing "Wrestling" show. "Alan Young" had a rating in New York that was some-

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

There were, nevertheless, a number of exceptions, a number of instances in which a sports show really cut in on the local audience of a top network show. The most glaring ex-ample was the "Amos 'n' Andy" show in Los Angeles, competing with wrestling matches on KTLA. A 'n' A's Los Angeles rating was about half of its average in the other markets.

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

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

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

sports shows did not, on the whole, cut in significantly. It should be noted that of the nine shows on the following list that did not face any sports competition, two were in themselves sports shows, Gillette's Friday night "Boxing" on NBC and the Eagle-Redskin football game, which got a 24.6 over five markets via the Du Mont network. Neither show faced network competition strong enough to get on this list. "Pabst Blue Ribbon Bouts," over CBS-TV on Wednesday nights, did not get a high enough Videodex rating in December to get it on this list. But its network competition did not get on either.

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

### FOR FULL INFORMATION

**Radio-TV Show Charts** 

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

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

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

For the ARB service write to AMERICAN RESEARCH BU-**REAU**, National Press Building, Washington,

NEXT WEEK

Videodex and **Pulse Studies of** BOSTON Top 10 TV Shows Each Day

According to Videodex

### Top 5 Radio Shows Each Day

### According to Videodex

 Top 10 TV Shows Each Day of the Week in ATLANTA (152,000 TV Sets;\* Panel Size 350) ... According to Videodex Reports

WAGA-T	VCBS, Du Mont
WLTV	Broadcasting, Inc ABC
WSB-TV	

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

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

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

#### 7 P.M. to Sign-Off

	- SUNDAY	Videodex Rating
1.	RED SKELTON	
2	COMEDY HOUR (O'CONNOR) NBC 8:00- 9:00 WSB	
3.	SOUND OFF TIME	
4.	WHAT'S MY LINE?	
5.		
6.	SINCLAIR THEATER	
7.	THIS IS SHOW BUSINESS	15.7
8.	FEATURE FILM	
9.	FRED WARING	
10.	SUNDAY SHOWCASE	12.4
	MONDAY	

1.	TALENT	SCOUTS	CBS	8:30-	9:00	WAGA	
2.	I LOVE	LUCY .	CBS	9:00-	9:30.	WAGA	
			Non-Net				

December National Videodex Rating         No. of Cities in which which show faced sports competition         Show's average rating in those cities in which it faced sports competition         Average rating of the sports competition           Rank         Network Show         No. of Cities National Videodex Rating         No. of Cities in which faced sports competition         Show's average rating in those cities in which it faced sports         Average rating of the sports	Share of Total	3. CISCO KID (Film)       Non-Net       7:00-7:30       WAGA       24.9         4. LUX VIDEO THEATER       CBS       8:00-8:30       WAGA       23.2         5. ROBERT MONTGOMERY       NBC       9:30-10:30       WSB       22.9         6. LIGHTS OUT       NBC       9:00-9:30       WSB       21.8         7. WHAT'S MY NAME?       NBC       8:00-8:30       WSB       18.6         8. PERRY COMO       CBS       7:45-8:00       WAGA       17.8         9. CBS NEWS       CBS       7:30-7:45       WAGA       14.3         10. VOICE OF FIRESTONE       NBC       8:30-9:00       WSB       12.6
1. TEXACO STAR THEATER       48.9       0	Audience RADIO vs. TV According to Pulse SWITCH Roll Derby, Made by TV, Goes to AM	TUESDAY           1. TEXACO_STAR_THEATER         NBC         8:00-9:00         WSB         36.6           2. FIRESIDE_THEATER         NBC         9:00-9:30         WSB         28.8           3. ORIGINAL_AMATEUR_HOUR         NBC         10:00-10:45         WSB         25.5           4. CIRCLE_THEATER         NBC         9:30-10:00         WSB         25.0           5. BEULAH         ABC         7:30-8:00         WLTV         20.4           6. CHARLIE_WILD         ABC         8:00-8:30         WLTV         14.7           7. BOB_CONSIDINE         NBC         10:45-11:00         WSB         14.0           8. ROLLER_DERBY         Non-Net         7:00-7:30         WLTV         13.0           9. SUSPENSE         CBS         9:00-9:30         WAGA         11.5           WEDNESDAY           1. GODFREY_AND_FRIENDS         CBS         9:00-9:30         WAGA         34.8           3. THE WEB         CBS         9:00-9:30         WAGA         34.8           3. THE WEB         CBS         9:30-10:00         WAGA         30.5           4. KRAFT_TV_THEATER         NBC         9:00-9:30         WAGA         30.5           5. PEACHTREE_COWBO
22. HOPALONG CASSIDY       25.7       1       19.9       26.1       14.6         23. HIT PARADE       25.4       4       23.9       18.7       9.1         24. CIRCLE THEATER       24.6       2       19.6       22.3       21.5         24. FOOTBALL       24.6       0       -       24.0       -         *Figures are based only on the following 14 multi-channel markets which Videodex covers individually each month: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Detroit, Los Angeles, New York, Philadelphia and Washington.         COLLEGE TV         ABC AXES STILL		2. YOU BET YOUR LIFE
WJIM Joins In Airing U of M Shows DETROIT, Feb. 16—The Uni-	limited to afternoon matches. The deal covers nine weeks with an option for the five weeks following, after which the season ends. A separate radio deal for the Roller Derby world series may follow. WWRL, which is already negotiating with a beer sponsor, plans to promote its air- ings via ads in the daily papers.	6. KIT CARSON (film)       Non-Net       7:00-7:30       WLTV       20.1         6. FILMS OF ORANGE BOWL GAME       Non-Net       10:00-11:00       WSB       20.1         8. BURNS AND ALLEN       CBS       8:00-8:30       WAGA       19.3         9. FORD FESTIVAL       NBC       9:30-10:00       WSB       18.3         10. T-MEN IN ACTION       NBC       8:30-9:00       WSB       16.4         FRIDAY         1. BOSTON BLACKIE (film)       Non-Net       7:00-7:30       WAGA       28.8         2. MAN AGAINST CRIME       CBS       8:30-9:00       WAGA       26.0
versity of Michigan telecourses will be aired over a two-station network starting Sunday (17), with the addition of WJIM-TV at Lansing. The programs were originated by WWJ-TV a year ago last fall, and offered from the start to other stations, but have hitherto been carried only on the	George Douris, derby publicist, will handle play by play, with Dick Broderick doing the color. 3 Dicker for GlencannonTV	3. BIG STORY       NBC       9:00-9:30       WSB       24.9         4. BOXING       NBC       10:00-10:45       WSB       21.9         4. PLAYHOUSE OF STARS       CBS       9:00-10:00       WAGA       21.9         6. GREATEST FIGHTS       NBC       10:45-11:00       WSB       21.0         7. WE, THE PEOPLE       NBC       8:30-9:00       WSB       19.3         8. MYSTERY THEATER       ABC       8:00-8:30       WLTV       18.3         9. ALDRICH FAMILY       NBC       9:30-10:00       WSB       17.8         10. LIVE LIKE A MILLIONAIRE       CBS       10:00-10:30       WAGA       17.6
Detroit station. WJIM-TV thus jumps into one of the strongest educational spots in video, as it was already carry- ing the S at u r d a y afternoon courses from Wayne University, Detroit, shared with WJBK-TV here, and is in the home town of Michigan State College, long a leader in radio activities, which is readying its own television plans.	Crosby Productions, the Colun- bia Broadcasting System and Ben Kamsler are all dickering for the video rights to the "Glencannon" series written by Guy Gilpatric. Negotiations have been held up by litigation over the Gilpatric estate, but now that matter has	9. AILANIA PREMIERE



#### THE BILLBOARD

Desert Inn Las Vegas

15

## . BILLBOARD . DAGMAR HIT **Jams Vegas** Inn; Gets Big Hands

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

shows. Dagmar's act, written by Lou Meltzer and Allan Walker, was built around a "Dagmar for President" routine, with band participation. In addition to the set routine, gal ad libbed her way thru some hilarious mo-ments for yocks and big hands. Dagmar isn't just a freak at-traction. She has an act and traction. She has an act and does business.

# BROKE ALL **EXISTING RECORDS** <text>

at

DESERT INN Las Vegas

> **Just Concluded Record Breaking Engagement** at

## TOWN CASINO **Buffalo**

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## **NIGHT CLUBS-VAUDE**

THE BILLBOARD

Communications to 1564 Broadway, New York 19, N. Y.

#### **FEBRUARY 23, 1952**

## Cotillion Room Plans ALL ARE BLUE, Longhair "Concerts" Policy for Fall Bow

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

NEW YORK, Feb. 16 .- A "con- the money they command puts cert hall" twist for the shows at the hotels out of the running.

the Pierre Hotel's Cotillion Room, with longhair names as the attractions, is now being considered for a fall policy for the class room.

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

## Holiday Holds Stem Takes at High Levels

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

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

Melba Plan

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

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



SPOT & UNION PHILADELPHIA, Feb. 16 .--Label Spiegel, in reopening

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

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

## PICKING UP **Nitery** Tours New Hype to Miami Clubs

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

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

get a cut of the fee.



#### Continued from page 1

was considerable conversation detheir quarters during the convention, and explain to those interbooking attractions into their clubs.

#### **OPS** Assists

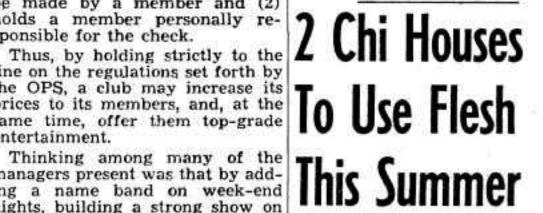
acts was an opinion from the Office attract large turnouts would be of Price Stabilization which was read to members during the meet. This communication indicated that non-profit clubs would who are now off the regular nitery be exempted under subparagraph 4 and television circuits where live of section 9 of Ceiling Price Regulation 11, requiring that private tively, but where smaller populamembership clubs sell meals, food tions naturally result in smaller items and beverages only to members and bona fide guests of members, if the club (1) requires the far as bigger names were conarrangements of reservations to be made by a member and (2) holds a member personally responsible for the check.

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

Thinking among many of the managers present was that by adding a name band on week-end nights, building a strong show on such nights as Thursday, when most maids are off and thus offer an attraction for an entire family The tour is good any night of to eat their evening meal at the the week, and it's being pushed club and then stay on for the enby hotel bell captains, who also tertainment, much of the additional both run live shows thru the sumrevenue now required to operate A bus company's rival tour at a profit could be obtained.

and thus push food and bar sales. ing of club managers, they would Between sessions, and during the be able to offer and deliver the late-evening hours, however, there talent calibre required by the clubs. Several offices, it was learned, voted to the use of entertainment. suggested to the club managers A group of managers who have that a circuit deal be worked out used talent in the past called on by the clubs, whereby a package local booking office reps to visit show could be built and booked for three or four weeks in noncompeting locations. Thus the acts ested, the procedures involved in would be assured of steady work, and the clubs would benefit in several ways-a package could be Further strengthening the move assembled at a lower cost to the by more clubs into the booking of locations, and names which would available.

The circuit idea was received enthusiastically by those managers entertainment would pull effecmembership, and the cost, previously, had been prohibitive as cerned.



CHICAGO, Feb. 16 .- Chicago's two major vaude houses, the Chicago Theater, Balaban & Katz flagship, and the Oriental, will mer, it was learned this week. The former is still mulling a shift to a production policy later this year, and the latter still open for Bookers here, many of whom occasional special run pix similar have not been able to work their to the "Quo Vadis" booking which

opener.

Roxy (6,000 seats; average \$76,-000) came thru with another solid session. Its second week's gross AGVA Dispute was \$84,000 against an opener of \$92,000. The bill is "Phone Call From a Stranger," plus Georgie Tapps and Johnny Johnston. A. Hamid this week charged the American Guild of Variety Art-

Paramount (3,654 seats; average \$81,000) wound up its deucer Ernie Young with attempting to with \$50,000, against a preem week of \$58,000. The bill had Jack Carter, Denise Darcel, Blue Barron's ork and "Las Vegas Story." The new show has Phil Foster, the Four Aces, Polly Ber-gen, Gene Krupa's ork and "Girl pany, and the union group. in Every Port.'

\$36,000) did \$39,500 last week cruise to South America, Hamid (18th week) for nine shows of made public affidavits signed by Judy Garland, Smith and Dale Capt. E. E. Kellerstrass, treasurer and others. The previous week's of the Kansas City Police Benefit income was \$36,700 for eight Association and chairman of the shows.

## Hildegarde **Heads Pierre** For Peak Run

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

Hildegarde, in for \$3,500 for a 12 - weeker, hasn't gone below \$19,500 since she opened at the Pierre last December. Hotel figures it has to break even at \$17,500. There have been weeks when the take has gone almost to \$23,000, which gave the room a gross profit of almost \$6,000 for the frame.

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

Yma Sumac, playing a return date, will follow Hildegarde into the Cotillion Room early next to a town, on a three to five-amonth.

NEW YORK, Feb. 16.-George American Guild of Variety Artists and Chicago outdoor booker sabotage the contract held by the Hamid - Morton Circus with the Kansas City Police Benefit Association while negotiations were being continued by the circus operators, National Producing Com-

Before embarking Monday (11) Palace (1,700 seats; average on the liner Liberte for a month's circus committee, and Howard Y. Bary, Hamid-Morton representative and co-signer with Bob Morton of the show contract.

Both swore that Don Roberts, Kansas City AGVA rep sought the termination of the H-M contract with the police unless the Lena Horne, Frank Libuse, the a Honeymoon." Latter show, acts only for circus signed a union pact. If the Vagabonds, Dean Murphy, Ethel which goes into rehearsal in a few screening: contract was terminated, Roberts Smith, Henny Youngman, the weeks, will play a two-week Further reputedly promised that a show DeMarco Sisters, and a 25-girl break-in date at the Lake Club, cago is s of equal caliber could be secured cancan production from the Latin Springfield, Ill., before opening the

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

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

### **15G Miami Benefit** Done by Big Names

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

in the area participating. Georgie Price was emsee, with (Continued on page 54) 'Quarter doing a turn on stage.

#### **Circuit Plan**

bigger names into the country club started Thursday (14). circuits because of higher asking prices and traveling difficulties, indicated that with the new think-



it received in the horsemeat scandal two-week stay. here (The Billboard, February 16), than planned.

Don Roth, operator of the loca-Blackhawk.

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

Name policy at the house actually gets underway with the CHICAGO, Feb. 16.—The Black-hawk, still staggering after the belt brings his own package in for a

The Oriental, which expects to will drop its present musical revue, "Laugh It Off," a month earlier weeks, has already booked Johnny Ray to open May 8. While theater execs have said that they may tion, is now shopping for'a name shoot for future bookings on speact to open March 7 for about cial extra-length flickers, they told three weeks, then, early in April, The Billboard they expected to brings in a new musical, "Six On continue vaude, dropping the live a Honeymoon." Latter show, acts only for the run of the special

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

### Ames Breaks Leg at Chez

CHICAGO, Feb. 16.-Vic Ames, one of the Coral recording Ames Brothers, broke his leg while exiting from the Chez Paree floor the club Thursday (7), played the rest of the week as a trio.

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

## Industry Sponsored Shows **Take on Luster in Midwest**

Continued from page 2

gets.

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

These shows are furnishing steady winter employment for talent for a definite period. Two units are playing Michigan com-munities, one set for 30 and the other for 75 shows, usually one week schedule. Typical budget

companies here are natural tar- | for the units runs around \$175 | dominate. Typical unit now playa day each. Shows play in audi- ing includes Jimmy James, WLS toriums, high school gymnasiums standard star; Ray Newman and and other spots as locally avail-able. Occasional fill-in dates are Sweeney, ventriloquist, and Don set in theaters or elsewhere be- and Barbara, musical team, who tween the regular sponsored-dates, helping to ease the budget, Show runs about an hour, with as the acts are guaranteed a defi- an hour's film show giving the show. Quartet, which closed at nite number of paid engagements. sales pitch—usually in an enter-Musical, folk acts and outdoor taining, educational or incidental style attractions working indoors way to complete the full evening for the winter appear to pre-'program.

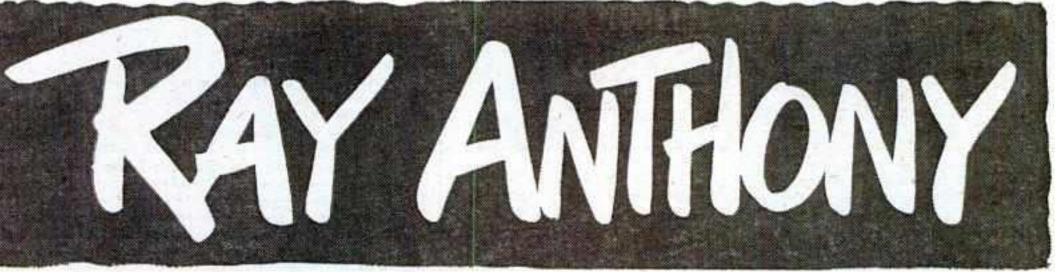
Show runs about an hour, with after the Monday (4) supper

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

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### SPA ESTATE MEMBERS GET COPYR'T RENEWAL ADVICE Study Prompts Note Describing

Problems, Answers on Song Pacts

bers that they contact co-writers the considered opinion of some of

## Vox Populi Heard on Bill To Tax Jukes

WASHINGTON, Feb. 16. - A flood of mail on the Bryson-Kefauver juke box copyrights bill has swamped the House judiciary subcommittee on copyrights, patents and trademarks in the wake of last week's hearings on the controversial measure. A sub-committee spokesman described it as "the biggest deluge" of its kind on "specialized" legislation in the subcommittee's history.

Within a week, more than a figured that well over 500 letters neer and prominent figure in the had been processed before the history of the record industry. latest avalanche got under way,

tion to suggest to widows and copyright results in the vitiation an agreement with co-writers." heirs of deceased songwriter mem- of the copyright, it has long been

> the wisest brains in the music business that a copyright lessens in value when it is divided among two or more publishers.

are extremely important to the widows and children of the orig-inal writers." "We suggest," reads the letter, "that before making ar-rangements about the renewals, (Continued on page 44)

NEW YORK, Feb. 16 .- The on songs coming up for renewal in the widows and children of deproblem of copyright renewals, order to reach an agreement joint- ceased authors should consult with already being given deep study by the American Society of Com-posers, Authors and Publishers ter sent out by SPA this week to and the pubberies, has caused the its estate members did not spe- the estates "might consult with Songwriters' Protective Associa- cifically point out that a split your attorneys about making such

#### **Collaborator Pact**

The suggested collaborators' agreement includes the following clauses: (1) "No one of us will sell or dispose of any of said compositions or the copyrights or renewal The SPA letter poitns out that copyrights therein, or grant any "renewal copyright agreements rights or licenses thereof without



NEW YORK, Feb. 16. - The Guild and Glenn Wallichs of board of directors of the Record Capitol Records.

1,000 pieces of mail of the issue Industry Association of America

and subcommittee members won't the full-time position was made ing this week to appoint the exbe surprised if the total count soars close to 2,500 pieces of cor-liberation and screening of canrespondence. The volume has didates. been so great that subcommittee The board of directors of the staffers have been compelled to RIAA includes Paul Barkmeier of resort to mimeographed replies RCA Victor, James Conkling of whereever stock answers can be Columbia Records, Irving Green of Mercury Records, Milton Rackgiven. The mail is almost evenly divided between supporters and (Continued on page 77) mil of Decca Records, Dario Soria of Cetra-Soria Records, John Ste-venson of the Children's Record

The selection of Griffin folhave reached the subcommittee, with still more pouring in with every mail delivery. It is roughly

and a permanent prexy, Rackmil, and treasurer, Frank Walker of The appointment of Griffin to MGM Records. During the meetecutive secretary, the board also decided to hold directors' meetings during the first week of every month.

EDITORIAL-ASCAP Willful Self-Impairment

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

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

#### **Repeated History**

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

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

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

#### **Fate Intervenes**

Paine told The Billboard, at the time, that he planned to propose such a campaign to the ASCAP Board and put it into operation just as rapidly as possible. But the same eerie fate which seems to have dogged ASCAP thru the years decreed that Paine should die before his plan could be put into effect, just as recently Judge Patterson, who showed promise of

### TEST FOR "THE BEST" Victor's "101" Ads Get Check-Up in D. C.

city's market area is currently be- 12 ads pull the best business, ing used by RCA Victor Records whether public interest in the adfor a special test on the immediate vertised disks is sustained over a pulling power and follow-up re-sults of a series of newspaper ads tional business can be obtained on the label's "101 Best Sellers" from the ad campaign. catalog. The results of the test will be the basis of a heavy April- different types of record outlets May-June campaign on the catalog such as music stores, department of standard disk items. The disk-

## **Renew Attacks On Bryson Bill**

NEW YORK, Feb. 16. - Sidney H. Levine, national counsel for the Music Operators of America, this week seized on data offered by an important proponent of the Bryson-Kefauver juke royalty bill to bolster his contention that the measure "is completely unworkable and incapable of administration."

In a supplementary brief mailed this week to Rep. Joseph Bryson (D., S. C.), chairman of the House Judiciary Subcommittee on Copyrights and Patents, Levine charged

WASHINGTON, Feb. 16 .- This ery expects to determine which of

The test is being run with four stores, appliance stores, etc. Each week, for 12 weeks, a different ad on the "101" catalog appears in local papers over the signature of one of the four dealers. Each of the dealers keeps an accurate count of the sales on advertised items. The sales figures of the dealer

(Continued on page 43) ciated.

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



NEW YORis, Feb. 16. - Fred Waring publishing activities appear to be on the verge of a major expansion. Negotiations are admittedly under way, and it is reported that a deal is in the offing whereby Waring will acquire the Paulwhose name appears on the ad is Pioneer catalog for \$200,000. Other compared with the sales of the catalogs are also mentioned as three other dealers. Each of the under discussion and negotiation. dealers also reports on the second | Waring's current publishing comweek's sales of the advertised pany is Shawnee Press, Inc. This items. Diskery then compiles the is an offshoot of Words & Music, two-week performance record of with which Waring is still asso-

bringing much needed good judgment to ASCAP, died in the Elizabeth, N. J., plane crash. And the destinies of the performing rights society fell back largely into the hands of a few shortsighted, arrogant men.

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

#### Wrong Foot

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

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

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

#### Reform Long Due

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

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

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

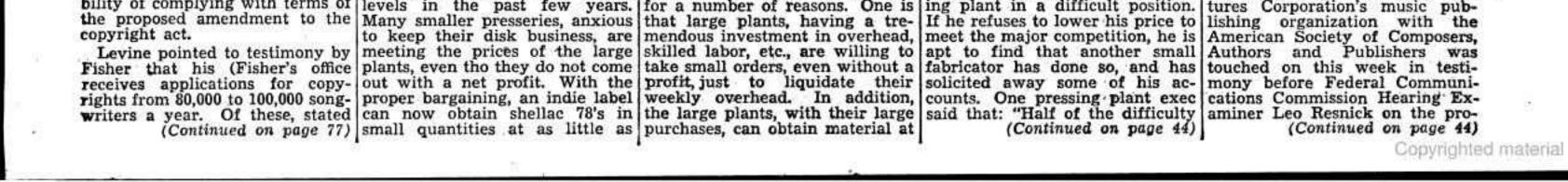
NEW YORK, Feb. 16. — The 13½ cents each, break-resistant a slightly better price; and due larger record pressing plants, now 78's for 14 cents; and 45's for to their continuing research with that figures supplied by Arthur actively engaged in seeking the 14 cents. less expensive compounds, they Fisher, register of copyrights, at business of the independent la- The large fabricators are able are often able to turn out a lower

the Washington open hearings last bels, have forced the price of disk to offer prices that are uneco- priced disk. week demonstrate the impossi- fabrication down to the lowest nomical for their small brothers, bility of complying with terms of levels in the past few years. for a number of reasons. One is ing plant in a difficult position. tures Corporation's music pub-

All this places the indie press-

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

WASHINGTON, Feb. 16. -Relationship of Paramount Pic-



## Liberty Shops May Slash LP Prices by 30 Per Cent

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

Continued from page 1

originally limited to shops in out | tice has been spreading throut | more record shops in New York of the way neighborhoods, with New York, and a great number of either cut their LP prices or customers serving themselves in shops now sell disks at a discount. started to think about it, in order the store. There were no frills or fancy fixtures. However, the prac-

## Laine Severs 5-Year Pact With Managers

HOLLYWOOD, Feb. 16. - Ru-mored split between Frankie Laine and his managers, Gabbe, Lutz and Heller, became a reality here Monday (11) when the local office of GLH received written notification from Laine's attorney, Jack Katz, from Laine's attorney, Jack Katz, of New York, that Laine was severing the five-year association. 'It was learned late Friday (8) that Page, who last week signatured a similar letter was received from a new one-year pact with Mer-Katz by Dick Gabbe, who works cury Records, with a \$40,000 guarout of New York.

came to the Hollywood office of years. The new one-year deal job in a forthcoming Fidelity Pic- tell the West Coast Society memthe firm while the Columbia is in addition to the chirp's cur- tures' production, to be distributed bers that recent claims by the as yet unbilled, made up of chanter was still plagued with his rent pact with the firm, which by Warner Bros., called "My Fine Lengsfelder Committee were not George Rock, trumpet with the factual and that the insurgent Slickers, Marilyn Tuttle, who has previous to the official notification of the break-up, Laine presented Sam Lutz with a long list of reasons why he felt that the management pact should be broken. It's understood that Laine complained because the office was making a pitch to other names for management and he also griped because the office was pitching certain other singing acts, which it had under contract.

Max Fink, attorney for GLH, told The Billboard that as far as

Price-cutting has jumped from to meet competition. here to other large cities.

The "Madison Avenue" or swank record shops have, as a whole, remained away from the price-cutting picture. They have felt that their type of store and their type of customer was more interested in service and personal attention, as well as an elite store, than in price. But when Sam Goody opened his modern selfservice store last November, just a few steps off Broadway, many



antee, is now set with the diskery

## **European Tour** For Stafford

HOLLYWOOD, Feb. 16. - Jo Stafford gets an opportunity to capitalize and further work on her campaign to assist Radio Luxemburg and Voice of America

ropean swing are uncertain, for low a dinner. Laine, it's rumored, originally for the next two and one half she's committed to do a co-starring Prexy Harbach is expected to



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

### 7 JINGLES TOP MOTOROLA MEET

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

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

### ASCAP Sets Coast Confab For Feb. 27

NEW YORK, Feb. 16. - The when she leaves the U.S. late in American Society of Composers, March for Europe. Lew Grade, Authors and Publishers will hold GAC's rep in London, set the Co- its annual West Coast meeting on lumbia chirp for two weeks at February 27 at the Beverly Hills the Palladium, London, her first Hotel, Beverly Hills. ASCAP English appearance, starting April brass making the trip from here 7. Following the tour, Mike Nid- will be President Otto Harbach, orf, her mentor, is attempting to executive committee rep Jack set up radio appearances and Yellen and Comptroller George CHICACO, Feb. 16. — Patti age, who last week signatured new one-year pact with Mer-by thru Continental Europe. CHICACO, Feb. 16. — Patti pitch the pro-American theme thru Continental Europe. CHICACO, Feb. 16. — Patti pitch the pro-American theme thru Continental Europe. CHICACO, Feb. 16. — Patti pitch the pro-American theme thru Continental Europe. Her personals following the Eu- an evening session slated to fol-

group had little or nothing to do with the current writer classification plan or the resultant distribution of monies. The ASCAP board is known to be irate over claims being made by Lengsfelder and his group.

### Spaeth Makes TV Music Comments

## SPIKE'S RUSTICS **Jones Drops** Slickers for **New Cousins**

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

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

Group is strictly country with no burlesque on any of the disks. Vocalists on the date were a trio, cut duet sides with her hubby, Wesley, on Capitol, and Eddie Kirk, Capitol warbler. Kapp and Jones intend to keep the group in the country idiom, but they will also cut material of a more general nature. Jones and Victor intend a promotion campaign, directed at retailers, juke ops and d.j.'s alerting them to the newstyled Jones' serious group.



19

his clients are concerned, there will be no contest over the split. Fink indicated that there is still difficult exploitation problems. A couple fall into an anomalous Spaeth, has been produced by feels Laine will agree to a financial settlement on the pact, which still has three years to run.

### Al Livingston, Whiteman Sign 2-Album Pact

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

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

## **English Decca Still Expanding**

NEW YORK, Feb. 16 .- English Decca, parent firm of London Records here, continued to enlarge its classical talent stable with the signing of a number of longhair artists and musical groups, including singers, quartets and European orks. The of recordings, and London will ance with the ork include, in adfirm pacted the Hamburg Phil- make one waxing under Bruno dition to the aforementioned, harmonic ork, under conductor Walter, on loan from Columbia Houston, San Antonio, Dallas and Hans Schmidt-Isserstedt; the Trio Records via an exchange deal for Tyler. Di Trieste chamber group, con- Kathleen Ferrier. Singers recently ducted by Joseph Kielberth; the assigned by the diskery are Mario is booked for appearances in Ak- gate the possibility of setting up String Quartet, and the London Gino Penno.

• Continued from page 2

hope in his camp for an amicable settlement, and perhaps a renewal plugging, the lack of jockeys, nental in origination, but became Television. The show, a 30-minof the affiliation. If the pact is plugging restrictions imposed by hits in England following a big ute job using a combination of not renewed, Fink said that he the British Broadcasting Corpora- push in the U.S. tion, etc., are all considered as handicaps.

sulted in an odd situation: Amertions are frantically bidding for Belle." American tunes Some pubbers are getting advances of \$3,000-a figure which many believe is dangerously high.

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

#### The Top Tunes

Analysis of the current top British tunes, via The Billboard's England's Top Twenty chart, shows that a preponderant num-ber of the hits are American in origin. The first five, for instance, are "Loveliest Night of the Year" (Robbins), "Mistakes" (Mills Music), "Longing for You" (Lud-low), "There's Always Room at Music).

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

Baroque Ensemble, under Karl Haas.

was inked by the firm for a series scheduled for Cherry's appear-

ninth place; "Allentown Jail,"

for Everybody," with commentary by musicologist Sigmund shorts and commentary, is pat-The chart also shows the extent terned after "King's Crossroads," to which American tunes of a folk, which Turell produces for Ameri-It is also pointed out that the or semi-folk nature, have per- can Broadcasting Company TV. heightened activity among Ameri-can pubbers in England has re-amples are "Shrimp Boats," in on a percentage deal.

The program's content covers ican pubbers with British affilia- 14th, and "Belle, Belle, My Liberty music in all phases, from jazz to classical and ballet.

Decca Studies 'How' getting the fever and asking simi-lar advances for their tunes. The British market is very real, says **Attorneys Working on Alternate Plans** To Assure Acceptance by Stockholders

> NEW YORK, Feb. 16. - The | sooner or later the two companies finalization of an organizational will be merged in one form or blend between Decca Records and another. Universal Pictures still is very The likeliest plan, and the one much up in the air. The attorneys

that most believe will be the that most believe will be the method employed, will virtually Sigmund Bjorling representing both firms have worked up several plans designed eliminate the possibility of oppoto avoid possibility of refusal by sition from the U-I board. This is the stockholders and/or boards of of particular importance in view the two corporations. It is plain of the apparent individual posito intimates of the situation that tion being taken by the J. Arthur Rank reps, who stand for about 15 per cent of the U-I vote.

The plan would require that U-I buy out all the assets and be assigned are those of Hans

## Academy Leads

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

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

## Metopera Signs

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

Among the roles Bjorling will holdings of the Decca diskery in exchange for stock. Such a move (Continued on page 43) pia in "La Tosca."

## **Urges Tight World-Wide Royalty Check on Tunes**

HOLLYWOOD, Feb. 16 .- Lack | agency. Goldsen points out that of proper facilities to oversee and Fox's staff does an "excellent job collect mechanical and sheet mu- of safeguarding and collecting our sic royalties on American tunes in fees at 31/2 per cent service charge foreign countries has caused local in this country," while foreign pubber Mickey Goldsen to start a one-man crusade to clarify this problem. Goldsen last week asked Harry Fox, New York agent and trustee for a large number of major and minor pubbers, to investi-Vegh String Quartet; the Amadeus Delmonaco, Walburga Wegner and ron, O.: Rochester, N. Y.; and a a world-wide mechanical and firms. English pubbers contact sheet music royalties collection

collection agencies ask up to 26 per cent to collect for American firms.

Goldsen cited the situation in the British Isles, where an American song starts to get attention via record releases by British (Continued on page 43)

Cherry Home Via Lombardo

NEW YORK, Feb. 16.-Warbler Don Cherry will accompany the Our House" (Santly-Joy), and Guy Lombardo ork during the "Because of You" (Broadcast second week in March, at which time Lombardo will cover a number of Texas cities. Cherry is a native of Wichita Falls, Tex. His playing in that area will be his first trip home in nearly two years, and it is figured Cherry will be a considerable draw. The Lombardo band will carry its usual complement of male sing-Conductor Sir Adrian Boult ers in addition to Cherry. Cities

After the Texas jaunt, Cherry number of Canadian dates.

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### LP Industry Warned Against Handling Pirated Miller Disks

attempt to stop the sale of two LP band while in uniform, bore no disks containing Armed Forces manufacturer's name, were of in-Radio Network performances of ferior quality and illegally used the Army band conducted by the the Glenn Miller name and piclate Glenn Miller, the Miller ture. estate this week sent written notification to a long list of distributors, pressing plants and rec- were urged to report the source ord manufacturers and to every from which the pirated records disk dealer in New York that fail- were obtained. Mackay also stated ure to comply with a request to that he was keeping a list of all stop handling the records would those people to whom letters were result in naming the violators as sent and that those who continue co-defendants in any legal actions to handle the records would be to come up.

tributors and manufacturers were action which may be taken. mailed all thru the week. Notifications to record shops were sent out last night (15) by David Mac-kay, attorney for Mrs. Helen B. Martiere Bally Miller and the Miller estate. According to Mackay several distributors and dealers have admitted selling or distributing the pirated LP disks and two pressing plants also admitted that they had been approached by an unknown individual to press the disks. One of the latter plants has on hand LP jackets left by the pirate. In every reply received by Mackay thus far the writers have either denied handling the disks or have said that they did handle them and would stop doing so imme- one-night bookings prior to playdiately.

the disks were dubs of radio tempted, has proven a bonanza

### VALENTINES

### **Disk Flacks** Woo DJ's Via Poems

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

NEW YORK, Feb. 16.-In an broadcasts made by the Miller

Dealers were cautioned against possessing or selling the disks and considered willful infringers and Letters to pressing plants, dis- named co-defendants in any legal

> **Builds Bonanza** For Merc, GAC

CHICAGO, Feb. 16. - The "Ralph Martiere Experiment," wherein the building of a new band via recordings and strictly ing location dates and getting the The letter to dealers states that standard ballyhoo build-up is atfor the band, Mercury Records and General Artists Corporation. Martiere is now being booked in one-nighters (private parties, proms, etc.) on a minimum of \$1,000 in Chicago and \$1,250 to \$1,750 outside the Windy City, and also has snared a lucrative five-day stand at the new Edgewater Park Ballroom, Detroit, at \$3,000 with 60 per cent privilege. To date band has been booked for only two location dates-two weeks at the Chase Hotel in St.

Louis, and a similar stand at the Melody Mill Ballroom here in April.

Martiere's Mercury etchings are now heavy sellers, Art Talmadge,

### DECCA'S PARTY, BUT RCA'S PLUG NEW YORK, Feb. 16.-A

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

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

## Van Tonkins Sets Orks in

HOLLYWOOD, Feb. 16 .-- Van Tonkins, one-night band tour promoter, is experimenting with oneday mid-week theater dates to fill out his tours of bands. Ton- have space for the moppets to give kins currently has nine days on answers to the riddles posed on RCA Ready With UHF Woody Herman, with the itinerary the disk and also to submit a including Veterans' Auditorium, Santa Maria, Calif., February 12; Rainbow Ballroom, Fresno, 13; Sweet's Ballroom, Ooakland, 14;

### **BIG PITCH FOR NEW MODELS**

### Motorola Features Home, Car Receivers at Chi Meet

CHICAGO, Feb. 16. - For the Galvin forecast another banner first time since the firm introduced year in the sale of radio sets, statits television receivers, Motorola, ing that the combination of tele-Inc., yesterday held a national con- vision and the fact that 1952 was a vention for distributors featuring national election year, would proonly its new radio models. The vide strong stimuli for the sale day-long session at the Palmer of AM sets.

House was devoted to three new The home radio line shown to lines of home, auto and portable distribs for the first time included receivers which featured lower list 20 different sets, including a clock prices, and new engineering and radio. Price range was from \$17.95, styling. for a table model, to \$54.75 for an

tion, which met in a carnival at- coaxial tuner.

tops, and included clowns, models series of custom receivers plus and all the trimmings, was de- five new standard sets interchangelivered by Robert W. Galvin, Mo- able for nearly every make of car.

LITTLE NIPPERS RCA to Give Pups in Disk

NEW YORK, Feb. 16. - RCA 5.095,563 TV Sets Victor will stage a special kidisk promotion for the label's "Little Nipper" series with the giveaway the key of the campaign. A conmerchandiser for the line.

The "Riddles" record will be specially packaged in an envelope with an extra flap. The flap will 25-word statement on "why I Sets and Converters . . . want a Little Nipper puppy."

Keynote address to the conven- AM-FM model featuring a new

mosphere featuring simulated big Automobile line included a new torola executive vice-president. Prices, running from \$10 to \$15 lower than comparable models last year, range from \$59.95 to \$79.95 for the custom sets, and from \$39.95 to \$79.95.

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

### Shipped in 1951 . . .

NEW YORK, Feb. 16.-Over of 100 live fox terrier puppies as 5,000,000 television sets were shipped to dealers during 1951, the test for children will be based on Radio-Television Manufacturers' an upcoming "Little Nipper Rid- Association reported Saturday (16). dles" disk and will be promoted The 5,095,563 sets shipped during Mid-Wk. Dates via newpaper, radio and TV ads, 1951 compares with 7,068,000 sets window displays and a counter shipped in 1950. In December, shipments to dealers totaled 680,141 television sets, the RTMA report showed. In November, 409,681 units were shipped, and in December, 1950, the figure was 691,000.

NEW YORK, Feb. 16 .- As soon The contest will be open to all as ultra-high-frequency television children up to the age of 12. The broadcasting begins, RCA Victor Civic Auditorium, Stockton, 15; first 100 winners will receive will have available a complete Civic Auditorium, Sacramento, 16; the puppies. The next 1,000 win- line of UHF receivers and con-Jerry Wexler, publicity chief Mercury vice-president, said, and Auditorium, Medford, Ore., 19; ners will receive rubber replicas verters. This was told to a group of video engineers, consultants and lawyers this week by Allen B. Mills, merchandise manager of RCA Victor's home instrument division. Mills said that the company's UHF line will include video sets capable of receiving both UHF and VHF telecasts, converters enabling owners of VHF sets to receive one or two UHF channels with their present sets, and an all-channel converter to permit reception on all UHF

entine to push the "Baby Doll" and "Oops" disks with the deejays, which consisted of a six-

verse poem reading in part: "Just this one day, this day of sweet valentine

Let us utilize this very perverse plan of mine:

Let us quit groping for new and fancy ways to say it Leave our message, if only

for today, simply be This is my tune, please play

it."

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

"Now we're tossing our hats in the musical ring,

Along with Gordie and Hugo and Mitch.

Play Mary's "Romance Me" on the label called King,

And let someone else in this business get rich."

### **MOA Sets Biz** Session in Chi

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

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

### Muscarella and Ascher Form Org

NEW YORK, Feb. 16.-Ray Muscarella, personal manager for Tony Bennett and Al Morgan, and Sid Ascher, press rep for Bennett and other artists, have formed a new personal management and publicity firm to be known as R. G. M. Associates, Inc. The new promotion and management for will, in turn, name the officers of show business talents.

President of the set-up is Muscarella, with Ascher acting as the election of seven members testants and spectators begin to the convention matter, would Sammy Kaye's "It's No Sin" and secretary and treasurer. Paul to the executive council every arriving for the summer Olympic be to set up a constructive pro-Brown has been named promotion year. Council seats are held for events, which get under way in gram for NBOA to follow in the and Frankie Laine's "Jalousie" Helsinki on July 19. and Weston's "Charmaine." director of R. G. M. three years. coming year. St. 7. 15 . 1 Copyrighted material

for The Big Three, sent out a val- the band is rapidly rounding into Hanlon Theater, Vallejo, Calif.,

### Gabor Signs Rodzinski to Excl. Termer

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

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

Slate for SPA Exec Council **Election Due** 

NEW YORK, Feb. 16 .-- A slate of candidates for posts on the executive council is expected to be announced next week by the Metronome firm. Songwriters' Protective Association. Election of seven new council members will be held late in March or early April. These SPA.

The SPA constitution calls for guard of Olympic Games con- for the board meeting, in addition and Bennett's "Cold, Cold Heart;"

one of the waxery's most valuable 26; Civic Auditorium, Hanford, holdings. 27, and Auditorium, San Luis Obispo, 28.

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

Tonkins recently ran a successplaying the various games. At instruments are also on view. Hanford, Calif., where Les Brown worked the gimmick date, 1,704 paid \$2 (including tax) on a midweek night.

### Metronome to Cut 7 Symphs **By Sibelius**

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

The Swedish Koncertforeningens orchestra, with 78 musi-cians under the leadership of Sixten Ehrling, is expected to require 100 working hours to complete the recordings, which will be sent in the form of steel-

The cost of the project is estimated at approximately 175,- 1953, depending on the g 000 Swedish Kroner, or about conditions of the industry. \$36,250. Recordings are expected

of the RCA Victor "Nipper" dog.

### Macy's Music Fest Draws Many Exhibs

NEW YORK, Feb. 16.-The Macy Music and Television Festival, a channels with present VHF sets. two-week show featuring displays ful winter dance carnival gim- in the fields of music, radio and mick, wherein he put up a regular TV, opened here Thursday (14). concession set-up in the ballrooms The exhibitors at the show include he used. He got local merchants to stock each stand and set up to stock each stand and set up various games of chance, giving the television firms, and a total of away merchandise as prizes. Each 250 designs in television sets, of the participating stores gave radios, radio-phonographs and away play tokens before the phonographs. Special displays of dance, which could be utilized in records, sheet music and musical

festival over the next two weeks (13), seeking \$200,000 in damages include record, radio, TV, stage from Tim Spencer, basing the legal and screen entertainers (The Bill- action on alleged slander of title board, February 16). Don Russell and interference with contractual will teleccast his TV show, "Take relations. Milton A. Rudin, repa Break," from the festival on resenting the Aberbach Brothers' Thursday (28) and Friday (29). pubbery, said that H&R has in its Another gimmick at the show in- possession letters written by cludes a booth where visitors can Spencer to persons in the trade, vote for their favorite presidential notifying them that they are procandidate.



thru Doc Chinn, president, this this summer. week called a board of directors meeting in Chicago at the LaSalle Hotel March 20.

Decision on the date of the next band recordings to one of the national convention will be made large platter pressing firms in the at this meeting, Chinn revealed. United States, where master The directors, following the 1951 records will be made for the convention, recommended that the next convention be held either in the fall of 1952 or the spring of 1953, depending on the general

With the cabaret tax fight won, disks into four single disks. retailers of Stockholm and of Otto Weber, executive secretary, Johnnie Ray's "Cry;" Paul Wes-Helsinki, Finland, when the van- said the major item on the agenda ton's "And So to Sleep Again"

## Hill & Range Vs. Spencer

HOLLYWOOD, Feb. 16.—Hill & Range Songs, Inc., filed suit in Stars scheduled to appear at the superior court here Wednesday ceeding at their own risk when they deal with Aberbachs over seven songs, which are currently involved in a litigation started late in December by Spencer.

Spencer originally filed suit against the Aberbachs' firm, seeking an accounting, allegedly due him, of \$150,000 on songs, which he had turned over to Tim Spencer CHICAGO, Feb. 16. — National Ballroom Operators' Association, the case will be heard sometime

### Col'bia Pairs Up Hit Sides

NEW YORK, Feb. 16. - Columbia Records, primarily for catalog purposes, has recoupled eight sides which have accumulated an aggregate sale of 4,000,000

firm, which will open offices here seven along with the 14 council to be ready for the market in and with the outlook for the Couplings run as follows: Tony next week, will handle publicity, members who remain in office time to be on the shelves of disk coming season bright, Chinn and Bennett's "Because of You" and

THE BILLBOARD

21

	WONDERING by Andrews Sisters 27979*			CCA CA VOUR WEEKLY	GUIDE			PERFIDIA by Four Aces 27987*
2	TO BUILD SALES		New of Control	I in the Interests of Decca Dea			No	TO BUILD PROFITS
	<b>OP SELLERS</b> based on this week's actual sales	Sto	ck	BEST B coming hits as indicate these fast-moving De	ed by actual so cca Records n	10000		<b>OP SELLERS</b> based on this week's actual sales
ON	COUNTRY	POSITION LAST WEEK	THIS WEEK	POPULAR	2		WEEK ON LIST	POPULAR
12	WONDERING 46364*	8.	1.	STOLEN LOVE MARSHMALLOW MOON	Guy Lombardo	27962*	2000	BLUE TANGO 278
_	NEW SILVER BELLS Webb Pierce	5.	2.	TRY ME ONE MORE TIME BABY WE'RE REALLY IN LOVE	Roberta Lee	27936*		Belle of the Boll Euroy Ander
6	MISSING IN ACTION 46389*	6.	3.	TELL ME WHY SLEW FOOT RAG	Roberta Lee and Grad Grady Martin	y Martin 27926*	11	TELL ME WHY 27
_	Ernest Tubb	-	. 4.	YOU BROUGHT ME LOVE PERFIDIA	Four Aces	27987*	-	A GARDEN IN THE RAIN Four
10	TOO OLD TO CUT THE MUSTARD 46387'	9.	5.	FOR THE FIRST TIME Play Them Bones	Francis Craig	27937•	5	BE MY LIFE'S COMPANION 27 Love Lies Mills Brothers with Sy Ol
	I'M IN LOVE WITH MOLLY Ernest Tubb and Red Foley	12. 6. ALLEGHENY FIDDLER Jane Turzy 2794	27949*		A KISS TO BUILD A DREAM ON 277			
35	PEACE IN THE VALLEY 14573*	4.	7.	OOPSI NECESSARY EVIL	Ella Fitzgerald and Louis Armstrong	27901*		l Get Ideas Louis Armstr
-	Where Could I Go But To The Lord Red Foley	11.	8.	ROUGH RIDIN'	Ella Fitzgerald	27948*	7	WHISPERING SHADOWS 27
5	YOU KNOW I'M STILL IN LOVE WITH YOU 46385" I'M GONNA SEE MY BABY Webb Pierce	10.	9.	WHEEL OF FORTUNE 'Til All The Stars Fall in The Ocean	Arthur Prysock	27967*	_	CRAZY HEART Guy Lombo
42	JUST & CLOSER WALK WITH THEE 14505"	14.	10.	TULIPS AND HEATHER You'll Never Walk Alone	Fred Waring	27964*		**PLAY ME & HURTIN' TUNE 275 I'M ON & SEESAW OF LOVE
	STEAL AWAY Red Foley	15.	н.	WISHIN' GOODBYE SWEETHEART	Russ Morgan	27975*		Andrews Sisters and Guy Lomba
10	BEER BARREL POLKA 27838* STARDUST Grady Martin	7.	12.	YOU'RE THE APPLE OF MY EYE BIG BUTTER AND EGG MAN	Louis Armstrong and Velma Middlaton	27931*	2	OLD PAINT 275
	LETTER FROM MY DARLIN' 46392*	-	13.	MILK BUCKET BOOGIE SALTY DOG RAG	Red Foley	27981*		WIMOWEH The Weavers and Gordon Jank
1	RAW HIDE Bill Monroe	-	14.	BUNDLE OF SOUTHERN SUNSHINE	Guy Lombardo	27971*	6	WHEN IT'S SLEEPY TIME DOWN SOUTH 278
13	I'M STEPPIN' OUT OF THE PICTURE 46377*	-	15.	NOODLIN' RAG BEGIN THE BEGUINE	Connee Boswell	27945*		IT'S ALL IN THE GAME Louis Armstrong and Gordon Jenk
	DRIFTWOOD ON THE RIVER Ernest Tubb	I]		COUNTRY			-	**PLEASE, MR. SUN 279
	TVE GOT SO MANY MILLION YEARS	5.	1.	I AIN'T GONNA GIVE NOBODY NONE O'	the verse a	innu	-	If I Forget You Bill Kenny of The Ink Sp
	Rex Allen with Anita Kerr Singers			THIS JELLY ROLL FOREVER'S A LONG, LONG TIME	Jimmie Davis	46396*		FLYING FINGERS 279
	SEPIA	3.	2.	SOMEONE TO CARE I WON'T HAVE TO CROSS JORDAN ALONE	Jimmie Davis	14596*		DIZZY FINGERS BILL Sny
22	SMOOTH SAILING 27693*	•	3.	SEARCH ME LORD NOW DIDN'T IT RAIN	Jordanaires	14602*	3	DANCE ME LOOSE 279
	Love You Modly Ella Fitzgerald	6.	4	BOMB BOSH BOOGIE TEXAS STOMP	Jack Rowe	46398*		River in the Moonlight Russ Morg
3	A MAN AIN'T SUPPOSED TO CRY 27871* I DIDN'T SLEEP A WINK LAST NIGHT	-	5.	SILVER AND GOLD THE SENATOR FROM TENNESSEE	Hardrock Gunter	46401*	17	SLOW POKE 277 I Wanna Play House With You Roberta I
_	Arthur Prysock	Ŀ	6.	IS HE SATISFIED I'VE GOT SO MANY MILLION YEARS	Rex Allen with Anita Kerr Singers	46390*	-	
	**THE BELLS OF ST. MARY'S 48269* Sister Rosetta Tharpe with	·		SEPIA				"I'LL SEE YOU IN MY DREAMS 279 Good Night Sweetheart Guy Lomba
	Rosette Gospel Singers USE ME LORD	3.	1.	LOUISVILLE LODGE MEETING WORK, BABY, WORK	Louis Jordan	27969*	16	ALABAMA JUBILEE 278
-	Sister Rosetta Tharpe with Sam Price Trie	4.	2.	PEACE IN THE VALLEY NEAR THE CROSS	Sister Rosetta Tharpe	48279*		Dixie Red Fo
12	CRY 48254*	1.	3.	I'M GONNA JUMP IN THE RIVER	with Anita Kerr Singers Buddy Johnson	27947*	12	CHARMAINE 278 When I Grow Too Old To Dream
	Little Donna Hightower		-	TIL MY BABY COMES BACK		Sector Sector		Gordon Jenki



### SINGLES

Guy Lombardo With a Song In My Heart Featured in 20th Century Fox Picture "With A Song In My Heart" 27993\* I Could Write A Book From Musical Comedy "Pal Joey" 1. Heigh Ho-and Whistle While You Work From Walt Disney's Production "Snow White And The Seven Dwarfs" Who's Afraid Of The Big Bad Wolf Fred Waring From Walt Disney's Silly Symphony "The Three Little Pigs" 27988\*

The Purtiest Little Tree

Evelyn Knight with Eddie O'Neal I Get Along Without You Very Well (Except Sometimes) 27992\*

#### Invitation

From MGM Picture "Invitation" Victor Young and His Singing Strings For Love 27965\*

### EASES

On My Way (Got On My Travelin' Shoes)	Sy Oliver
House Party	27991*
Little Boy	Rev. Kelsey
Low Down The Charjot	48277*
Lonely Cabin Blues	Good Lewis
Pelican Jump	48278*
"Also available in 45 RPM (add prefix '9-"	to record number)

### **GOLD LABEL LONG PLAY RECORDS**

HANDEL Water Music (Complete) THE BERLIN PHILHARMONIC ORCH. Fritz Lehmann, Conductor (Recorded by Deutsche Grammophon in Europe) DL 9594 • 12-inch Long Play Record • Price \$5.85

### BRAHMS TRIO IN A MINOR, Op. 114 REGINALD KELL, Clarinet; FRANK MILLER, Cello MIECZYSLAW HORSZOWSKI, Piano

THE BEETHOVEN PIANO SONATAS Wilhelm Kempff, Piano (Recorded by Deutsche Grammaphan in Europe)

NO. 29 IN B FLAT MAJOR, Op. 106 ("Hammerklavier") DL 9579 = 12-inch Long Play Record = Price \$5.85

NO. 8 IN C MINOR, Op. 13 ("Pathétique") NO. 24 IN F SHARP MAJOR, Op. 78

NO. 25 IN G MAJOR, Op. 79 DL 9578 + 12-inch Long Play Record + Price \$5.85

NO.<sup>23</sup> IN F MINOR, Op. 57 ("Appassionata") NO. 27 IN E MINOR, Op. 90 DL 9580 . 12-inch Long Play Record . Price \$5.85

NO. 21 IN C MAJOR, Op. 53 ("Waldstein") NO. 28 IN A MAJOR, Op. 101

**GRACE MOORE SINGS** Soprano with Orchestra Selections include: UN BEL DI VEDREMO (Some Day He'll Come) (From "Madame Butterfly"-Puccini)-VISSI D'ARTE (Love and Music) (From "La Tosca"-Puccini)-SERENADE (Ständchen-Schubert)-LOVE ME FOREVER-WHAT SHALL REMAIN-THE END BEGINS -STARS IN MY EYES-LEARN HOW TO LOSE-OUR SONG-THE WHISTLING BOY

DL 9593 + 12-inch Long Play Record + Price \$5.85

J. S. BACH CANTATA NO. 56 Ich will den Kreuzstab gerne tragen CANTATA NO. 82 Ich habe genug DIETRICH FISCHER-DIESKAU, Bass Ristenpart Chamber Orch., The Berlin Motet Singers, Karl Ristenpart, Conductor (Recorded by Deutsche Grammophon in Europe) OL 9595 . 12-inch Long Play Record . Price 55.85



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



## Music as Written

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

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

### "Just Believe" Requests Cue WCKY, Cincy, Contest . . .

The Dot disking of "Just Believe in Me," co-cleffed by Mrs. Lila Fratz, Mary Kelve and Charles Kanter, the latter a Cincinnati juke operator and owner the coast Sunday (24) to visit of the Cheyenne Music pubbery, manufacturers, and to vacation. has pulled so many requests for local d. j.'s to play it that Rex two week stint at the Shamrock Dale, WCKY, is running a contest based on the ditty. The Dot etching features an unknown singer, Jane Grant, and Dale asks listeners to tell him in 25 words or less what they think of the song and Miss Grant's voice. Hit Distributing Company, Cincinnati, which handles the label, offers as prizes a 45-33-78 r.p.m. record player and an album of disks.

### New York

MGM Records' Tommy Edwards, who opens at Moe's Main Street, Cleveland, on February 22, will fly to Chicago the stay at the Spur Inn, Karnack, following day for a special appearance at the annual Teen-Age Jamboree staged by the Fair department store. Chi deejay Howard Miller will emsee the affair. Bernie Boorstein, Leslie Distributors, this week became personal manager to songwriter Ballroom Operators' Association Roger Di Piano. . . . MGM Records | topper, in town for a short visit named V. J. Sanborn to handle from his Fargo, N. D., headquardistribution in the Cleveland ters. area, replacing Bud Fisher. Chanter Pat Terry is back in town after a promotion jaunt thru

to disk dealers by MGM on the Broadcasting System's "Club 15" "Belle of New York" sound-track airer in order to work the opening album.

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

### Chicago

Tiny Hill set for a two-week Ill., starting March 28. . . . Herbie Fields and his band return to Club Silhouette here March 14 for an indefinite period. . . . Memphis Slim opens Grady's Dinner Club, Memphis, March 10 for several weeks. . . . Doc Chinn, National

Joe Carlton, Mercury, flies to man for the Elliot Lawrence the West Coast where he will orchestra, has joined the W. B. Pennsylvania on his Decca wax-ing of "Only Fools" with Tutti Draper and Kay Brown. Bobby Vertising agency, as merchandise Shad, rhythm and blues a.&r. manager. . . . Claudia Morgan, Merc chief, set for a two-week singer, joined the Frank Gagen jaunt with Morrie Price, sales orchestra at the Indian Room, manager, thru the South where he Monday. . . . Tom Montgomery, will record the label's artists in organist, replaced Henry Van that sector and visit distrib Steeden on the cocktail hour aspoints. Art Talmadge, Mercury signment at the Adams Brass vice-president, supervised a ses-sion with Xavier Cugat here this lumbia Records artist, has opened week, with latter cutting four at the Club Gay Haven in more sides. Henry Busse set a new house record at Pappy's Showland, Dallas, Saturday (9) when he chalked up 1,816 admissions. . . . Ray Pearl moves into Texas for the first time when he opens a orchestra, near Tiffin, O., preced-ing Anthony's return to Michigan four-week stand at the Rice to play a one-nighter at Kalama-Hotel, Houston, April 3. Band 200. plays the Air Force base in Wichita, Kan., next week, then goes on 22 consecutive onenighters, and, before opening the Rice, has location stands in Quincy, Ill., and Tulsa. Pearl returns to Chicago in May for a date at the Trianon. Frankie Laine set for the Chicago Theater starting July 18 for two weeks as part of the all-star summer line-up at the Balaban & Katz flagship. . . . Mindy Carson chalked up a new record at the Baker Hotel, Dallas, before moving on to the Chase Hotel, St. Louis. . . . Pee Wee Hunt into the Zodiac Room at the Chase Hotel. Nino Martini closed the Preview last week, planed to New York for a few days, then opens at the Alhambra, Cleveland, next week, following with a run at the Statler, Detroit.

campaign will be made available | take two weeks off from Columbia of the Cotillion Room of the Jung

Hotel, New Orleans, February 20. They are set for the Last Frontier, Las Vegas, April 4. They'll comfor the job, as they did last year. Evelyn Knight have severed their personal management link. Shiels has picked up Helene and Howard, dance team.

"The Ruth Etting Story" will be produced by Joe Pasternak. Col. Gimp Snyder took \$15,000 for his rights to the story. . . . Tiny Hill will make his first Western sweep in years around the end of May. Hill wants to dispose of real estate holdings near Mount Ranier, Wash. . . . Charlie Walker, the KMAC, San Antonio, d.j., has been sides by Jewel King, songstress who did "Three Times Seven" nine months ago and is back working in New Orleans. . . . Tennessee Ernie set for the Stockman's Hoand the Capitol Theater, Washing- of rules involved. ton, around April 20. . . . Saul Bihari married Linda Peterson Benny Carter, chairman, Marl February 14, and the Modern Records' exec and his bride are honeymooning in Hawaii. Modern Rec- and William Collette, Estella Edords settled its differences with son and Hobby Brooks, met with four Roscoe Gordon masters to Modern.

#### Detroit

Sam Arnold, former advance

### COMO WAXES VIDEO FAVES

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

## Move to Merge H'w'd Locals

HOLLYWOOD, Feb. 16 .- First concrete step toward the longcontemplated amalgamation of Local 47, white branch of the inked by Imperial Records. Lou American Federation of Musi-Chudd of that label cut his first clans, and Local 767, AFM Negro branch, took place here Thursday (7), it was learned . this week. for Imperial a year ago. She was Merger of the locals is being injured in a serious auto accident watched closely nationally, for, while it's reported that the Fort Wayne, Ind., white and colored locals merged last year, the linktel, Elko, Nev., opening March 15 ing of the two locals poses greatfor two weeks following his fort- er problems because of the bigger night at the Four Dukes, Detroit, membership and greater number

Six members of Local 767 Young, Leo McCoy Davis, prexy; Paul Howard, financial secretary, Chess Records of Chicago (The reps of the white local to discuss D. C., for the first time since 1931, Billboard, February 16). The Bi- mutual problems posed by the and Birmingham for the first haris turned over exclusive pact merger. Chief problems centered time since 1942. Appearances in to Howling Wolf to the Chess in the welding of the two groups Toronto and Montreal will be the Fraters, while Chess brothers gave are those involving transfer of first since 1901 and 1911 respecmembership and previous mem- tively. bership rights. Biggest barrier ap-

pears to be the seniority, which Met's complete chorus, orchestra members of the negro local have and ballet, plus approximately accrued, involving life membership.

Life membership in the AFM Scenery, costumes and other offers the member no more pay- equipment for 16 operas will be ment of dues thereafter and no carried in 22 baggage cars. death assessments. An AFM-ite becomes a life member by either (1) being a member of the union continuously for 30 years; (2) being a continuous member for 20 years and reaching the age of 60; or (3) being voted to a life membership by a general membership meeting. Both unions must agree on a common death benefit for insurance, for the white local now pays a \$1,000 death benefit, while 767 offers only a \$400 death benefit. Initiation into 767 costs \$25. while entrance into Local 47 costs \$50 initiation and \$50 in dues payments. Major conflict in the first meeting stemmed from the fact whether Local 767 members will carry full seniority into the new merged union. The Negro local has about 620 members, while Local 47 has 14,000 members. A similar attempt to fuse the two locals in composer and prominent concert Seattle fell thru late last year, according to reports. If both fac-Tuesday (12). Smith composed tions are able to reach an agreement, the approval of AFM Prexy James C. Petrillo is still necessary before full ratification takes place. At present, Local 47 offers membership to all but Negro musicians, while 767 absorbs only Negro musicians.

### **Coral Signs Bloch as Artist** And Conductor

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

### Met. Tour to Hit 17 Cities

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

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

The spring tour, which is two weeks longer than that of last year, will take in Washington,

Personnel on tour will include 100 principal artists and staff members travelling in two trains.



#### Hollywood

Joe Glaser, Associated Booking Matys Brothers, who are beginchief, arrives February 23 to make ning to attract attention via their the 11-day Hawaiian junket with Coral cutting of "Let Me Dream." Louis Armstrong. . . . Art Frew, ex-booking agent who has been local label-Carolyn Records. . . in Cincinnati with his own car Billy Uhr and Frank Capano, coagency, was a visitor here follow- authors of "Tears," reactivate ing his recent divorce in Las label with local talent to get pref-Vegas. . . . Frankie Carle has se- erence in making the disks. . lected Joann House, his niece, and Mike Casa, who had the band at February 16) dropped its branch Barbara Luke, former local model, the Anchorage for many years, is as his new vocalists. His daughter, now down the street from his Distributing Company to take Marjorie Hughes, has retired from former location at the Old Falls over that territory. Bernir Cilverthe business. . . . Lyricist Bob Tavern. . . . Dr. Herman Parris, man, former manager in Buffalo, Russell, who did most of the lyrics local medico who writes songs for now moves to the West Coast as for the Duke Ellington instru- kicks, has been made a member a field representative. MGM 11103 MGM 11103 Nor the Duke Lington instru-mentals, has done lyrics for the instrumental, "Robbins' Next," which is now called "Just When We're Falling in Love." Ditty's band at the 2-4 Club. . . . Billy Hays and his Dixielanders land at the newly-opened Midway Club. Theodore M Budy sets up of the band set up of Theodore M Budy sets up of the band set up of the newly-opened Midway Club. Theodore M Budy sets up of the band set up of the newly-opened Midway Club. Theodore M Budy sets up of the newly-opened Midway Club.

(78 rpm)

Dearborn.

John (Mike) Maitland, branch manager for Capitol Records, attended the seventh anniversary celebration of the Ray Anthony

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

### Philadelphia

The new Brighton Ballroom kicks off the Friday night sessions with Johnny McGee. . . . Jean Shepherd moves his late evening platter show via KYW to the Penn Sheraton Hotel's Towne Room, while Jerry Williams takes his "Jazz Unlimited" air waxings via WKDN, Camden, N. J., to Lee' Guber's Rendezvous for the Saturday afternoons. . . . Eddie Suez, local agent, has picked up the options for another two years on the . . . Sam Berull sets up a new

### Merc Names N.Y. Mont. Distributors

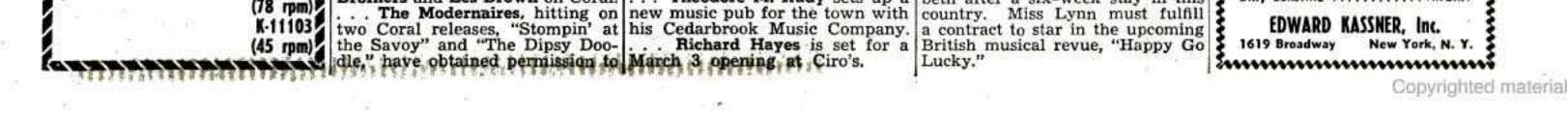
CHICAGO, Feb. 16 .- Continuing its program of strengthening its distributor network thruout the country, Mercury Records this week announced the appointment of outlets in Albany, N. Y., and Billings, Mont., both to become effective March 1.

New Albany rep is the L & L Distributing Company, headed by Leonard Smith. Benclaire Distributing will be the new Merc rep in Billings, the first time the firm has had a distribution outlet in that city.

Firm last week (The Billboard, office in Buffalo, appointing Metro

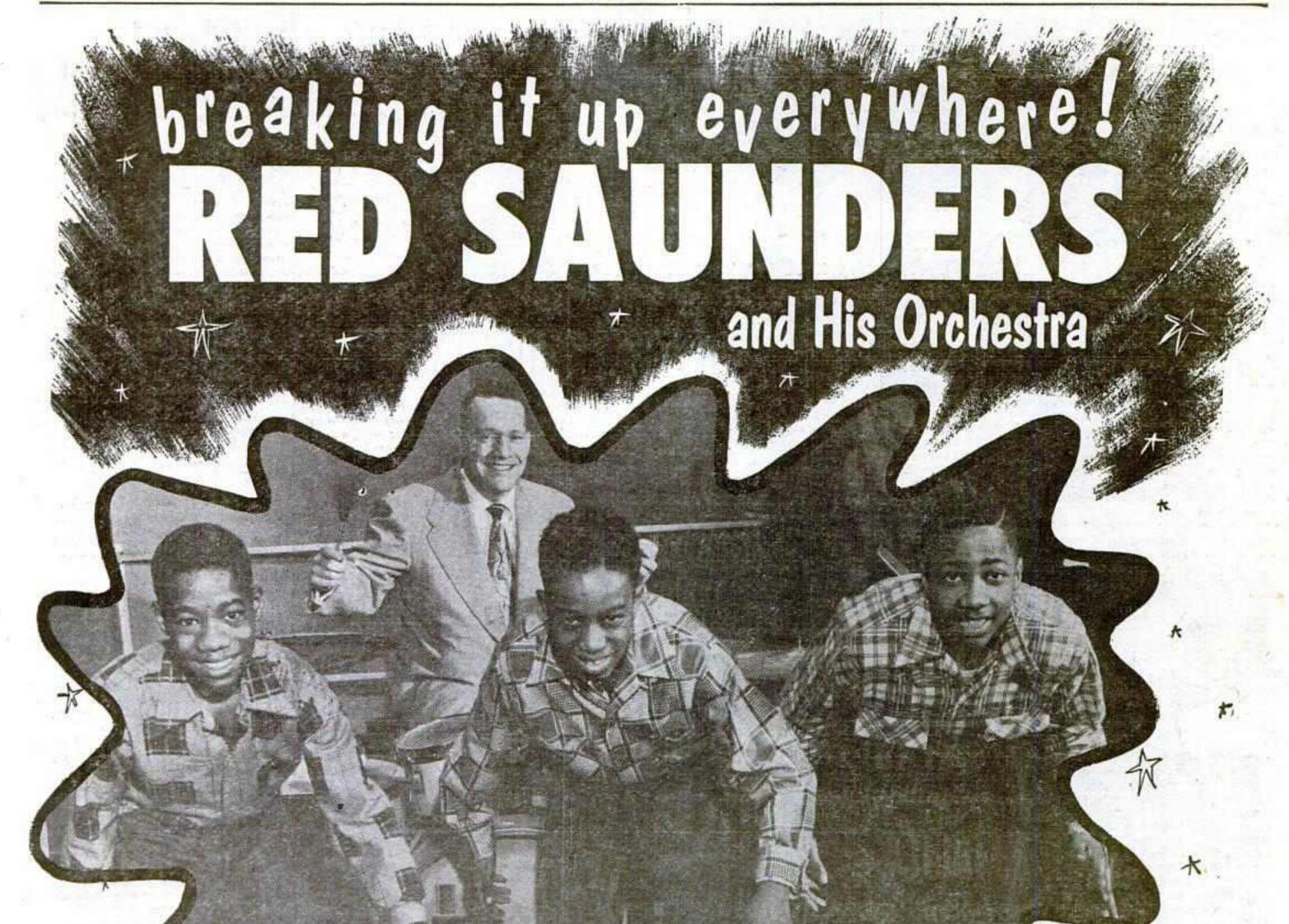
Brothers and Les Brown on Coral. . . . Theodore M. Rudy sets up a beth after a six-week stay in this . . . The Modernaires, hitting on new music pub for the town with country. Miss Lynn must fulfill







23



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



another smashing success for . . .







ELECTRICAL TRANSCRIPTION LIBRARIES: Spade Cooley, Standard; Pee Wee

RECORDS AVAILABLE: E. Arnold, V 20-2700; E. Fisher & H. Winterhalter,

ELECTRICAL TRANSCRIPTION LIBRARIES: Slim Bryant and Wild Cats,

. . . By Ray Getzov and Sid Frank-Published by Weiss and Barry, Inc. (BMI) RECORDS AVAILABLE: G. Auld, Coral 60647; L. Baxter, Cap 1966; P. Como, V 20-4453; T. Edwards, MGM 11134; B. Kenny, Dec 27946; J. Ray, Col 39636.

RECORDS AVAILABLE: Bell Sisters-H. Rene, V 20-4520; Cardinals, Atlantic 958; A. Costello-W. Scott, Crescendo C-104; Four Flames, Specialty 423; J. Hartman, V 20-4349; H. Humes, Dec 48280; S. Kaye, Col 39667; S. McDonald, Cap 1993; A. Prysock, Dec 27967; J. Scott, Coral 60650; K. Starr, Cap 1964; J. Thomason, King 1051; D. Washington, Mercury 8267; B. Wayne, Mercury 5779;

RECORDS AVAILABLE: D. Beavers-L Baxter, Cap 1873; D Brown, King 15151; B Farrell, MGM 11113; D. Gray, Dec 27832; D. Scholl, V 20-4405; L

RECORDS AVAILABLE: G. Barnes, Dec 27939; Mr. Goon Bones, Mercury 5641;

ELECTRICAL TRANSCRIPTION LIBRARIES: Airlane Trio, Lang-Worth; Red Nicollis, Lang-Worth; David Saperton and Bert Shefter, Associated; J. Sodja,

. . . By Cynthia Strother-Published by Goday (BMI)

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

ELECTRICAL TRANSCRIPTION LIBRARIES: Alan Holmes Ork, Associated; Henry Jerome Ork, Lang-Worth.

WARNING- The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without



QUANTITY

78 45

1



"ROCK CITY BOOGIE."

### "THERE ARE TWO SIDES TO EVERY HEARTACHE"

**RECORD NO. 1971** 



Los Angeles 15, California Capitol Records Distr. Corp. 318 W. 15th St. 6an Francisco 7, California Capitol Records Distr. Corp. 512 Brannan St. Denver 4, Colorado Boyd Distr. Co., Inc., 20 W. 13th Ave. **Nartford 5, Connecticut** Capitol Records Distr. Corp. 25 Pleasant St. Washington 17, D.C. Nelson & Co., Inc., 3000 12th St. N.E. Mlami 36, Florida Florida Record & Music Co. 741 S. W. 8th St. Atlanta 3, Georgia Capitol Records Distr. Corp. 535 Courtland St. N. E. Honolulu 2, T.H. Nylen Bros. & Co., Ltd. P. O. Box 2958 Chicago 5, Illinois Capitol Records Distr. Corp. 1449 S. Michigan Ave. Indianapolis 6, Indiana Radio Distr. Co., P. O. Box 1298 South Bend 4, Indiana South Bend Distr. Co., 432 Carroll St. Des Moines 9, Iowa Gifford-Brown, Inc., 1326 W. Walnut Louisville 2, Kentucky Foster Distr. Co., 409 W. Main St. New Orleans 12, Louisiana Mallory Distr. Co., 630 Baronne St. Baltimore 24, Maryland Nelson & Co., Inc. 1000 S. Linwood Ave. Boston 15, Massachusetts Capitol Records Distr. Corp. 590 Commonwealth Ave. Detroit 1, Michigan Capitol Records Distr. Corp. 4623 Woodward Ave. Minneapolis 1, Minnesota Capitol Records Distr. Corp. 21 E. Hennepin Ave. Kansas City 8, Missouri Capitol Records Distr. Corp 1527 McGee SL St. Louis 3, Missouri Capitol Records Distr. Corp. 1407 Pine SL Billings, Montana

Central Distr. Co., P. O. Box 1551 Omaha 8, Nebraska

Newark 4, New Jersey Capitol Records Distr. Corp. 83 Lock St. Capitol Records Distr. Corp. 1066 Main St. **Buffalo 9, New York** New York 29, New York Capitol Records Distr. Corp. 109 E. 116th St. Syracuse 3, New York L. Gordon Distr. Co., Inc 1718 Erie Blvd. E. **Charlotte 2, North Carolina** Capitol Records Distr. Corp. 614 W. Morehead St. Cincinnati 2, Ohio Capitol Records Distr. Corp. 815 Sycamore St. Cleveland 13, Ohio Capitol Records Distr. Corp. 104 St. Clair Ave. N. W. Oklahoma City 3, Oklahoma Capitol Records Distr. Corp. 416 N. Lee St. Philadelphia 22, Pennsylvania Capitol Records Distr. Corp. 1327 N. Broad St. 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 14, Utah Mountain States Distr. Inc. 622 S. State St. Seattle 9, Washington Capitol Records Distr. Corp. 620 Eastlake Ave.

Milwaukee 2, Wisconsin

"BLUE WEDDING BELLS," TEARS ON MY GUITAR" Eddie Dean		
"LIFETIME OF SHAME," "TRUE OR FALSE" Jimmy Heap with Perk Williams 1958		
"YOU SURE DO NEED HIM NOW," "WEIGHED IN THE BALANCE" Martha Carson		
"CALM, COOL AND COLLECTED," "HANGOVER" Deuce Spriggins 1981		
"STINGY," "THERE'S BEEN A CHANGE IN ME" Helen O'Connell 1976		
'SATISFIED," "HIDE ME, ROCK OF AGES" Martha Carson		
"I'M CONNA FIND ANOTHER SWEET- HEART," "LET ME CHANGE YOUR NAME" Gene O'Quin		
TOMORROW'S HITS-TODAY	78	45
"WISHIN," "COODBYE, SWEETHEART" Gisele MacKenzie 1983		
"SAD," "CIVE ME TIME" Lou Dinning		
"UNTIL," "MY HEART HAS FOUND A HOME NOW" Dean Martin		
"WHEN YOU'RE SMILING," "ALL I HAVE TO GIVE YOU" Dean Martin 1975		
"THE HEART OF A CLOWN," "WHAT A DIFF'RENCE A DAY MADE" Nellie Lutcher		
"BLUE TANGO," "PLEASE, MR. SUN" Les Baxter		
"WHEN MY BLUE MOON TURNS TO COLD AGAIN," "AS LONG AS THE RIVER FLOWS ON" Tex Ritter and Les Baxter		
"SINCIN' IN THE RAIN," "I LET A SONG CO OUT OF MY HEART" Ray Anthony		
"I HEAR A RHAPSODY," "FOR DANCERS ONLY" Ray Anthony 1973		
"COME WHAT MAY," "BABY, WE'RE REALLY IN LOVE" Helen O'Connell 1944		1.2
"YA SURE, PLEASE EXCUSE ME," "DON'T PUT OFF CHASING WOMEN" Yogi Yorgesson		8
"NORTH DAKOTA, SOUTH DAKOTA (ILLINOIS AND INDIANA MOON)," "THE BOOK WAS SO MUCH BETTER THAN THE PICTURE" Jerry Lewis 1969	34	
"WALKIN' IN THE SUNSHINE," "THERE ARE TWO SIDES TO EV'RY HEART-ACHE" The Four Knights 1971	14	1
"TRY ME ONE MORE TIME," "FOCCY RIVER" Margaret Whiting		

5 ON 1915	12	-	"STREAMLINED CANNON BALL" Tennessee Ernie and the Dinning Sisters 1911	1.13	
1958 V,''			"UNFORCETTABLE," "SILVER AND GOLD" Billy May	-	
1982			1.1.1 (1) 第111年7月1日本本、1.1.1 (1) 年末年代1日本本学校(1) 年末年代1日本市内市内市内市内市内市内市内市内市内市内市内市内市内市内市内市内市内市内市内		
			"RAGTIME MELODY," "SNOW DEER RAG" Joe "Fingers" Carr	. a.	
1 1976			"LE FIACRE," "TUH POCKET, TUH POCKET" Gisele MacKenzie1907		Ex I
1900 EET- UR 1943			"WHEN YOU'RE SMILING," "MUSIC MAKIN' MAMA FROM MEMPHIS" Joe "Fingers" Carr		1+1
-TODAY	78	45	"NO! NO! NO! NOT THAT!,"	-	
1983			"HEARTBREAK HILL" The Dinning Sisters with Jan Garber 1858	14 X 2 1	
1940			"WINE, WOMEN AND SONG,"		11
ND 1938			"A WEAVER OF DREAMS" Nat "King" Cole	-11	-
1975			A stranger to the mean of the state of the state	_	
AT 1978			"YOU WILL NEVER GROW OLD," "YOU WEREN'T THERE" Nat "King" Cole		
			"ANY TIME," "CRAZY HEART" Helen O'Connell		
E 1977			"I'M HURTIN'," "WALKIN' " Nat "King" Cole		2
A 1957			"I LOVE THAT FEELIN'," "PARADISE" The Voices of Walter Schumann 1933	1	1.4.11
1973				1	
'RE II 1944		2	"TULIPS AND HEATHER," "TAVERN IN THE TOWN" Benny Strong		
EN" 			"TRA-LA-LA-LA WALTZ," "OLD TIMER'S POLKA" Johnny Pecon 1953		
ER	0.00		"THE WAY I FEEL," "I WISH I HAD A GIRL" The Four Knights	100	18
Y	18				
1971 CY 1984	-		"I'LL ALWAYS BE FOLLOWING YOU," "DON'T PLAY THAT SONG" Helen O'Connell and Bob Eberly 1931	-R	1
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MAIL TO YOU

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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

MUSIC

. . . Based on reports received February 13, 14 and 15

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

to dat	25.0	Week	2 2007.0
14	1	1.	CRYJ. RayOkeh(78)6840; (45)4-6840—BM
11	2	2.	TELL ME WHY Four Aces-A. Alberts
13	3	3.	LITTLE WHITE CLOUD THAT CRIEDJ. Ray
6	4	4.	TIGER RAGL. Paul-M. Ford
11	5	5.	ANY TIME E. Fisher-H. Winterhalter
7	.6	6.	TELL ME WHY E. Fisher-H. Winterhalter
7	7	7.	BERMUDA
5	8	8.	(Here Am I) BROKEN HEARTED. J. Ray
3	14	9.	AT LAST
6	12	10.	BE MY LIFE'S COMPANION Mills Brothers Dec(78)27889; (45)9-27889-ASCAF
3	20	11.	COME WHAT MAY
3	10	12.	KISS TO BUILD A DREAM ON H. Winterhalter
6	-	13.	CRYE. BartonE. Coral(78)60592; (45)9-60592—BM
			WHEEL OF FORTUNEB. Wayne
			SLOW POKE
3			PLEASE, MR. SUNJ. RayCol(78)39636; (45)4-39636—BM
13			SLOW POKE
15			SHRIMP BOATSJ. Stafford-P. Weston
2		20.	GARDEN IN THE RAIN Four Aces-A. Alberts
2	25	21.	Dec(78)27860; (45)9-27860—ASCAF BLACKSMITH BLUESE. M. Morse
2			PLEASE, MR. SUNP. Como
3	25	22.	PLEASE, MR. SUN
1	<u>1.</u>	24.	мдм(78)11134; (45)к-11134—ВМ BERMUDA
2		24.	CHINATOWN
3		24.	Mercury (78)5773; (45)5773X45—ASCAP RETREATP. Page
1		24.	WHEEL OF FORTUNE
14	28	28.	UNFORGETTABLE
<b>2</b> 2	10	29.	SINE. Howard
9	16	29.	DANCE ME LOOSEA. Godfrey
2	19	29.	WIMOWEHG. Jenkins-Weavers Dec(78)27928; (45)9-27928—BM
3		29.	BLUE TANGOL. AndersonDec(78)27875; (45)9-27875—ASCAP
	<u>c</u>		ng in the March 15 issue
			ifth Annual Juke Box Operator Poll"

### XOX JOX

By JUNE BUNDY

### Gab Bag

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

### • Best Selling Sheet Music

. . . Based on reports received February 13, 14 and 15

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 to date Week Week

15	1	1.	SLOW POKE (R)Ridgeway
10	2	2.	CRY (R)
9	4	3.	LITTLE WHITE CLOUD THAT CRIED Larry Spier
6	3	4.	ANY TIME (R)
22	5	5.	DOWN YONDER (R)La Salle
11	7	5.	SHRIMP BOATS (R) Disney
8	7	7.	TELL ME WHY (R)Signet
22	6	8.	(IT'S NO) SIN (R)Algonquin
8	9	9.	CHARMAINE (R)Lion
6	10	10.	DANCE ME LOOSE (R) Erwin-Howard
2	14	11.	PLEASE, MR. SUN (R) Weiss-Barry
2	13	12.	BE MY LIFE'S COMPANION (R)E. H. Morris
17	11	13.	UNDECIDED (R)Leeds
5	15	14.	BERMUDA (R)
1		15.	KISS TO BUILD A DREAM ON (R) (F)Miller

## 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.

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcast utilizing this information may be aired. Infringement will be prosecuted.

A Weaver of Dreams (R)	
***       Never Before (R) (R)       Paramount—ASCAF         Please, Mr. Sun (R)       Weiss-Barry—BM         Retreat (R)       Porgie—BM         Sin (R)       Algonquin—BM         Slowpoke (R)       Ridgeway—BM         Take Me Home (R)       Remick—ASCAF         Tell Me Why (R)       Signet—BM         Trust in Me (R)       Advanced—ASCAF         Tulips and Heather (R)       Advanced—ASCAF         Undecided (R)       Leeds—ASCAF         Undecided (R)       Leeds—ASCAF         ###My One and Only Love (R), published by Sheldon Music-BMI, was inadvertently omitted by The         Billboard in the February 16 issue.	

ANG 1

#### March of Dimes

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

### **Top Ten in Television**

E. H. Morris-ASCAP
Mellow—ASCAP
Feist-ASCAP
Spier—ASCAP
Shapiro-Bernstein-ASCAP
Robbins-ASCAP
Ridgeway—BMI Signet—BMI Leeds—ASCAP Folkways—BMI

### England's Top Twenty

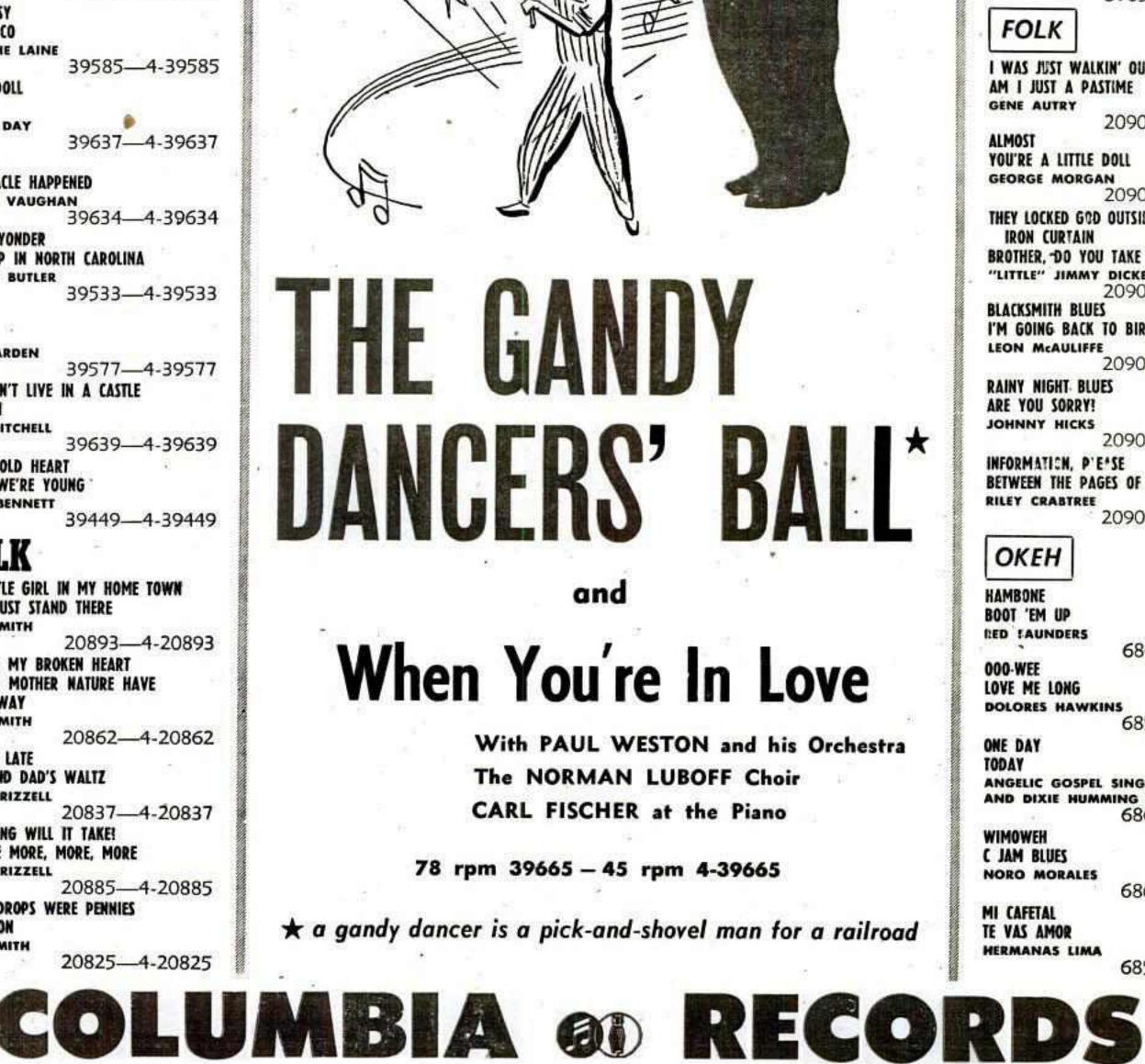
	POSIT		the factor of the second se
	ks   La		
to d	ate We	exiwe	English Anterican
34	1	1.	LOVELIEST NIGHT OF THE YEARFrancis DayRobbins
4	4	2.	THERE'S ALWAYS ROOM AT OUR HOUSESantly-Joy
7	2	3.	MISTAKES
5	6	4.	WHY WORRY*
10	7	5.	SOME ENCHANTED EVENINGWilliamsonWilliamson
17	3	6.	LONGING FOR YOUSterlingLudlow
4	10	7.	DOMINOPickwick
20	5	8.	BECAUSE OF YOU Dash Broadcast Music
3	13	9.	DOWN YONDER La Salle
8	9	10.	SHRIMP BOATSDisneyDisney
17	8	11.	I LOVE THE SUNSHINE OF YOUR SMILE
8	12	12.	AT THE END OF THE DAYChappellChappell
14	11	13.	ROSALINE
10	17	14.	LOVE'S ROUNDABOUT Cinephonic
13	15	15.	IF YOU GOLeeds
11	14	16.	ALLENTOWN JAIL Bourne Music, Ltd Bourne Music
6	20	17.	BLACK AND WHITE RAG Francis Day Remick
4	16	18.	OODLES OF NOODLESEdward CoxRobbins
1	-	19.	LITTLE WHITE CLOUD THAT CRIEDLarry Spier, LtdSpier
17	19	20.	BELLE, BELLE, MY LIBERTY BELLEDashOxford
	11		*Publisher not available as The Billboard goes to pres



THE BILLBOARD

MUSIC

27 The BIG Ones are on COLUMBIA! BEST SELLERS **NEW RELEASES** the dynamic musical Based on actual sales figures POP for week ending February 16 MELODIES FOR SWEETHEARTS personality of THE LITTLE WHITE EIGHT FAVORITE WALTZES **CLOUD THAT CRIED** PAUL WESTON LP CL 6192-45 Set B-275 CRY 78 Set C-275 AFTER HOURS WITH JOE BUSHKIN FRANKIF JOHNNIE RAY JOE BUSHKIN AND TRIO Okeh 6840-4-6840 LP CL 6201-45 Set B-290 DANCE ME LOOSE AY-ROUND THE CORNER SLOW POKE HEAVEN DROPS HER CURTAIN DOWN ARTHUR GODFREY JO STAFFORD 39632-4-39632 39653-4-39653 PLEASE, MR. SUN PITTSBURGH, PENNSYLVANIA BROKEN HEARTED THE DOLL WITH A SAWDUST HEART JOHNNIE RAY GUY MITCHELL 39636-4-39636 39663-4-39663 SHRIMP BOATS DON'T SEND ME HOME LOVE, MYSTERY AND ADVENTURE BLACKSMITH BLUES **JO STAFFORD** HARRY JAMES 39581-4-39581 TONI HARPER WHY DON'T YOU LOVE ME 39671-4-39671 fires **BE MY LIFE'S COMPANION** INVITATION ROSEMARY CLOONEY CAREFREE 39631-4-39631 PERCY FAITH DID ANYONE CALL! another 39664-4-39664 TENDERLY THE CONTINENTAL SOLDIERS ROSEMARY CLOONEY EIGHT DAYS IN A WEEK 39648-4-39648 DE PAUR INFANTRY CHORUS SILLY DREAMER great 39656-4-39656 SINCE MY LOVE HAS GONE COME TO THE CASBAH TONY BENNETT BEAUTIFUL ISLE OF SOMEWHERE 39635-4-39635 THE MARINERS hit! MY LEI-EE-YANA 39655-4-39655 YOU KNOW YOU BELONG TO I'LL WALK ALONE SOMEBODY ELSE SOLITUDE SAMMY KAYE BURT TAYLOR 39633-4-39633 39654-4-39654 JEALOUSY FOLK FLAMENCO FRANKIE LAINE 39585-4-39585 I WAS JUST WALKIN' OUT THE DOOR BABY DOLL AM I JUST A PASTIME GENE AUTRY 0005 20904-4-20904 DORIS DAY ALMOST 39637-4-39637 YOU'RE A LITTLE DOLL PINKY GEORGE MORGAN **A MIRACLE HAPPENED** 20906-4-20906 SARAH VAUGHAN 39634-4-39634 THEY LOCKED GOD OUTSIDE THE IRON CURTAIN DOWN YONDER BROTHER, DO YOU TAKE TIME TO PRAY! WAY UP IN NORTH CAROLINA "LITTLE" JIMMY DICKENS CHAMP BUTLER 20905-4-20905 39533-4-39533 HE GANDY BLACKSMITH BLUES ONCE I'M GOING BACK TO BIRMINGHAM NEVER LEON MCAULIFFE TONI ARDEN 20907-4-20907 39577-4-39577 RAINY NIGHT BLUES WE WON'T LIVE IN A CASTLE ARE YOU SORRY! WIMMIN JOHNNY HICKS **GUY MITCHELL** ANCERS' 20900-4-20900 39639-4-39639 INFORMATION, P'E\*SE COLD, COLD HEART BETWEEN THE PAGES OF THE BIBLE WHILE WE'RE YOUNG RILEY CRABTREE TONY BENNETT 20901-4-20901 39449-4-39449 FOLK OKEH THE LITTLE GIRL IN MY HOME TOWN and HAMBONE DON'T JUST STAND THERE BOOT 'EM UP CARL SMITH RED !AUNDERS 20893-4-20893 When You're In Love 6862-4-6862 ME AND MY BROKEN HEART 000-WEE LET OLD MOTHER NATURE HAVE LOVE ME LONG HER WAY DOLORES HAWKINS CARL SMITH 6857-4-6857 20862-4-20862 With PAUL WESTON and his Orchestra ONE DAY ALWAYS LATE TODAY The NORMAN LUBOFF Choir MOM AND DAD'S WALTZ ANGELIC GOSPEL SINGERS LEFTY FRIZZELL AND DIXIE HUMMING BIRDS CARL FISCHER at the Piano 20837-4-20837 6868-4-6868 HOW LONG WILL IT TAKE! WIMOWEH GIVE ME MORE, MORE, MORE C JAM BLUES 78 rpm 39665 - 45 rpm 4-39665 LEFTY FRIZZELL NORO MORALES 20885-4-20885 6861-4-6861 IF TEARDROPS WERE PENNIES MI CAFETAL ★ a gandy dancer is a pick-and-shovel man for a railroad MR. MOON TE VAS AMOR CARL SMITH HERMANAS LIMA 20825-4-20825 6859-4-6859



for music that sends them . . . to you !



#### THE BILLBOARD

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

MUSIC

28

. . . Based on reports received February 13, 14 and 15

Records listed are those selling best in the nation's top volume retail record stores. List is based up The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are wrighed 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 14 1 1. CRY .....J. Ray ..... ..... 0keh(78)6840; (45)4-6840-BMI Little White Cloud That Cried 12 2 Garden in the Rain ..... Dec(78)27860; (45)9-27860-BMI 12 4 3. ANYTIME ..... E. Fisher-H. Winterhalter ..... .....V(78)20-4359; (45)47-4359-BMI Never Before 3 4. LITTLE WHITE CLOUD THAT 14 CRIED .....J. Ray Cry .....Okeh(78)6840; (45)45-6840—ASCAP 5. BLUE TANGO .....L. Anderson Belle of the Ball ... Dec(78)27875; (45)9-27875-ASCAP 2 I Wanna Love You ..... Cap(78)1964; (45)F-1964-ASCAP 5 8 7. PLEASE, MR. SUN .....J. Ray (Here Am 1) Broken Hearted ...... Col(78)39636; (45)4-39636-BMI SLOW POKE ......Pee Wee King ..... 17 5 8. Whisper Waltz .....V(78)21-0489; (45)48-0489---BMI 9. TIGER RAG .....L. Paul-M. Forl ..... 6 6 .... Cap(78)1920; (45)F-1920-ASCAP It's a Lonesome Old Town 11 10. BERMUDA ...... Bell Sisters-H. Rene Ork .....V(78)20-4422; (45)47-4422-BMI June Night 11. TELL ME WHY ......E. Fisher-H. Winterhalter ..... Trust in Me ......V(78)20-4444; (45)47-4444—BMI 9 13- 12. DANCE ME LOOSE ......A. Godfrey ....Col(78)39632; (45)4-39632-ASCAP Slow Poke 10 13. SHRIMP BOATS ......J. Stafford-P. Weston ....Col(78)39581; (45)4-39581-ASCAP Love, Mystery and Adventure 12 14. (Here Am I) BROKEN HEARTED. J. Ray .... Col(78)39636; (45)4-39636-ASCAP Please, Mr. Sun 2 23 15. BLACKSMITH BLUES .....E. M. Morse ......Cap(78)1922; (45)F-1922-BMI Love Me or Leave Me 2 26 16. COME WHAT MAY.....P. Page Mercury (78)5772; (45)5772X45-ASCAP Retreat 8 19 17. SLOW POKE ...... A. Godfrey ..... Dance Me Loose ..... Col(78)39632; (45)4-39632-BMI

### DEALER DOINGS

### More on 45's

Hilda Bauer, of Stuart Electric, Redding, Calif., writes concerning the 45 r.p.m. disk situation, "I certainly agree with other dealers. The 45 situation is terrible. We never get the hits until they're old. After selling a great number of 45 phonograph attachments for Christmas, I feel like a heel when the same customers come in and ask for the hits on 45, and I don't have them and can't get them. If 45 is to live here we must get service. How about it?" If other dealers are having this difficulty we would like to hear from them too.

### Trade Talk

A note from Cohen Bros. Records, Jacksonville, Fla. states: "I am one of the many dealers who are requesting additional return privilege. I think most dealers are more cautious on their buying of "classics," and do not need a return on many items. If the record companies would increase the return of "pops," it would mean cleaner stocks, therefore giving a dealer more money to invest in the new releases, which still come too many, too often." . . . L. J. Arends, of Arends TV Center, Shenandoah, Ia., writes, "Children's records account for a large share of the record business during the winter. The Children's Record Guild puts out a good line arranged in age groups. By the way, we also have a gripe this week. We buy our records in Omaha, 60 miles from here, but we ave to send all Columbia reurns back to their plant in Bridgeport, Conn., which is ,000 miles away. The express harges eat up most of the alue of the return. We think hat the Columbia people hould pay the express charges they want the records to go ack to Connecticut." Vhite's Record Shop, Livingson, Mont., says "I wish that ou would make reprints vailable of the "gripes" in the Dealer Doings column. We ould send these to our disributors and to record manuacturers as well. We have one listributor who is really somehing. When we are short on shipment, he calmly disreards our requests for a relacement or a credit for the hortage."

### Best Selling Children's Records

. . . Based on reports received February 13, 14 and 15

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

#### POSITION Weeks | Last | This

to date Week Week

Last This

Week Week

2

4

5

7

10

6

9

2

3

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7

10

8

ro oau	te wee	KIMAGEN	02
30	1	1.	ALICE IN WONDERLAND (One Record) K. Beaumont-E. Wynn
106	1	2	CINDERELLA (One Record) 1. Woods & Others
21	6	Э.	HENERY HAWK (One Record) M. Blanc
22	6	4.	TWEETY'S PUDDY TAT TWOUBLE (Two Records) M. BlancCap(78)DBX-3102; (45)CBXF-3102
62	3	5	TWEETY PIE (One Record) M. Blanc-B. MayCap(78)CAS-3074; (45)CASF-3074
39	4	6.	LONE RANGER VOL. 1 (He Becomes the Lone Ranger (One Record) G. Trendle
44	8	6.	PETER AND THE WOLF (Two Records) Sterling Holloway
174	12	8,	BOZO AT THE CIRCUS (Two Records) Alan Livingston-Vance Pinto Colvig. Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114
4	5	-	HOWDY DOODY'S DO'S AND DONT'S (One Record)
33	10	10.	LONE RANGER VOL. 11 (He Finds Silver) (One Record) G. Trendle
8	14	10.	THREE ORPHAN KITTENS (One Record) D. WilsonCap(78)CAS-3096; (45)CASF-3096
23	10	12.	SNOW WHITE AND THE SEVEN DWARFS (Two Records) Dennis Day
50	-	12.	HOWDY DOODY AND THE AIR-O-DOODLE (Two Records) Bob Smith-H. Rene
19	-	14.	HOWDY DOODY'S LAUGHING CIRCUS (Two Records) B. Smith
48	14	15.	LITTLE ENGINE THAT COULD (Two Records) P. Wing
29		15.	I TAUT I TAW A PUDDY TAT (One Record) Mel BlancCap(78)1360; (45)F-1360

### • Best Selling Pop Albums

. . . Based on reports received February 13, 14 and 15

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 b no longer attempting to show comparative sales volume between 45 and 33 pop albums.

### Best Selling 331/3 R.P.M.

#### 1. AN AMERICAN IN PARIS 1

1/11 SEE YOU IN MY DREAMS

3	14	18.	WHEEL OF FORTUNE	.E. Wilcox-Sunny Gale
4	28	19.	THREE BELLS	Les Compagnons De La Chanson.
15	15	20.	CHARMAINE	. Mantovani London(78)1020; (45)45-1020ASCAP
1	-	21.	WIMOWEH	.G. Jenkins-Weavers
3	7	22.	I WANNA LOVE YOU	Ames Brothers
1	-	23.	WHEEL OF FORTUNE	.B. Wayne
2	26	24.	STOLEN LOVE I'll See You in My Dreams Wishin'	.E. Howard
9	25 "	25.	KISS TO BUILD A DREAM ON.	.L. Armstrong Dec(78)27720; (45)9-27720-ASCAP
1	-	26.	PERFIDIA You Brought Me Love	Four Aces-A. Alberts
3	21	27.	BE MY LIFE'S COMPANION	Mills Brothers Dec(78)27889; (45)9-27889-ASCAP
2	18	28.		Cel(78)39631; (45)4-39631-ASCAP
23	17	29.	SIN	.E. Howard
2	30	30.	TULIPS AND HEATHER	.P. Como
2		30.	SLOW POKE	.R. Flanagan

### Best Serving Classical Titles

Last This

Week Week

#### Best Selling 33<sup>1</sup>/<sub>3</sub> R.P.M.

1

- Verdi: La Traviata (Complete Opera); L. Albanese, G. Cehanovsky, P. Dennis, J. Garris, 2 2 R. Merrill, J. Moreland, J. Peerce, M. Stellman NBC Symphony Ork & Chorus;
- 3. Puccini: Madame Butterfly......London(33)LLP-A-8 3
- Berg: Wozzeck (Complete Opera), E. Farrell, M. Harrell, F. Jagel, D. Lloyd, J. 4. Mordino, Children's Chorus, Schola Cantorum Chorus, Philadelphia Symphony Ork of New York, Metropoulos, conductor...... Col(33)SL-118
- Rachmanineff: Concerto for Piano and Ork, No. 3; V. Horowitz, piano; RCA Victor 5
- Bizet: Carmen (Complete Opera), L. Albanese, G. Cehanovsky, A. De Palois, O. Hawkins, 5. P. Lencher, R. Merrill, J. Peerce, M. Roggero, R. Stevens, H. Thompson, New York Lycee Francaise Children's Chorus, R. Shaw, conductor of R. Shaw Chorale,

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

- 1. Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork, P. Monteux, The Great Caruso; M. Lanza, RCA Victor Ork; C. Callinicos, conductor ..... V (45) WDM-1506 1. Rachmaninolf Concerto for Plano and Ork, No. 2; A. Rubinstein, St. Louis з. Symphony Ork......V(45)WDM-1075 Puccini: Highlights From Madame Butterfly; L. Albanese, J. Melton, L. Browning, RCA Victor Ork......V (45) WDM-1068
- Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork, V. Golschmann, 5.

### Chatter

Melvin's Music, Ellsworth, fe., ran a window display on IGM picture album, "Amerian in Paris," when the flick played at the local theater, by vorking a tie-up with the theter manager. He allowed the nanager to advertise the novie in one of the store winlows, and gave him an "Amercan in Paris" LP, plus a machine to play it on. In return, the theater manager advertised the record shop on the theater screen, and played the disk in the lobby, with ad-ditional advertising for the shop. . . . Ned's Record Shop. Berlin, Md., writes: "Hillbilly platters are still top sellers here. The hottest of them at the moment is Ernest Tubbs' "Missing in Action." . . . Mrs. H. V. Hays, Hays Record Shop, Austin, Tex., says, "We want to let you know that Decca Records furnishes the top service of any company, thanks to Mac Mackela, of General Appliance Company, the Deccadistributor for this area." . . . Herbert Gray, the Music Box, Hillsdale, N. J., informs us that "sales in my store during December and January were definitely in favor of the 78 speed. The trend seems to be back to 78. This I attribute to the inferior quality of a lot of LP's and some of the 45 speed records. I could sell a lot more Mercury, MGM and London records if there were a real live-wire distributor in this

	2.	Doris Day-Original Cast
	3.	SHOW BOAT K. Grayson-A. Gardner-H. Keel
	4.	GLENN MILLER CONCERT G. Miller
1	5.	LEGEND OF THE SUN VIRGIN Yma Sumac-L. Baxter
	6.	HONKY TONK PIANO F Carle
	7.	PAINT YOUR WAGON Original Cast
	8,	SOUTH PACIFIC Mary Martin-Ezie PinzaCol(78)MM-850; (33)ML-4180
	9.	KING AND I Original Cast
1	10.	TRIBUTE TO GLENN MILLER J. Gray
		Dest Calling 45 P.P.M

#### Best Selling 45 K.P.M.

1.	AN AMERICAN IN PARIS (Four Records)
	G. Kelly-G. Guetary-J. Green
2.	SHOW BOAT (Four Records)
	Original Cast-K. Grayson-A. Gardner-H. Keel
2.	GLENN MILLER CONCERT (Four Records)
	G. Miller
4.	1/11 SEE VALLIN MY DREAMS (Four Records)
	Doris-Day-Original Cast
5.	HONKY TONK PIANO (Three Records) F. Carle
10	이 이는 것은 것 같은 것 같은 것 같은 것은 것 같은 것은 것 같은 것 같은
6.	NEW SOUND VOL. 11 (Three Records) L. Paul-M. Ford
-	L. Paul-M. Ford
1.	LEGEND OF THE SUN VIRGIN (Four Records) Vma Sumac-L. BaxterCap(78)DDN-299; (45)KDF-299
о.	J. Gray
	CIENN MILLED (Ever Precede)
7.	Glesn Miller
10	ONE FOR MY BABY (Four Records)
	ONE FOR MY BABY (Four Records) F. LaineCol(78)C-287; (45)B-287

### **Classical Reviews**

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

STEPHEN FOSTER IN SONG AND STORY 75 -R. Merrill-C. Fadiman-RCA Victor Ork & Chorus-T. Dale, Cond. (1-10")

V. (33) -LM-109 Oh! Sušanna; Massa's in De Celd, Cold Ground; Jeanie With the Light Brown Hair; Old Folks at Home; Beautiful Dreamer; De Camptown Races; Old Black Joe; My Old Kentucky Nome.

The Stephen Foster's music has been put on wax in many renditions, this one is a complete departure from the recordings readily available. Clifton Fadiman introduces each of the eight selections with a brief, well-written story of the song and a bit of Foster's biography. Merrill does each with all the skill and feeling of the top-flight vocalist he is. Orchestral backgrounds by the house band under Ted Dale's baton are excellent. In all, this is the kind of LP package which should intrigue the students, parents, vocal collectors and sometime buyers of recorded music." The disk incidentally, would make a fine radio program exactly as it comes from the package.

#### BACH, J. S.: SIX SONATAS FOR FLUTE & HARPSICHORD-Julius Baker, Sylvia 10 Marlowe (2-12") Dec (33) DX-113

The flute was one of Bach's favored instruments and he reserved for it some of his most inspired

ments are not assigned equal roles. The flute is dominant and the harpsichord furnishes contrapuntal support. Julius Baber, who this season took over the solo flutist's desk with the Chicago Symphony, is a sensitive performer. Miss Marlowe is an accomplished artist whose reputation gains new luster with each of her frequent public appearances. Packaging of the boxed album in handsome and the copious notes by critic Irving Kolodin instructive.

73 ALTO RHAPSODY AND BRAHMS: MAHLER: KINDERTOTENLIEDER AL-BUM-RCA Victor Symphony Ork-F. Reiner, Cond.-M. Anderson-R. Shaw Chorus-San Francisco Symphony Ork-P. Monteux, Cond. (1-12")

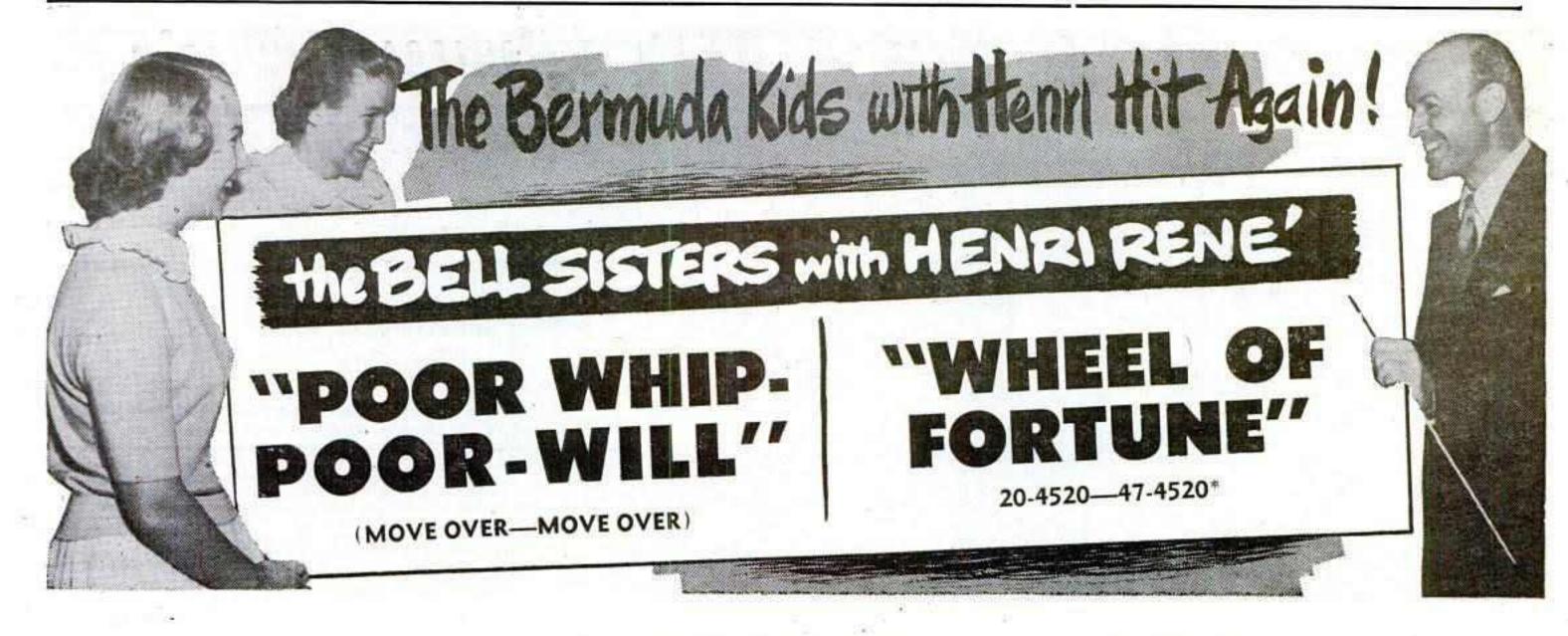
V (33) LM-1146

RCA Victor is to be commended on a most excellent bit of programing in pairing two works which match each other so closely in emotional impact. The lonely mood set forth in the Brahms opus is, if anything, intensified in the tragic, less-frequently heard songs by Mahler mourning the death of a child. Music lovers who show interest in either side will find the pairing an irresistible buy. Miss Anderson, who sings both works in the original effort. The melodies it spins here are a delight German, is in magnificent voice and projects the to the educated as well as the untutored ear and difficult music with superb artistry. Liner notes they are perfectly set off by the harpsichord. In are informative and appropriately devote most space a more modern sense these six works are sonatas to a detailed description of the less familiar Kinder-

in name only, since the keyboard and wind instru- | totenlieder. 



area." .



### This week's



Ships Coast to Coast, Week of February 24

### POPULAR

**PERRY COMO** and The Fontane Sisters with Mitchell Ayres Orchestra Noodlin' Rag Play Me a Hurtin' Tune 20-4542-(47-4542)\* **BUDDY MORROW'S Trombone Trio** Lassus Trombone 20-4543-(47-4543)\* **TONY MARTIN** with Henri Rene's Orchestra FRANKIE CARLE and his Orchestra Silver and Gold Crazy Heart 20-4545-(47-4545)\* SPIKE JONES and his City Slickers Deep Purple It Never Rains in Sunny California 20-4546-(47-4546)\* MAIN STREET STRING BAND Hello, Hello! Golden Slippers 20-4550-(47-4550)\* THE HONKY-TONKS Goodbye Sweetheart Billy Boy Bill 20-4553-(47-4558)\* SACRED BLACKWOOD BROTHERS' QUARTET Rock-a-My Soul I Won't Have To Cross Jordan Alone 20-4547-(47-4547)\* COUNTRY - WESTERN EDDY ARNOLD, The Tennessee Plowboy That's How Much I Love You Chained to a Memory (47-3310)\* HANK SNOW (The Singing Ranger) and his Rainbow Ranch Boys The Gold Rush In Over Why Do You Punish Me 20-4522-(47-4522)\* TEXAS JIM ROBERTSON and the **Panhandle Punchers** I'm Gonna Be Long Gone Taffy 20-4548-(47-4548)\* RHYTHM-BLUES PIANO RED Count the Days I'm Gone Bauncin' With Bed 20-4524-(47-4524)\* TERRY TIMMONS Got Nobody To Love I Sheuidn'i Have To Cry Over You 28-4549-(47-4549)\* COLLECTORS KATE SMITH God Bless America Star Spangled Banner 42-0156-(27-0156)\* \*45 rpm cat. nes. The stars who make the hits

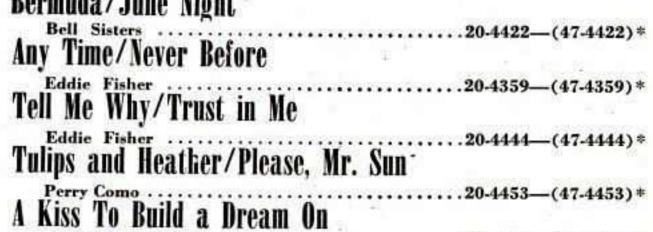
are n

RCA VICTOR DIVISION

1	
Ć	Going Strong.
6	Bermuda/June Night
5	Any Time/Never Before
6	Tell Me Why/Trust in Me

6

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



### DANCE BAND SERIES NOW ON ALL 3 SPEEDS

In answer to dealer's requests—the most successful "Pop" album series ever issued by RCA Victor — the "Designed for Dancing" series, the albums that started the current trend back to big band popularity, are now available on all 3 speeds.

### Here they are: VAUGHN MONROE PLAYS VICTOR HERBERT

Ah! Sweet Mystery of Life • Kiss Me Again • Gypsy Love Song • I'm Falling in Love With Someone • Indian Sum-

VAUCHN MONROE and his Orchestra. Slow Poke G FREDDY MARTIN PLAYS JEROME KERN Pee Wee King .... Make Believe . Smoke Gets in Your Eyes . The Song Is You . Who . I've Told Every Little Star . All the Things At Last! At Last!/Make With the Magic You Are. FREDDY MARTIN and his Orchestra. Tony Martin ..... Temptation 5 SAMMY KAYE PLAYS IRVING BERLIN Mario Lanza Blue Skies . How Deep Is the Ocean . A Pretty Girl Is Like a Melody . Alex-ander's Ragtime Band . Say It Isn't So Silver and Gold · Always. SAMMY KAYE and his Orchestra. Pee Wee King Poor Whip-Poor-Will/Wheel of Fortune \$ RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIN **Bell Sisters** . Some Enchanted Evening . The Surrey **Open Thy Merciful Arms** With the Fringe on Top . If I Loved You . Oh, What a Beautiful Morning • It Might as Well Be Spring • People Will Say We're in Love. RALPH FLANAGAN and his Orchestra, Eddy Arnold .... The Closer You Are \$ Tony Martin ..... WAYNE KING PLAYS JOHANN STRAUSS Blue Tango/The Gypsy Trail You and You . Voices of Spring . The Blue Danube . Tales From the Vienna Woods . Emperor Waltz . Wine, Woman and Song. WAYNE KING and his Orchestra. Slow Poke/Charmaine 5 Ralph Flanagan ..... SPIKE JONES PLAYS THE CHARLESTON **Call Her Your Sweetheart/Bundle of Southern Sunshine** 5 The Charleston • Black Bottom • Var-sity Drag • I Wonder Where My Baby Is Tonight • Doin' the New Raccoon Eddy Arnold . 20-4413-(47-4413)\* Charlestono-Mio. . SPIKE JONES and his City Slickers. . indicates records which have enjoyed better than aver-FRANKIE CARLE PLAYS FRANK LOESSER age initial consumer acceptance Cominy Up... My Darling, My Darling • Once in Love With Amy • I Wish I Didn't Love You So • Moon of Manakoora • Spring Will and stand an excellent chance of entering the top selling hit category. The Be a Little Late This Year . Two trade is advised to watch these records Sleepy People. FRANKIE CARLE and his Orchestra. carefully in order to maintain stock consistent with demand. HUGO WINTERHALTER PLAYS Noodlin' Rag ISHAM JONES The Billboard Picks, February 16th issue. On the Alamo e Why Can't This Night Go on Forever? e It Had to Be You e You've Got Me Crying Again e I'll Perry Como At Last, At Last See You in My Dreams . No Greater Cold, Cold Heart No. 2 HUGO WINTERHALTER and his Orch. 16th issue. Homer and Jethro 20-4397-(47-4397)\* Country and Western Disc Jockeys Pick, Billboard, February 16th issue. PEREZ PRADO PLAYS MUCHO MAMBO Mambo No. 8 . Pachito E-Che . Oh Caballo Pianolo e Mambo No. 5 e Babarabatiri. NOODLIN' RAG Perry Como PEREZ PRADO and his Orchestra. TIPS PLAY ME A HURTIN' TUNE 20-4542 TOMMY DORSEY PLAYS COLE PORTER (47-4542)\*Just One of Those Things . Why Shouldn't I? . I Get a Kick Out of You It's Delovely 
 You Do Something to Me 
 Love for Sale. TOMMY DORSEY and his Orchestra.

Meior Records

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



MUSIC

30

1.28.4

T 784 (1) 111 1 12 14 13 8 87

THE BILLBOARD

FEBRUARY 23, 1952

## ... a BIG record

Singing . . .

## THE BILLBOARD Music **Popularity Charts**

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

### Best Selling Pops by Territories

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

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

### NEW YORK

#### PITTSBURGH 1. CRY-J. Ray-Okeh

- 1. CRY-J. Ray-Okeh 2. (HERE AM I) BROKEN HEARTED-J. Ray-2. TELL ME WHY-Four Aces-A. Alberts-Decca Columbia
- 3. PLEASE, MR. SUN-J. Ray-Okeh
- 4. WHEEL OF FORTUNE-K. Starr-Capitol
- 5. SLOW POKE-Per Wee King-Victor
- 6. SHRIMP BOATS-J. Stafford-P. Weston-
- Columbia
- 7. ANY TIME-E. Fisher-H. Winterhalter-Victor
- 8. BLUE TANGO-L. Anderson-Decca 9. LITTLE WHITE CLOUD THAT CRIED-J. Ray
- --- Okeh
- 10. KISS TO BUILD A DREAM ON-L. Armstrong -Decca

### CHICAGO

- 1. CRY-J. Ray-Oken
- 2. TELL ME WHY-Four Aces-A. Alberts-Decca
- 3. ANY TIME-E. Fisher-H. Winterhalter-Victor
- 4. WHEEL OF FORTUNE-K. Starr-Capitol
- 5. BERMUDA-Bell Sisters-Victor
- 6. BLUE TANGO-L. Anderson-Decca
- 7. LITTLE WHITE CLOUD THAT CRIED-J. Ray -Okeh
- 8. SHRIMP BOATS-J. Stafford-P. Weston-Columbia
- 9. PLEASE, MR. SUN-J. Ray-Columbia 10. AT LAST-R. Anthony-Capitol

### LOS ANGELES

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

- 6. WHEEL OF FORTUNE-K. Starr-Capitol 7. WHEEL OF FORTUNE-E. WIIcox-S. Gale-Derby
- 8. TELL ME WHY-E. Fisher-H. Winterhalter-Victor

3. BLACKSMITH BLUES-E. M. Morse-Capitol

5. TELL ME WHY-Four Aces-A. Alberts-Decca

4. BLUE TANGO-L. Anderson-Decca

9. ANY TIME-E, Fisher-H, Winterhalter-Victor

### ST. LOUIS

- 1. CRY-J. Ray-Okeh
- 2. TIGER RAG-L. Paul-M. Ford-Capitol
- 3. WHEEL OF FORTUNE-K. Starr-Capitol
- 4. TELL ME WHY-Four Aces-A. Alherts-Decca 5. SLOW POKE-Pee Wee King-Victor
- 6. CHINATOWN MY CHINATOWN-B. Maxwell-Mercury
- 7. TRUST IN ME-E. Fisher-H. Winterhalter-
- Victor 8. PLEASE MR. SUN-J. Ray-Columbia
- 9, I WANNA LOVE YOU-Ames Brothers-Coral
- 10. TULIPS AND HEATHER-P. Como-Victor

### WASHINGTON

- 1. CRY-J. Ray-Okeh
- 2. TELL ME WHY-Four Aces-A. Alberts-Decca
- 3. TIGER RAG-L. Paul-M. Ford-Capitol
- 4. BLUE TANGO-L. Anderson-Decca
- 5. COME WHAT MAY-P. Page-Mercury
- 6. BERMUDA-Bell Sisters-Victor
- 7. ANY TIME-F, Fisher-H, Winterhalter-Victor
- 8. JALOUSIE (Jealousy)-F. Laine-Columbia





- 9, BERMUDA-Bell Sisters-Victor

#### SEATTLE



>

THE BILLBOARD

Everybody's Jumping to . . .

31

CAPITOL **ELLA MAE MORSE** HARRY JAMES AND TONI HARPER COLUMBIA LEON McAULIFFE BILL DARNEL DECCA SY OLIVER AND TRUDY RICHARDS MGM ART MOONEY VICTOR ELTON BRITT

(Record Companies Listed Alphabetically)

**Professional Exploitation by** 

Professional Manager, Jack Schiffman—New York

Disc Jockey Participation, Ed Burton-New York

Charles LaJoie—New York Armand Baum—Chicago **Robert Ross—Nashville Erich Aberbach—Beverly Hills** 

CKSMA

## HILL and RANGE SONGS, INC.

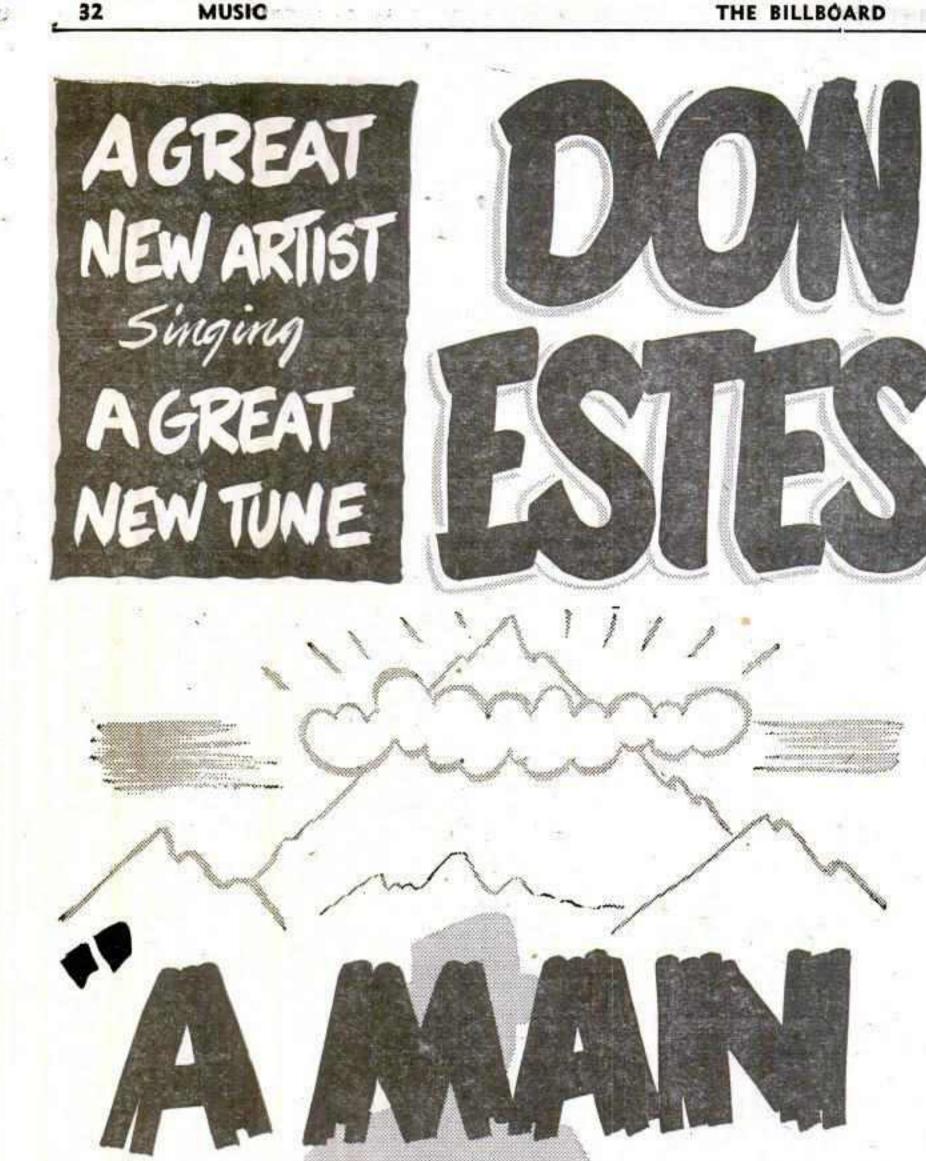
**407 COMMERCIAL CENTER STREET** 

**BEVERLY HILLS, CALIFORNIA** 



THE BILLBOARD

FEBRUARY 23, 1952



MUSIC

## THE BILLBOARD Music **Popularity Charts**

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

### Most Played Juke Box Records

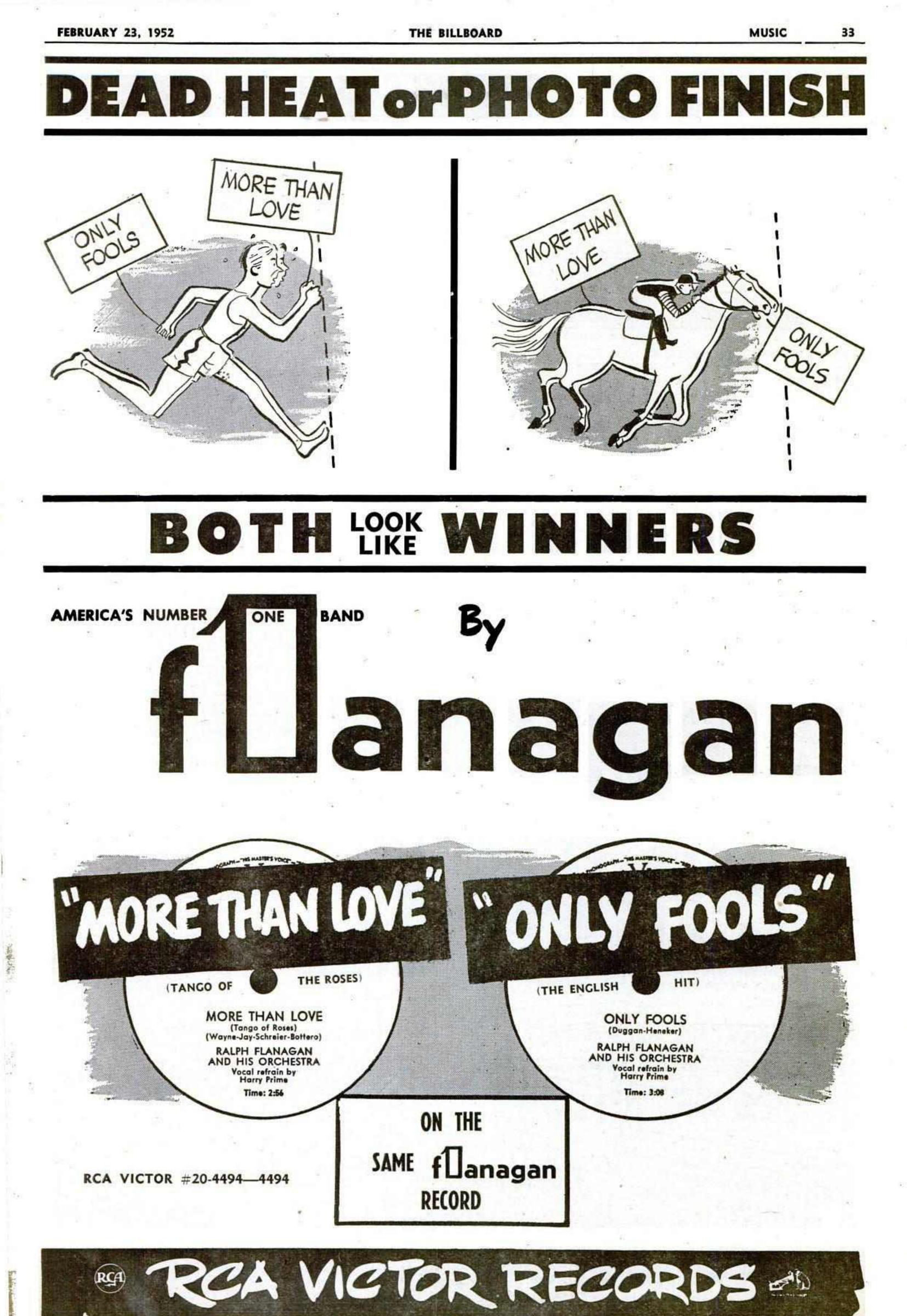
... Based on reports received February 13, 14 and 15

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

1 C C R		This	
13	1	1.	CRY
10	2	2.	TELL ME WHY
12	3	3.	LITTLE WHITE CLOUD THAT CRIEDJ. Ray Okeh(78)6840; (45)4-6840-ASCAP
16	4	4.	SLOW POKE Pee Wee King
12	5	5.	ANY TIME
6	7	6.	TIGER RAGL. Paul-M. Ford
9	8	6.	DANCE ME LOOSE
7	9	8.	TELL ME WHYE. Fisher-H. Winterhalter
5	9	9.	PLEASE, MR. SUN
11	6	10.	SHRIMP BOATSJ. Stafford-P. Weston
7	14	11.	BERMUDA
3	11	12.	BE MY LIFE'S COMPANION Mills Brothers
4	12	13.	STOLEN LOVEE. Howard

				(Guy Lombardo, Decca 27962; E. Howard, reissue, Mercury 5784; Three Sund, Victor 20-4510)
	2	23	14.	BLACKSMITH BLUES
				(Bill Darnele, Decca 27968; Sy Oliver Ork, Decca 27972; Art Mooney Ork, MGM 11171)
	1		15.	WHEEL OF FORTUNE
	2	15	16.	Mercury (78)5772; (45)5772X45-ASCAP
	11	15	17.	(H. O'Connell, Capitol 1944; J. Scott, Coral 60650) SLOW POKE
	a contra			(Here Am I) BROKEN HEARTED, J. Ray
	7			(F. Dixon-E. Williams Trio, Swing Time 261: Alan Dale, Decca 27961; R. Anthony Ork, Capitol 1956)
	4	18	17.	DON'T LEAVE MY POOR HEART Cowboy Copas-R. Patton- BREAKING
	22	-13	20.	SINE. Howard
				(5. Churchill, Victor 20-4280; W. Davis, Prestige 911; Four Aces, Victoria V-101; Four Buddies, Savoy 817; Four Knights, Capitol 1806; C. Hawkins, Decca 27853; A. Morgan, Decca 27794; B. Colt, Decatur 1001; A. Morgan, London 990; S. Kaye, Columbia 39567; M. Katz, Capitol 1961; B. Peacock, King 4505; Arthur Prysock, Decca 27769; B. Williams Quartet, MGM 11066)
	4	21	20.	CRAZY HEARTG. Lombardo
				H. O'Connell, Capital 1896; T. Fantane, Mercury 5743; D. Davis, MGM 11103; H. Williams, MGM 11054; Z. Turner, King 1101; F. Carle, Victor 20-4545)
	9	25	20.	CHARMAINE
RCA VICTOR and				(E. Smith, Decca 27896; Harmonicats, Mercury 5747; X Rays, Coral 65069; P. Weston, Columbia 39616; M. Davis, Aladdin 3114; J. Lee, Capitol 1896; G. Ammons, Prestige 916; R. Flannagan, Victor 20-4373; Four Knights, Capitol 1875; B. Hayes, MGM 11112; Ray-O-Vacs, Decca 48260; V. Monroe, Victor 20-4375; N. Hefti, Coral 60599; A. Cobb, Okeh 6851; L. Morgan Quintet, Atlantic 953; B. May, Capitol 1919; P. Brown's Delta Kings, West Craft 1003-4; H. Koch, Acme 980)
47-4486 (45)	1		23.	WHEEL OF FORTUNEE. Wilcox-Sunny GaleDerby(78)787; (45)45-787-ASCAP
MODE MODE	21	17	24.	UNDECIDED Ames Brothers-L. Brown Coral(78)60566; (45)9-60566-ASCAP
"NOTHING MORE,				(M. Abernathy, King 4490; Gene Ammons, Prestige 916; R. Anthony, Capitol 1824; G. Lombardo, Decca 27835; B. Lucas Ork, Jubilee 5070; M. Small, King 15128)
	2	29	25.	KISS TO BUILD A DREAM ON H. Winterhalter
NOTHING LESS"				LJ. Dorsey, Col 39526; B. Eberly, Capitol 1769; J. Haskell, Coral 60574; K. Brown, Mercury 5710: M Lewis. MGM 11061; H. Winterhalter Ork, Victor 20-4455; L. Armstrong, Decga 27720)
	2	29	25.	SLOW POKE A. Godfrey
REA VICTOR	8	20	27.	GARDEN IN THE RAIN Four Aces-A. Alberts Dec(78)27860; (45)9-27860-ASCAP (P. Como, Victor 20-4445; J. Gray Ork, Decca 27976)
	9	25	27.	CHARMAINEG. Jenkins
	1			BLUE TANGOL. Anderson Dec(78)27859; (45)9-27859—ASCAP
Records			27	(D. Hayman Ork, Mercury 5790)
IN BRANCED			21.	WHEN IT'S SLEEPY TIME DOWN SOUTH L. Armstrong-G. Jenkins Dec(78)27899; (45)9-27899—ASCAP







M	
<b>D</b> /1 <b>I</b>	

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THE BILLBOARD

THE BILLBOARD Music Popularity Charts

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

#### **Best Selling Retail Folk** Most Played Juke Box Folk FOLK TALENT (Country & Western) Records (Country & Western) Records AND TUNES - By JOHNNY SIPPEL -. . . Based on reports received February 13, 14 and 15 ... Based on reports received February 13, 14 and 15 Artists' Activities 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 Records listed are Country and Western records most played in juke boxes according to The Jimmy Wakely has sold his own Country and Western records. Billboard's special weekly survey among a selected group of juke box operators whose locations require package TV show to a vitamin POSITION Country and Western records. firm, with half-hour weekly show Weeks | Last | This starting February 7 over KNBH, Los Angeles. Ish Kabibble, Andy to date Week Week POSITION Weeks | Last | This 1. SLOW POKE ...... Pee Wee King ..... 21 1 to date Week Week Parker and the Plainsmen and a Whisper Waltz .....V(78)21-0489; (45)48-0489-BM1 chirp, yet to be selected, will ap-2 2. LET OLD MOTHER NATURE 1. SLOW POKE ..... Pee Wee King ..... 22 2 pear with the Capitol recorder. Carl Smith ..... HAVE HER WAY ......V(78)21-0489; (45)48-0489-BMI . . . Cliffie Stone has started a ..... Col(78)20862; (45)4-20862-BMI Me and My Broken Heart weekly half-hour TV show over 2. LET OLD MOTHER NATURE GIVE ME MORE, MORE, MORE. . Lefty Frizzelt ..... 1 8 3 KLAC-TV, Hollywood, in which З. he and a jury of showbiz celebs, ..... Col(78)20885; (45)4-20885-BM1 How Long Will It Take MISSING IN ACTION ...... E. Tubb ..... which included Tennessee Ernie ..... Col(78)20862; (45)4-20862-BMI Heartsick Soldier on Heartbreak Ridge ..... Dec(78)46389; (45)9-46389-BM1 the opening show, judge amateur TOO OLD TO CUT THE MUSTARD. Red Foley-E. Tubb ..... 3. GIVE ME MORE, MORE, MORE, Lefty Frizzell ..... talent. . . . Cliff Carling, veteran management exec, has taken over I'm in Love With Molly ..... Dec(78)46387; (45)9-46387-BMI ..... Col(78)20885; (45)4-20885-BMI the reins of Wade Ray, the new BUNDLE OF SOUTHERN 5 6. Victor artist, and the Colwell Brothers, teen-aged harmony sing-4. BUNDLE OF SOUTHERN 3 . 4 SUNSHINE ......E. Arnold ..... Call Her Your Sweetheart ....V(78)20-4413; (45)47-4413-ASCAP ers who are being considered by WONDERING ...... W. Pierce ..... .....V(78)20-4413; (45)47-4413-ASCAP 2 10 7. several labels. Carling still han-..... Dec(78)46364; (45)9-46364 BMI New Silver Bells dles Tex Williams. . . . Jackie MOM AND DAD'S WALTZ .... Lefty Frizzelt ..... Butler, 12-year-old warbler, has 7 8. .... Dec(78)27810; (45)9-27810-ASCAP .....Col(78)20837; (45)4-20837-BMI his own show over WFNC, Fa-Always Late yetteville, N. C. . . . Don Owens SILVER AND GOLD ...... Pee Wee King ..... and his Blue Mountain Boys are .....V(78)20-4458; (45)47-4458-BMI SILVER AND GOLD ...... Pee Wee King ..... back working at WEAM, Arling-10. ton, Va. Owens is also doing a ......V(78)20-4458; (45)47-4458-BM1 Ragtime Annie Lee 7. WONDERING ......W. Pierce ..... daily four-hour morning d.j. show Coming Up ..... Dec(78)46364; (45)9-46364-BMI at the station. 1. CALL HER YOUR SWEETHEART ..... E. Arnold ..... 8. MUSIC MAKIN' MAMA FROM C&W Records to Watch .....V(78)20-4346; (45)47-4346-BMI In the opinion of The Billboard's music 3. DON'T JUST STAND THERE ..... Carl Smith ..... TOO OLD TO CUT THE MUSTARD, R. Foley-E. Tubb ..... staff the following record has the best .....Col(78)20893; (45)4-20893 .... Dec(78)46387; (45)9-46387-ASCAP sales and performances potential among the country and Western records received this for theaters. King has sold his David Edward, January 14. . . 18 9 week. home in suburban Louisville and Eddie Boyle, KRUX, Phoenix, THEY LOCKED GOD OUTSIDE THE IRON .. MGM(78)11054; (45)K-11054-ASCAP Ariz., is collecting dough for the CURTAIN is building a larger manse. . . . Wesley Tuttle.....Capitol 1992 Roy Acuff and his Smoky Moun-March of Dimes via requests ac-**Coming Up** companied by a contribution. He tain Boys are now being booked by Ford Rush, Nashville. Acuff plays a disk until he receives a Pee Wee King has changed the name of his unit, "The Golden set for Canada early in February. West Cowboys," to "Pee Wee ... Jimmie Dale, now waxing for King and His Band," featuring Anchor, reports that d.j. Don Ollie Hamilton, WJZM, Clarks-.... MGM(78)11160; (45)K-11160-BMI .....Dec(78)46387; (45)9-46387-BMI Redd Stewart, in order to break Larkin wrote his latest release, ville, Tenn., had Mr. and Mrs. into pop band locations. He is now "Goodbye, Maria, I'm Off to Bob Fulton on his show. Mrs.



Hollywood

Chicago

WREW, Eau Claire, Wis., has Fulton once did advance for Roy inked Blue Ribbon diskery. Bob Acuff. Stotts, KMA, Sheandoah, Ia., has also signed with the Staunton, Ill., outfit.

Norm (Circus) Riley has inked a five-year deal with Don Estes, the new Victor addition. Estes is warbling pops at WSM, Nashville. . . Glen Thompson and His Dixie Playboys have signed with Acme Records. . . . R. Loy Mc-Cormick, the Tallahassee, Fla., gospel concert promoter, has inked the Sunshine Boys (Decca) for his tri-State concerts. Mc-Cormick, who pulled 250,000 in 300 concerts last year, now has the Harmoneers (Victor), Homeland Harmony and LeFevre Trio (Bibletone) for use on his tours.

... Texas Bill Strength, new Coral addition, is now working regularly at WAIM, Anderson, S. C., and plans to book more talent into his region. He is contemplating using Ernest Tubb soon. . . . Ted Johnson and the Westerners, the allstar band in the San Francisco area, are doing a TV show over KGO, San Francisco. They are set for many fair and rodeo dates in Northern California this season. Johnson credits his success to his plugging by Longhorn Joe, d.j at KROW, Oakland. ... The Sauce-man Brothers (Mercury-Rich'R Tone) are at WFHG, Bristol, Va.

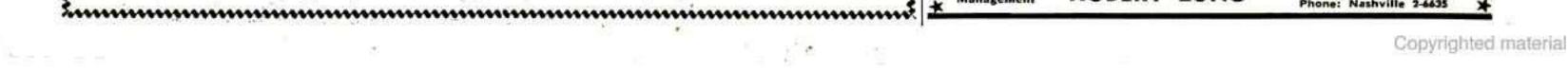
Smoky Smith, KRNT, Des Moines, reports that Jimmy Dickens and Lonzo and Oscar did almost capacity at the KRNT is the father of a son, David Rob-Radio Theater January 14 despite ert, born recently. Nettie Bedard a snow blizzard. ... Mal Jones, is now vocalizing with the King-WAPF, McComb, Miss., is pro-moting gospel appearances in his inked with MCA, has bought out area via his many shows. . . . Irv Yates' piece of John-Tom Slim Lay, d.j. at WFMH, Cullman, Music, a BMI affiliate, and Rit-Ala., became father of a son,

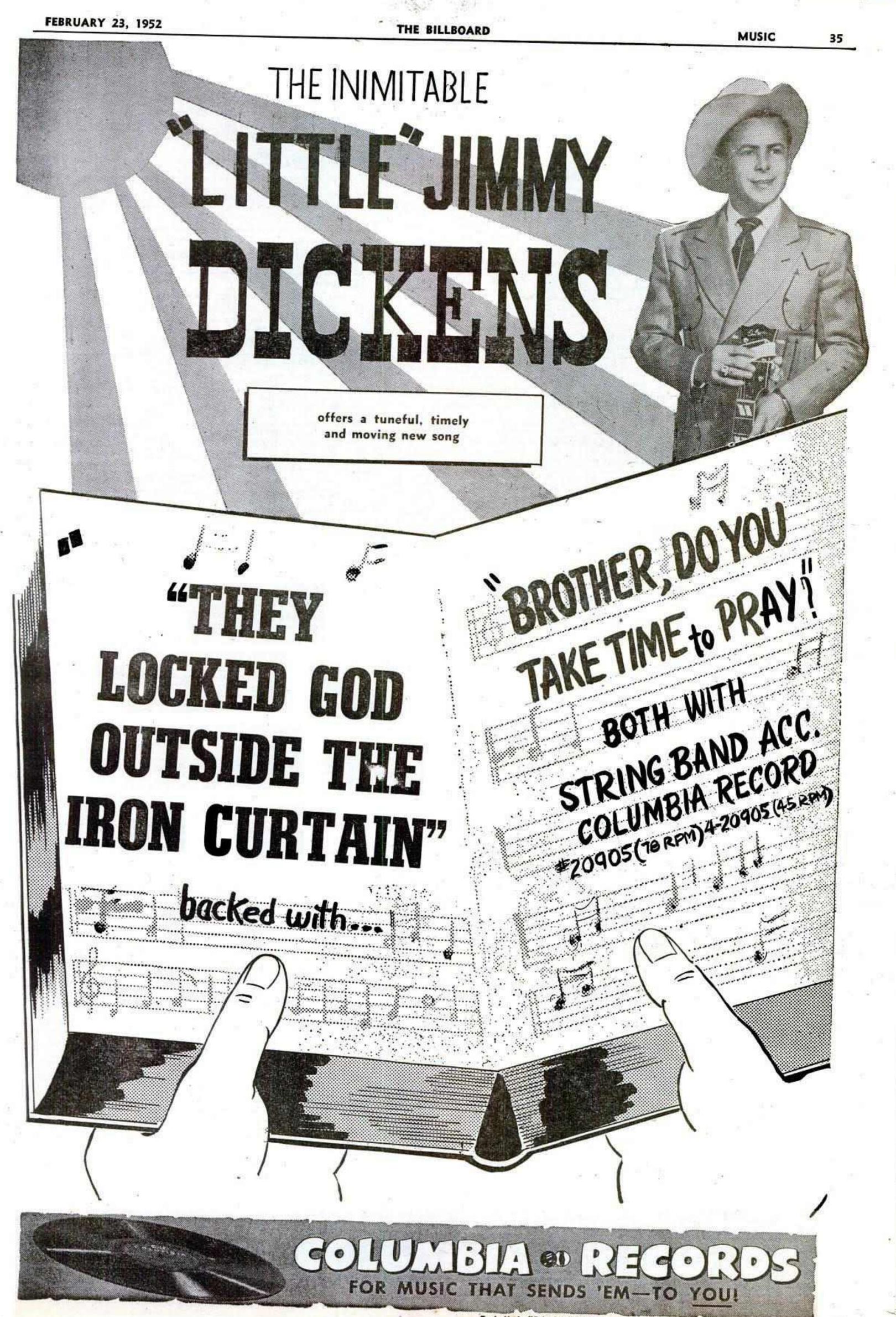
cut for Russ Hull's Dome diskery. Hatch Show Print, which did . . D.j. Handy Henderson, show cards for many h.b. acts.

> Steve Stebbins, of Americana Corporation, has made an agreement with Jack Starnes, manager of Lefty Frizzell, whereby the Coast booking office will route Frizzell and Blackie Crawford and the Western Cherokees (Coral) managed by Starnes' wife, Neva, for 10 weeks thru the Coast and Northwest, starting April 9. Starnes and Stebbins worked out the deal in Hollywood February 8. Americana will also work Hank Thompson and the Brazos Valley Boys for six weeks starting April 23. Frizzell is slated for Perry Como's TV-er March 19. . . . KNBH, Hollywood TV station, has skedded a new show, starting February 7, starring the Squeakin' Deacon, KXLA, Pasadena, d.j.; Eddie Dean, Andy Parker and the Plainsmen and Pat Michaels.... Wanda Wolfe and her Sunset Westerners (Rich-R-Tone and Folk Star) were guests at the KSEL Jamboree, Lubbock, Tex., January 26. Dave Stone man-ages the Lubbock hoe-down. The group is having its first folio printed by Melody Trail Songs. . . Smokey Wallace is working a duo with Tex Lannon at Johnnie's Lounge, Aurora, Ill. Wallace's band is working at the Island Inn, Aurora, while he's at the lounge.

Lloyd Bank, steel with Jack Kingston, CKNX, Wingham, Ont., (Continued on page 36)









36 MUSIC	THE BILLBOARD	50.0	FEBRUARY 23, 1952
THE BILLBOARD MU	sic Popularity	' Charts	For Reviews and Ratings of Radio and TV Shows See The Billboard Radio - TV Show Charts (Radio Section).
<ul> <li>Country &amp; Western Ree Most Played by Folk Dis</li> </ul>	AND TUNES	• Country & W Record Revie	
Records listed here in numerical order are those played most by the Western disk jockeys. List is based on replies from weekly survey amount disk jockeys specializing in Country and Western tunes.	e nation's leading Country and ter is reorganizing the firm for	the members of The Bill the record.	wed here expresses the opinion of board music staff who reviewed
9 1 1. GIVE ME MORE, MORE, MORE. Lefty Frizzel	tin Music, also BMI H. b. and Western music gets its big- gest break as far as personals go	ARTIST LABEL AND NO.	TUNES COMMENT
18 4 3. LET OLD MOTHER NATURE HAVE HER WAY	78)20862; (45)4-20862-BMI York, late in May (The Billboard,	WESLEY TUTTLE	Iron Curtain 828282
7 5 5. BABY, WE'RE REALLY IN LOVE. Hank Willia	B)21-0489; (45)48-0489—BMI ams 	a good, new novelty item, with nation who locked God out. Could go Call of the Mountain A lively country novelty with good by	th a serious message about the et a lot of plays and spins. 78807480 prics and melody is given a strong
3 - 6. BUNDLE OF SOUTHERN SUNSHINE	Mercury 6348—BMI be featured for 16 weeks <b>Tex Ritter</b> sings the theme song, "High Noon," with Merle Travis and Red Varner's guitars backing, in the Stanley Kramer production	BLACKIE CRAWFORD (The West Baby Buggy Blues CORAL 64118-Parenthood is a cho	stern Cherokees) 77807478 pre, Crawford reminds us, but his
2 7 8. SILVER AND GOLD Pee Wee Ki	ing of the same name. Picture fea- 8)20-4458; (45)47-4458—BMI tures Gary Cooper.	- instrumental "baby cries" inject a cr Old Timers Waltz Chapter does an okay job on a dancea	ute note. 72747072
3 6 10. MISSING IN ACTION E. Tubb	pleted 13 15-minute TV films to be marketed by Blue Ridge Pro- ductions. Tommy Faile, vocalist	HAWKSHAW HAWKINS Everybody's Got a Girl But Me	th good lyrics, is sold well by the
Coming Up	(78)20885; (45)4-20885—8MI father. Smith has just purchased a new home in Charlotte, N. C. where they still work over WSB Hank Williams is playing his	Be My Life's Companion Country version of the ditty that is has a pleasant vocal by Hawkins. A	s now showing action in pop field
number of questionnaires from dealers (operators, disk jockeys) but do In best selling (most played) category.	not have strength to be listed first dates in Virginia after re- cuperating from his recent spina	I Can't Stand This Loneliness	76787278
2. I'D STILL WANT YOU Hank Willi	iams 	h Twinkle Star A real Western comball ditty is t	71716775 treated competently by an unbilled
3. YOU KNOW I'M STILL IN LOVE WITH YOU W. Pierce	Dec(78)46385; (45)9-46385 with Johnny and Jack and the Tennessee Mountain Boys, has	y JOHNNY RECTOR Married By the Bible	757575 philosophical in a fine sounding
• Advance Record Release	ISES started booking out of WDBJ Roanoke, Va. He has inked the following acts to management Bailey Brothers and their Happy	ballad that urges a return to the of     Be My Darling Once More     Slow-paced, romantic ditty is engage	d marital virtues. 74757375
Be Safe-Be Sure-Be Careful—Ann Jones (You Love That Hurt Me Won't) King 1028 Cap 1993	Valley Boys, WDBJ; Home	RED RIVER DAVE (The Texas C I'll Be Lovin' You Then -	owboys) - 75767574

ander state



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

THE BILLBOARD Music Popularity Charts

### Most Played Juke Box **Rhythm & Blues Records**

... Based on reports received February 13, 14 and 15

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

Weeks to date	SITIO	This Week	
8	1	1.	THREE O'CLOCK BLUESB. B. King
3	2	2.	BOOTED
12	3	3.	BOOTED
4	4.	3.	CRYJ. Ray
3	5	5.	WALKIN'
3			FLAMINGOE. Bostic
2	1	6.	LITTLE WHITE CLOUD THAT CRIEDJ. Ray
6	9	8.	HOW MANY MORE YEARS Howling Wolf
2	-	9.	STILL A FOOLMuddy Waters
1	-	10.	
1	-	10.	

bring together the old Gene Krupa Trio as a permanent unit Trio did a pair of stints, one at Ventura's Open House near Phila-

12-inch LP collection of concert recordings made by the trio several years ago, when the unit was bred within the Krupa ork.

Savoy Records has signed to a term recording contract Calvin Frazier, a singer and guitarist from Detroit. The label also inked the Lightning Trio to a waxing deal. Latter group at one time recorded for Decca. . .

Okeh Records signed thrush Dolores Hawkins to a term deal. She is a jazz-inclined canary, who made several solo slicings for the Signature label. Prior to that stint, she was a featured warbler with the Gene Krupa band. . . . Elliot Wexler's recently opened distrib business in Newark, N. J., this week completed terms to handle the Savoy-Regent

### **R&B** Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performances potential among the rhythm and blues records received this week. THE WIND IS BLOWIN'

line in northern New Jersey. Wexler already has the Coral line for the state.

Blues warbler Billy Wright, a Savoy artist, opened at The Hunter and his latest waxing for

### **Rhythm & Blues Record Releases**

47-4507

Bad Neighborhood-Floyd Dixon-Johnny Moore's Dig These Blues—Four Clefs (Four) Three Blazers (Blues) Aladdin 3121 Big Bob's Boogie-Bob Dougherty Ork (Ridin') Dec 48276

Blues for Cuba-Floyd Dixon-Johnny Moore's Three Blazers (Bad) Aladdin 3121 Delta Blues-Joe Williams (Mama) Trumpet 151

ported to have signed with the

who passed thru New York this

week on a swing around his dis-

signed Lloyd Smith to a waxing

gospel singing group. Lou Krefetz is on the road in

the Midwest in behalf of Atlantic

specialists in the field. Diskery

has put in the groove efforts by

47-4507 Got You On My Mind-Joe Burton Sextet (Sun) . Intro 6042

Hey Lawdy, Miss Claudie-Calvin Boze Ork (My) Aladdin 3122

Four Clefs' Woogie-Four Clefs (Dig) V (45)

Never Loved Anyone But You-Joe (Worried) Dec 48283

firm by diskery rep, Irv Marcus, 'm Only Fooling My Heart-The Heartbreakers

- (You're) V (45) 47-4508 Lawdy, Lawdy, Lord, Parts 1 and 2-Dave Bartholomew King 4523 tribs. . . . Same diskery also
  - Little White Cloud that Cried-Tyree Glenn (Tell) Royal Roost 543
- deal and also recorded the Dixie Mama Don't Allow Me-Joe Williams (Delta) Trumpet 151
- Hummingbirds, a spiritual and My Favorite Chick-Larry Cummings-Rhythm Aces (When) Dec 48281
  - My Friend Told Me- Calvin Boze Ork (Hey) Aladdin 3122

Records, current release. He will Ridin' the Riff-Bob Doughtery Ork (Big) Dec hit the Midwestern deejays and 48276

distributors. . . . Atlantic also is Sun Comes Up and the Sun Goes Down-Joe Burton Sextet (Got) Intro 6042

expanding its interests in the Tell Me Why-Tyree Glenn (Little) Royal Roost gospel and spiritual field and has 543 signed a pair of units who are

When You Jurrender-Larry Cummings-Rhythm Aces (My) Dec 48281

Worried Over You-Joe Medlin (1 Never) Dec 48283 the Rosettes and the Gospel Har- You're So Necessary to Me-The Heartbreakers (1'm) V (45) 47-4508



### TO THE RECORD DEALERS, DISC JOCKIES AND JUKE BOX OPERATORS...



#### THE BILLBOARD Music **Popularity Charts** For Reviews and Ratings of Radio and TV Shows See The Billboard Radio - TV Show Charts (Radio Section). 90-100 TOPS Record Reviews 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR Records are rated four ways: (1) over-all; (2) as to their **How Ratings Are Determined** 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. Following are the maximum points that may be earned by a record in each The Categories 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" alds), 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. DISK JOCKLY OVIR-ALL PREATOR TAILER ARTIST TUNES LABEL AND NO. COMMENT POPULAR FOUR ACES (AI Alberts) Perfidia 90--90--90--90 DECCA 27987-The quartet really punches this oldie home in a true fare-thee-well manner. Should be a big winner and the sequel to "Tell Me Why" on the hit lists. You Brought Me Love 87--87--87--88 The Aces deliver an original ballad in the same idiom and in the same semi-shuffle style that marked their previous ballad hits. The hot group should score again, the not as heavily as with "Tell Me Why" and "Sin." EDDY HOWARD ORK Stolen Love 88--88--88--88 MERCURY 5784-The lovely ditty, convincingly read by Howard, is sent out to market again in the same talent-loaded version that's now working its way up the pop charts. Wishin' 81--81--81--81 Chanter, with occasional use of an echo chamber, meanders sweetly thru this romantic ballad. Backing by lush strings and sax is appropriate. EILEEN BARTON (Paul Neilson Ork) Wishin' 88--88--88--88

CORAL 60651—Miss Barton comes up with a ringing, two-minute reading of the current "sleeper" which could push the song over the hump and could earn a hit waxing for the thrush. Neilson's orking has

MUSIC

My heartfelt thanks for your grand reception while I was here Sincerely-VeraLymn P.S. Thanks a lot for all you did on my London you cord "If you Go" LONDON Finest Sound RECORDS

When You're Near Me The thrush does nicely by a pleasant ballad.	75757475
HUGO WINTERHALTER ORK Blue Tango VICTOR 20-4518—Winterhalter comes thru with an exciting coverage of the Leroy Anderson hit opus. His reading is strong enough to offer stern competition to the original. Winterhalter's use of the	
guitar lends a colorful twist to his interpretation. Gypsy Trail, The Hugo whips up spirit and excitement in his ork-chorus cleffing of a windy opus.	79807878
VIC DAMONE (George Siravo Ork) Jump Through the Ring MERCURY 5785—Damone really belts hard on this rather unusual opus, a song in the "big" tradition. The powerhouse performance could likely bring the slicing into a position of contention, especially if it is promoted with muscle. My Funny Valentine	
Vic, sweating it out in Germany at this moment, made this wonderful waxing before he was inducted. The song's a superb Rodgers-Hart ballad and Vic sings the stuffing out of it. Should draw spins aplenty.	(1000)))) 
FRANK SINATRA (Axel Stordahl Ork) I Hear a Rhapsody * COLUMBIA 39652—The crooner has here one of his best of recent efforts, a forceful warble of a lovely oldie in the revival stages set against a rich Stordahl orking. Promotion could make this Sinatra's first winner in ages.	
I Could Write a Book Sinatra displays his fine feeling for the lyric in rendering this splendid song from the score of "Pal Joey," now successfully revived on Broadway.	
RED FOLEY Milk Bucket Boogie DECCA 27981—Foley romps thru one of those silly country boogle novelties with spirit and drive. There's a soundie gimmick, a sock beat backing and some winning string band solos. Certainly, a big	86868686
country item and could spread easily into the pop market. Salty Dog Rag Another sock go by Foley on a novelty ditty in the two-beat idiom. Just a notch below the topside for overall potential, but a strong entry.	
MARIO LANZA (Ray Sinatra Ork) Temptation VICTOR 10-3738—Lanza belts out the standard to a terribly windy, pretentious arrangement. His fans will want no matter what, so you can bet this slicing will accrue a sizable sale.	
Lygia Lanza tackles a really back-breaking proposition in trying to make something convincing of a pseudo-art piece drawn up out of the back- ground music to the "Quo Vadis" flick. Even so mighty an entity as Lanza can bardly make this meaningful.	
TOMMY TUCKER Baby Doll MGM 11162—Tucker and company have blended exceptionally well for a wery-professional and a completely pleasing interpretation of a current flick-derived plug ditty. Karen Rich's vocal efforts adds that little extra which could make this a strong contender. Could work into a "sleeper" with strong promotion. With No One to Love Tonight Peter Handley sings a pretty ballad to a tasty Tucker orking, fine for	72727272
GUY LOMBARDO ORK Stolen Love DECCA 27962—Comball verse-chorus ditty, stirred via an Eddy Howard disking, is done up brown by Lombardo and company. Bound to cut	
off a piece of ditty that seems to be on its way. Marshmallow Moon A light old-timey ballad with a barbershop feeling is handed the polished Lombardo dance treatment. Tune's from the "Aaron Slick" flick. If it attracts, this version will be in the money.	
coming in the March 15 issue	



ARTIST LABEL AND NO.	TUNES COMMENT	
	POPULAR	2
chorus comball that's been vocalizes with choral assists. with the top winners. Wheel of Fortune Kaye comes up with a likabi	e coverage by the maestro on a vers showing "sleeper" signs. Don Rog If tune moves, this version should be I le coverage of a ditty which already h Competition, early and strong, will f catch his share.	ers in 82848280
	ime novelty draws an expert going on the has a winning quality and this version the winnings.	
Bundle of Southern Sur Eddy Arnold's current country Lombardo crew in its typica		4
on the novelty stirred via an ment, precise musicianship, exo	ichards) whipped up a superb swinging covera Ella Mae Morse etching. Expert arrang cellent recording and a solid Trudy Richar ig which should come home for a good pie	je- rds
Anytime Fine band work and a good vo	cal go by Miss Richards make a respectat hit revival of a stellar country item.	71737071
in a sort of talk-sing manne ballad. Song and renditio	light hern turns in a solidly effective readiner, of a new and especially well-writt	en ith
Something I Dreamed La Miss Southern, a sort of fema	ast Night le Nat Cole, applies her intimate style n effective waxing which should captu	
	Ork) 's best waxing in some time. He delive sh with lots of warmth and projection.	84858384
	reading on an arty type of semi-religio Use of a choral group, large ork, etc., ad such this one across.	
of those bucolic "soundle"	up with a spirited, lively etching of o boogles. Has enough essential corn itry and pop areas. Should be a profitab	to
Silver and Gold	coverage on the latest Pee Wee King enti	73737274
GEORGE GERSHWIN (Paul Rhapsody in Blue (Parts VICTOR (45) 27-0149-Victor this collector's re-issue of the	Whiteman Ork)	848484NS

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## IT'S SPINNING! SPINNING! SPINNING!

### FOR A HIT!

**Billboard February 16th Issue** 

• The Disk Jockeys Pick

• The Retailers Pick

• The Operators Pick



accomplished. A welcome disk.		
MARY MAYO (AI Ham Ork) Oh, to Be Young Again CAPITOL 1950—Mary has here her best recorded effort on an extra fine ballad of distinction. Song's one of best around for sheer quality. She also provides herself with a coloratura obbligato via dub-in. A really lovely slicing which deserves to be heard and which deejays should latch on to. What's the Reason Mary and vocal group make a mast pleasant spin of a fine oldie set in a medium beat. Should draw deejay attention.	75787373	FUKIUNE.
ARTHUR PRYSOCK (Sy Oliver Ork) I Hear a Rhapsody DECCA 7978—Prysock's moving chant of the oldie being revived is tops. This version could get a large share of the action due on the song A fine disk. Am I to Blame More superb singing by Prysock. This time the ballad is somewhat less effective.	78807678	flip side "HEART OF A CLOWN"
RAY ANTHONY ORK (Tommy Mercer) I Hear a Rhapsody CAPITOL 1973—A first-rate dance reading by the Anthony gang on a current plug revival spots use of a chorus to support a virile Tommy Mercer vocal. If song clicks, this version should be in the money. For Dancers Only The familiar Sy Oliver opus, from the Lunceford days, is played with spirit, crispness and clean musicianship by the expert Anthony toutlers. A deejay special.	77827575	DODDV -
THE BELL SISTERS (Henry Rene Ork) Wheel of Fortune VICTOR 20-4520—The 10 and 16 year old vocal duo demonstrate that their vocal ability is not a freak as they harmonize wonderfully and to sock effect on the current sleeper smash. Fine Rene orking rounds out a waxing which should cut off a big chunk of the winning song. Poor Whip-Poor-Will The girls are not quite as effective with this countryish item in the "Mocking Bird Hill" tradition.	73737373	DUDDI L
RUSS MORGAN ORK Wishin' DECCA 27975—A current "sleeper" item is treated in the slick Morgan fashion, with the maestro vocalizing with vocal group aid. His singing is spelled by a full instrumental chorus. A fine dance record, which should slice off a handsome piece of the profits on the song Goodbye Sweetheart A fine arrangement of another current "sleeper" places the accent on choral work. Morgan's own singing effort sounds strained and un- convincing and throws the damper on an otherwise potent etching. Should catch a share, nevertheless. Title makes the coupling a fine buy for ops.	79797880	WAVNE S
JIMMY DORSEY ORK Wimoweh COLUMBIA 39651—The tune introed by G. Jenkins and the Weavers is treated to a rousing rendition. The pounding beat is elemental and the brass shows its virtuoso mettle as the chorus chants the repetitious lyric. If the tune continues to build this waxing could skim a good part of the gravy.		
I'll Always Be Following You The ork punches thru this one in solid style with plenty to attract the ear. Sandy Evans projects well in the lyric department.	78807678	MERCURY 5779 • 5779X45
ANDREWS SISTERS (The Mellomen) Wondering DECCA 27979—A current country ballad hit is rendered tastefully by the sisters with aid of the Meliomen and ork. Patty Andrews contributes a sock solo try Good effort but not an overwhelming one. Poor Whip-Poor-Will A country-type weeper a la "Mocking Bird Hill" is offered in a sweet reading by the girls. Pleasant:		
FOUR ACES (AI Alberts) Whose to Blame FLASH 103—The Aces, on a pre-Decca waxing for the label which had "Sin," come up with a persuasive etching of a song with more than passing merit. Should do okay now that the boys are bigtime. Two Little Kisses Not as successful are the boys with a light ditty penned by lead voice AI Alberts and arranger Marty Gold.	70707070	MERCURY RECORDS, CHICAGO, ELINOIS MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA





## New

Hit!"

# "THERE'S BEEN A CHANGE IN ME" Velen Oconnell



tune with a pleasant melody, and the band is in there with a	
powerful beat Tombstone Number Nine A solid jab by the chanter on a bluesy song plus some mightly strong backing from the Brannon ork.	74747276
TOMMY DORSEY ORK	
May I DECCA 27973—Tommy blows up a mess of fine tram as he leads his crew thru a real tasty dance instrumental reading of a stellar standard.	77807575
Better dance records aren't being made. One Morning in May Dorsey plays splendidly on a lovely, not often heard Heagy Carmichael ballad. More excellent dance wax for the fox trot specialists.	72757071
EVELYN KNIGHT (Eddie O'Neal Ork) I Get Along Without You Very Well DECCA 27992—The utterly charming Heagy Carmichael ballad is sung expressively by Miss Knight.	76807475
Purtiest Little Tree, The Rewrite of the familiar folk ditty makes for a lively little item done up trimly by Miss Knight and male group.	76807475
GEORGIE AULD (Jud Conton Ork)	
Please, Mr. Sun CORAL 60647—Auld's rich, warm tenor is set against the Jud Conion singers for an altogether appealing reading of a current ballad that seems to be stepping. Should slice off a piece both in pop and r.&b. markets.	76797575
If You Go A lovely current French ballad import is handed the same type of tenor sax and voices treatment. Makes a fetching slicing.	72727272
RAY ANTHONY ORK (Marcie Miller)	-
Singin' in the Rain CAPITOL 1957—Anthony, employing the sam slurs that have become associated with the Billy May band venture, submits a first-rate beat reading of the oldie, soon due as a pic title. Marcie Miller sings a	76787575
pleasant chorus. I Let a Song Go Out of My Heart (Tommy Mercer)	72757171
Tasty reprise of one of Duke Ellington's best songs is highlighted by Tommy Mercer's strong vocatizing. The Mercer lad really is blossoming as a member of the Anthony corps.	100
STAN FREBERG (Cliffie Stone Ork) Maggie	76787872
CAPITOL 1962—Freberg, noted for his lunatic contributions the likes of "John and Marsha" and "I've Got You Under My Skin," has another here. The gimmick is the old-fashioned hic-cup, interspersed to good effect among the traditional "Maggie" lyrics. Not as strong	
as the earlier items, but should draw some quick action.	69736767
Tele-vee-shun! Freberg affects a dialect to run down a calypso novelty that tells how TV has disrupted the Trinidadian way. Because it's a plug in favor of radio, disking will probably draw spins.	69/36/6/
THE THREE SUNS	
Stolen Love VICTOR 20-4510—Sun Artie Dunn and Ginny Gibson unite for a breezy warble of an appealing corn item that is stirring via an Eddy Howard waxing: Should catch a share.	76767577
Cool, Cool Kisses Johnny Parker and vocal group work out a brisk bounce novelty item in a happy the uneventful manner.	68706767
MERVIN SHINER	
Egbert the Easter Egg DECCA 27977-Shiner submits a plaintive warble of a likable kiditty for the Easter season. Tune, with exploitation, could take on	75797570
seasonal significance. Rabbit With the Two Buck Teeth, The Another Easter kiditty, done with similar simplicity and good taste, has an appealing quality for the tykes.	74777470
TONI ARDEN (Paul Weston Ork) Heart of Stone-Heart of Wood COLUMBIA 39650-Miss Arden punches with aid of a chorus on a freilach-novelty originating in the Copacabana nitery's show score. Mannie Klein blows some soulful trumpet to spell the vocals. There's some excitment in the effort, but little of distinction.	74777272
There's Always My Heart The thrush sings splendidly on a handsome ballad; the effort should	72777070
draw deejay spins and fan attention. (Continue	d on page 42)



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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).

# • Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release List is based on information supplied in advance by record companies. date. Only records of those manufacturers voluntarily supplying information are listed.

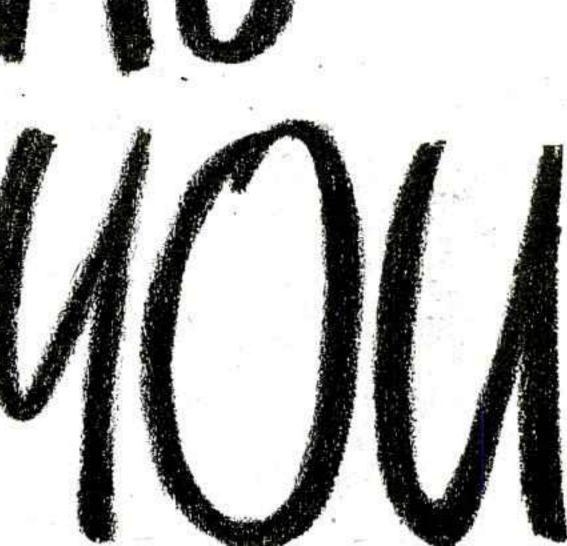
### POPULAR

Around the Corner-Jo Stafford-Paul Weston Ork (Heaven) Col 39653	Slave Song-Lee Lawrence-Roland Shaw Ork (Only)
All I Have to Give You-Junie Keegan-Sy Oliver Ork (I Don't) Dec 27990	
Am I to Blame-Arthur Prysock-Sy Oliver Ork	Someone's Rocking My Dream Boat-Tommy Scott-
(I Hear) Dec 27978	the Scottsmen (Good) Klik KK-1002
Billy-Billy Bishop Ork-Alice Mann (Oh Gee) Jeb	Something I Dreamed Last Night-Jeri Southern-
3013	Sy Oliver Ork (1 Thought) Dec 27989
Blue Moon—George Wright (Espana) King 15152 Blue Tango—Dick Haymes Ork (For) Mer 5790 Crazy Heart—Frankie Carle Ork (Silver) V 20-4545	Sunday Is My Day With You—Robert Q. Lewis (Noodlin') MGM 11185
Darlene-Dick Haymes-Nelson Riddle Ork (Dreamer's) Dec 27980	That's When Your Heartaches Begin—Alan Holmes Ork (Good-Bye) King 15166 Tea for Two—Cecil Young Quartet (Monsieur) King
Deep, Deep in the Cellar-Teddy Phillips Ork (I Am) King 15162	15165
Doll With a Sawdust Heart—Guy Mitchell-Mitch	That's My Weakness Now—Bob Lamm-John
Miller Ork (Pittsburgh) Col 39663	Maddox-Rhythmasters (Waiting) Dot 15007
Don't Meddle in My Mood-Kay Starr (Honey)	There's Alaways My Heart—Toni Arden-Paul Weston
Regent 190	Ork (Heart) Col 39650
Dreamer's Cloth-Dick Haymes-Nelson Riddle Ork	Three Bells (re-issue)—Les Compagnons de la
(Darlene) Dec 27980	Chanson (Whirlwind) Col 39657
Dreamer's Cloth-Wayne King Ork-Billy Leach	Time Is Now—Fred Waring Ork (One) Dec 27986
(Somebody). V 20-4509	Brannon Ork (You're) Abbey 3031
Espana Cani—George Wright (Blue) King 15152	Unforgettable—Jerry Gray Ork (Garden) Dec 27976
For Sentimental Reasons—Dick Hayman Ork (Blue)	Waiting for the Robert E. Lee—Bob Lamm-John
Mer 5790	Maddox-Rhythmasters (That's) Dot 15007
Garden in the Rain-Jerry Gray Ork-Lynn Franklin	Whirlwind—Les Compagnons de la Chanson (Three)
(Unforgettable) Dec 27976	Col 39657
Good for You—Tommy Scott-the Scottsmen	Wimoweh—Jimmy Dorsey Ork (1'11) Col 39651
(Someone's) Klik KK-1002	You Brought Me Love—Four Aces-Al Alberts
Good-Bye Maria (I'm Off to Korea)-Alan Holmes	(Perfidia) Dec 27987
Ork (That's) King 15166	You Weren't ThereNat (King) Cole-Nelson Riddle
Heart of Stone-Heart of Wood-Toni Arden-Paul	Ork (You Will) Cap 1968
Weston Ork (There's) Col 39650	You Will Never Grow Old-Nat (King) Cole-Nelson
Heaven Drops Her Curtain Down—Jo Stafford-Paul	Riddle Ork (You Weren't) Cap 1968
Weston Ork (A-Round) Col 39653	You're My Baby You-Elaine Brent-Teddy Brannon
Hills of County Clare-Merv Griffin (Isle) V (45) 47-4512	Ork (Tombstone) Abbey 3031
Honey—Kay Starr (Don't) Regent 190 House Party—Sy Oliver Ork (On) Dec 27991	
I Am Sorry I Got in the Way—Teddy Phillips Ork (Deep) King 15162	INTERNATIONAL
The second se	AS LOCKED AND A DESCRIPTION OF A

I Could Write a Book-Tony Martin-Henri Rene Bim Bam Bum Polka-Eddie Skeets-His Swiss Boys (Cherry) Jeb 6006 I Could Write a Book-Frank Sinatra-Axel

Cherry Pickers Polka-Eddie Skeets-His Swiss Boys (Bim) Jeb 6006 Gerald's Polka-Frankie Yankovic & His Yanks

NORMAN GRANZ **PROUDLY INTRODUCES** 



I Don't Believe in Tomorrow-Junie Keegan-Sy Oliver Ork (All) Dec 27990 I Get Along Without You Very Well-Evelyn Knight-

Ork (Jump) V 20-4544

Stordahl Ork (I Hear) Col 39652

Hon Hou 1 A

- Eddie O'Neal Ork (Purtiest) Dec 27992 I Hear a Rhapsody-Arthur Prysock-Sy Oliver Ork (Am) Dec 27978
- I Hear a Rhapsody-Frank Sinarta-Axel Stordahl Ork (I Could) Col 39652
- 1 Thought of You Last Night-Jeri Southern-Sy Oliver Ork (Something) Dec 27989
- I'll Always Be Following You-Jimmy Dorsey (Wimoweh) Col 39651
- Isle of Innisfree-Mery Griffin (Hills) V (45) 47-4512
- Jump Thru the Ring-Tony Martin-Henri Rene
- Ork (I Could) V 20-4544 King, The-Danny Scholl-Norman Leyden Ork
- (Let's) V 20-4513 Let Me Dream-Danny Scholl-Norman Leyden Ork
- (King) V 20-4513 Let's Make Up for Lost Time, Baby-Bill Bickel
- Trio (Signed) MGM 11194
- May I-Tommy Dorsey Ork (One) Dec 27973 Monsieur Le Duc-Cecil Young Quartet (Tea)
- King 15165
- Noodlin' Rag-Perry Como-Fontane Sisters-Mitchell Ayres Ork (Play) V 20-4552
- Noodlin' Rag-Robert Q. Lewis (Sunday) MGM 11185
- Oh Gee, Oh Gosh-Billy Bishop Ork-Alice Mana (Billy) Jeb 3013
- On My Way-Sy Oliver Ork (House) Dec 27991 One Little Candle-Fred Waring Ork (Time) Dec
- 27986
- One Morning in May-Tommy Dorsey Ork (May) Dec 27973
- Only Fools-Lee Lawrence-Roland Shaw Ork (Slave) London 1180
- Play Me a Hurtin' Tune-Perry Como-Fontane Sisters-Mitchell Ayers Ork (Noodlin') V 20-4542 Perfidia-Four Aces-Al Alberts (You) Dec 27987 Pittsburgh, Pennsylvania-Guy Mitchell-Mitch Miller
- Ork (Doll) Col 39663 Purtiest Little Tree-Evelyn Knight-Eddie O'Neal
- Ork (I Get) Dec 27992 Signed, Sealed and Delivered-Frfankie Carle Ork-
- Bill Bickel Trio (Let's) MGM 11194
- Silver & Gold-Frankie Carle Ork (Crazy) V 20-4545

### POPULAR ALBUMS

- Ray Anthony's House Party Hop Album (1-10")-Journey; I Get a Kick Out of You-Cap (33) L-292
- Gershwin: Rhapsody in Blue and an American in Paris Album (1-12")-Paul Whiteman Ork-
- Leonard Pennairo-Cap (33) P-303 Andre Previn Playing Jazz Album (1-10")-Andre Previn-Monarch (33) LP-203
- Andre Previn Plays Duke Ellington Album (1-10")-Andre Previn-Monarch (33) LP-204

RELIGIOUS

He'll Lead the Way-Anita Kerr (I Want) Dec

I Want to See Mother up There-Anita Kerr (He'll)

I'll Work Lord-Bells of Joy (Let's) Peacock 1584

Let's Talk About Jesus-Bells of Joy (I'll) Pea-

Softly and Tenderly (Jesus is Calling)-Brother

Sweet Hour of Prayer-Brother Rodney (Softly)

Rodney (Sweet) Okeh 6854

14603

Dec 14603

cock 1584

Okeh 6854

(Ten) Col 39649 Pingey-Six Fat Dutchmen (You) V (45) 47-4492 Ten Swedes-Frankie Yankovic & His Yanks (Gerald's) Col 39649 You Tell Me-Six Fat Dutchmen (Pingey) V (45) 47-4492

### CHILDREN

- Bluddle-Uddle-Um-Dum, Parts 1 and 2 (Seven Dwarfs Washing song)-Mitch Miller-The Sandpipers Little Golden RD-30
- Chocolate Cowboy-Audrey Marsh-Dick Byron-Mitch Miller Ork-Sandpipers (Daddy's) Little Golden R-74
- Daddy's Whistle-Audrey Marsh-Dick Byron-Mitch Miller Ork-Sandpipers (Chocolate) Little Golden
- R-74 Doin' the Dopey-Mitch Miller Ork-Sandpipers
- (Yodel) Little Golden RD-29 Let's Go Shopping-Mae Questel-Anne Lloyd-
- Mitch Miller Ork-Sandpipers (Little) Little
- Golden R-70 Little Audrey Says-Mae Questel-Anne Lloyd-Mitch Miller Ork-Sandpipers (Let's) Little
- Golden R-70
- Masked Marauder, Parts 1 and 2-Roy Rogers V (45) 47-0297
- Television Ambush, Parts 1 and 2-Roy Rogers V (45) 47-0298
- Tom and Jerry in the Wild West-Bret Morrison-Leroy Holmes Ork-MGM 5-21
- Yodel Song-Mitch Miller Ork-Sandpipers (Doin') Little Golden RD-29

## HOT JAZZ

- Beale Street Mama-Bob "obey Ork (That's) Good Time Jazz 50
- Coney Island Washboard-Bob Scobey Ork (Wolveine) Good Time Jazz 49
- Cry's Boogie-Kid Creale Ork (St. Louis) Good Time Jarz 48
- Time Jazz 51
- Hey! Jim—Jimmy Moody Ork (I'll) Prestige 768
- Ray Anthony Ork-Dinah; My Blue Heaven; Randle's Island-Webster Sextet (You're) Mer 8265 Houseparty Hop; Begin the Beguine; Sentimental St. Louis Blues-Kid Creole Ork (Cry's) Good Time Jazz 48
  - That's a Plenty-Bob Scobey (Beale) Good Time Jazz 50
  - Wolverine Blues-Bob Scobey Ork (Coney) Good Time Jazz 49
  - You're My Thrill-Ben Webster Sextet (Randle's) Mer 8265
  - Bach: Suites for Unaccompanied Violoncello, No. 3
  - Bach: The Well-Tempered Clavier: Book 2, Preludes and Fugues Nos. 1-8 Album (1-12") W.
  - Bach: Cantata No. 80 Album (1-12")-Vienna Chamber Ork-Akademie Choir-Felix Prohaska,
  - Beethoven: "Pathetique" Sonada No. 8, in C Minor, Minor, Op. 111 Solomon Album (1-12"9-
    - (Continued on page 48)

MELODY DONE WITH GREAT WARMTH BY A NEW SINGING PERSONALITY

# SLIM GAILLARD

# WITH HIS ORCHESTRA

## MERCURY 5719 . 5719X45

MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



Euphonic Sounds---Wally Rose (Harlem) Good

Harlem Rag-Wally Rose (Euphonic) Good Time Jazz 51

I'll Get By-James Moody Ork (Hey) Prestige 768

CLASSICAL

in C Major and No. 6 in D Major Album (1-12") Janos Starker-Period SPLP-543

Landowska-V(33)LM-1152

cond.; Bach Guild (33) BG-508

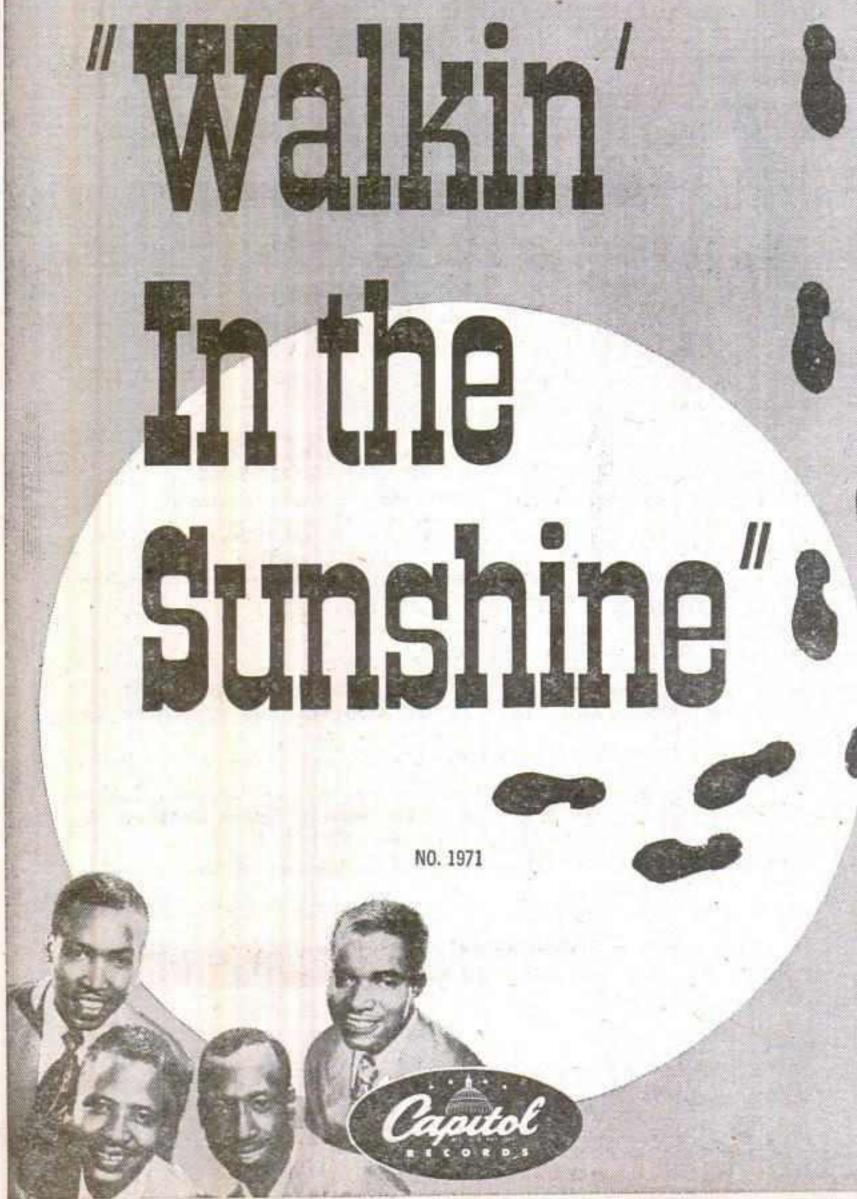
Op. 13 and Beethoven: Sonata No. 32, in C V(33)LM-1222



ercurus

bistro.

Ray Cuts Chez THE BILLBOARD Music Popularity Charts For Oriental For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section) CHICAGO, Feb. 16. - Johnny Ray, whose records are now out-90-100 TOPS selling all competitors here, with VIR-14 **ETAILER** ISK JOCKET) **80-89 EXCELLENT Record Reviews** ARTIST TUNES a backing of four weekly radio 70-79 GOOD LABEL AND NO. shows, canceled out a May 2 COMMENT 40-69 SATISFACTORY opening date at the Chez Paree in 0-39 POOR order to first play the Oriental POPULAR Continued from page 40 Theater, where he will open May JIMMY PALMER ORK 8 for two weeks, then go into the It's a Lonesome Old Town 74--74--73--75 SPIRATOR RETAILER AIRT OF THE MERCURY 5786-Mood of the sentimental ballad is finely captured CIT-TIA TUNES ARTIST by Ray Cura in this re-coupling. Ork and chorus provide sympathetic Reason advanced by Ray to his support. booking office, General Artists COMMENT LABEL AND NO. Who 73--73--73--73 Corporation, for the switch was The Kern-Harback-Hammerstein oldie is done in bright, novelty style. that the teen-agers were the ones It's a perennial that's good for a fair number of spins almost anywhere. who were buying his records, and POPULAR **BOB VINCENT** formed the nucleus of his ever-DICK HAYMES (Nelson Riddle Ork) It's Been a Long. Long Time 72--74--70--72 growing fans and he felt they 74--77--72--73 Dreamer's Cloth KING 15138-Vincent, the ex-Al Trace vocalist, has a Four Aces type of could afford the 98-cent top at the DECCA 27980-An attractive but esoteric ballad from the flick disk here as he sings lead for a vocal group with the support of a big theater, but might have trouble "Jack and the Beanstalk" is delivered engagingly by Haymet. ork. Material is a pleasant new ballad, Took My Baby for a Buggy Ride making the cover and minimums 74--77--72--73 Darlene 65--68--63--64 Fine effort by Haymes on another ballad from the same flick. imposed by niteries. Inconsequential novelty item written by Vincent is done in a cute fashion by the chanter, vocal group and ork. Melody is a rewrite of "Camptown Races." JERRY GRAY ORK (Lynn Franklin) Unforgettable 72--74--70--71 A Hit Walking Your Way! DECCA 27976-Band chirp Franklin handles the lyrics effectively while the Gray ork reels off a smooth reading of the click ditty. Good coverage, the guite late. 71--73--69--70 Garden in the Rain, A More coverage here with Tommy Traynor handling the lyric. Good dance disk. JACK HASKELL (The Hearthertones-Richard Maltby Ork) **Goodbye Sweetheart** 71--70--73 CORAL 60652-A thoroly competent coverage of the "sleeper" versechorus cornball is built around the handsome Haskell tonalls. Silver and Gold 69--70--68--70 Hashell does nicely with the latest Pee Wee King entry. JOHNNY GREEN ORK the Invitation 70--75--68--66 EOUR MGM 30526-Green and the MGM studio ork make a lovely mood instrumental slicing of a pretty theme that serves as the musical hob of a pic of the same title. 70--75--68--66 Lygia The love theme from the "Quo Vadis" flick score is handed a glowing, sensitive instrumental waxing which should draw spins on the late-hour 5805. JUNIE KEEGAN (Sy Oliver Ork) KNIGHTS 69--70--68--68 All I Have to Give You DECCA 27990-Miss Keegan, the teen-aged thrush form the Paul Whiteman TV show, demonstrates a pleasing, direct way with a song as she reads off a rather routine sort of ballad. 69--70--68--68 I Don't Believe in Tomorrow Thrush Keegan hands an unaffected, straightforward reading to nice ballad. WAYNE KING ORK (Billy Leach) 68--72--66--67 Somebody VICTOR 20-4509-The new waitz ballad is handed a typical King ork reading replete with soprano sax, choral group and male lead chant. Pleasant wax 66--70--64--65 **Dreamer's Cloth** The ditty from the flick "Jack and the Beanstalk" is capably done by the King ork and chanter Leach. An arty lyric, however, subtracts from



LEE LAWRENCE (Roland Shaw Ork) Slave Song, The	68686868
LONDON 1180-The the singer tries hard, the material is too slight to lead anywhere. Ork arangement is rich-sounding.	
Only Fools	65686066
A pretty English ballad receives an effective reading from Lawrence over smooth ork backing.	1.22.23.000.000.000.000.000.000
LEONARD SMITH BAND	686868NS
Willow Echoes BANDLAND S-10005—The show piece has Smith demonstrating his considerable virtuosity on the cornet in a brilliant exhibition replete	000000N3
with breakneck scale passages and triple tonguing.	
Belle Isle March A smartly paced march number is played briskly by the smooth aggrega- tion of brasses.	606060NS
FRED WARING ORK	
One Little Candle DECCA 27986-Waring tans should be pleased with this semi-religious item which makes a plea for prayer. Joe Marine leads the Waring choral group on the lyric.	67706566
Time Is Now, The	65686363
A simple, pedantic item with both political and patriotic overtones is done in typical Waring ork and glee club style. While the material is undoubtedly line for radio or TV, it's wax potential is slim.	
TOMMY SCOTT (The Scottsmen)	(7 70 (1 (1
Stumbling KLIK 1001—Inept dancing is the theme and the Scottsmen and gals, with plucked string backing, are brightly showcased in the novelty.	67706466
I Do, I Do, I Do Weepy ballad is read matter-of-factly by the chanter, chorus and string ork.	65656565
LINDY DOHERTY (Suds Stein & the Jelly Roll Four)	
Salt Water Tears CAPITOL 1949—Doberty comes across acceptably as he reads off a honky tonk beat item to a matching musical backing of a rhythm section.	66656568
May capture a juke coin or two.	65656466
What's the Use Another pleasant hoke go by Doherty. Not much that's otherwise distin- guishing here.	
LEROY HOLMES ORK Would You MGM 11169—Simple, straightforward dance ork with choral vocal reading	66-686565
of the oldie, now being pursued for revival. If I Forget You Same type of treatment is handed another current revival.	65656565
BILLY BISHOP ORK (Alice Mann)	and wanted a
Oh Gee, Oh Gosh JEB 3013—A sprightly run-thru of the cute ditty, with chirp Alice Mann contributing in proper style.	65676366
Billy	64646464
Ork is featured for about half the disk with the singer taking over the rest. Together they build well to a nevelty close.	
TOMMY SCOTT (The Scottsmen) Someone's Rocking My Dream Boat KLIK KK-1002-Just a fair effort on the oldie that fails to do Justice	50505050
to the material. Good for You Same comment.	50505050
INTERNATIONAL	
SIX FAT DUTCHMEN	Sal and a second
You Tell Me VICTOR (45) 47-4492-The ork turns in a fine instrumental performance on this happy and melodious polka item.	78787878
Pingey An infectious and spirited schottisch is well-played by the ork, with the tuba player making his horn heard.	757575
FRANKIE YANKOVIC & HIS YANKS	and some was the
Gerald's Polka COLUMBIA 39649—A breezy, double-time polka receives a good, attention catching instrumental waxing from the ork.	757575
Ten Swedes Yankie's Doodlers come thru with a spirited gang vocal on a	73737373
pleasant novelty polka.	ued on page 80)



#### THE BILLBOARD

John Griffin

•Continued from page 18

ATTENTION:

THERE IS NO DISPUTE!

THE ONE "G" EGBERT

THE ONE "G" EGBERT

IS THE BEST EGBERT

IS THE FIRST EGBERT . . .

... and here's the proof!

43

# Urges Tighter Royalty Check

Continued from page 19

the American firm, offering a small advance royalty in return for which they'll publish the song and collect for both parties. Goldsen pointed out that in many nothing to stimulate interest in mechanical and sheet music paycould perform the collection function for a set smaller fee than that involved in the present typical British deal. Goldsen said that the current problem in Continental Europe, outside of the Scandanavian countries, is even more involved. He said that the only big firm operating in France is Bureau De L'Edition Mecanique, which gets 261/2 per cent for its services. When they make an advance deal with an American pubber on a song, the advance, according to their procedure, can not be deducted from the mechanicals, but must be deducted from sheet royalties. He cited Nordisk, a Copenhagen. Denmark, agency, which collects 15 per cent as the only well geared and correctly priced firm in the European field.

He further claims that not only are European collection agencies over by the Columbia Broadcastinadequate and over-priced gen- ing System and became Columbia erally, but that they give no real Records, Inc. information on the full amount In 1940, Gr cases, the British pubber does of record releases, such as information supplied to pubbers by Company and became veepee in the tune, yet reaps on both the Fox, where they get complete records of all releases on all tunes firm was a custom production off, where a Fox-operated office from Fox. If a universal agency were to alert an American pubber to regular disk releases abroad, that American pubber could better gauge his promotion to work Griffin remained with Capitol for European market, Goldsen said.

In addition to poor collections the past few years, Griffin has on mechanicals and sheet music, not been active in the industry. Goldsen cited the loss American knowledge or subsequent payments from foreign film makers

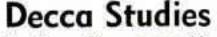
Goldsen said that a universal collection agency, perhaps made up of important legal firms which do a great deal of copyright work versions of their tunes, which the in these various countries, could pubber, in turn, could present to assist the pubber industry by suplicense information and important lead sheets on songs which they would like to cut. In addition, Columbia by the Les Champagsuch a foreign agency could sup-ply American pubbers with disk in the European market.

remained in that capacity for a year after the firm was taken

In 1940, Griffin became a part owner of the Scranton Record charge of sales. The Scranton plant for the numerous independent diskeries which spawned in the early 1940's. When Capitol Records bought the Scranton firm, on a song, currently big in the a period of three years as a member of the board of directors. For

Griffin was appointed on Tuespubbers are taking on getting no day (12) and he took over his post effective immediately. Griffin, as executive secretary, will serve as who cut American tunes on their soundtracks. Goldsen said that a universal tors and the RIAA membership.

American diskeries for possible plying foreign diskers with proper release on a reciprocal exchange



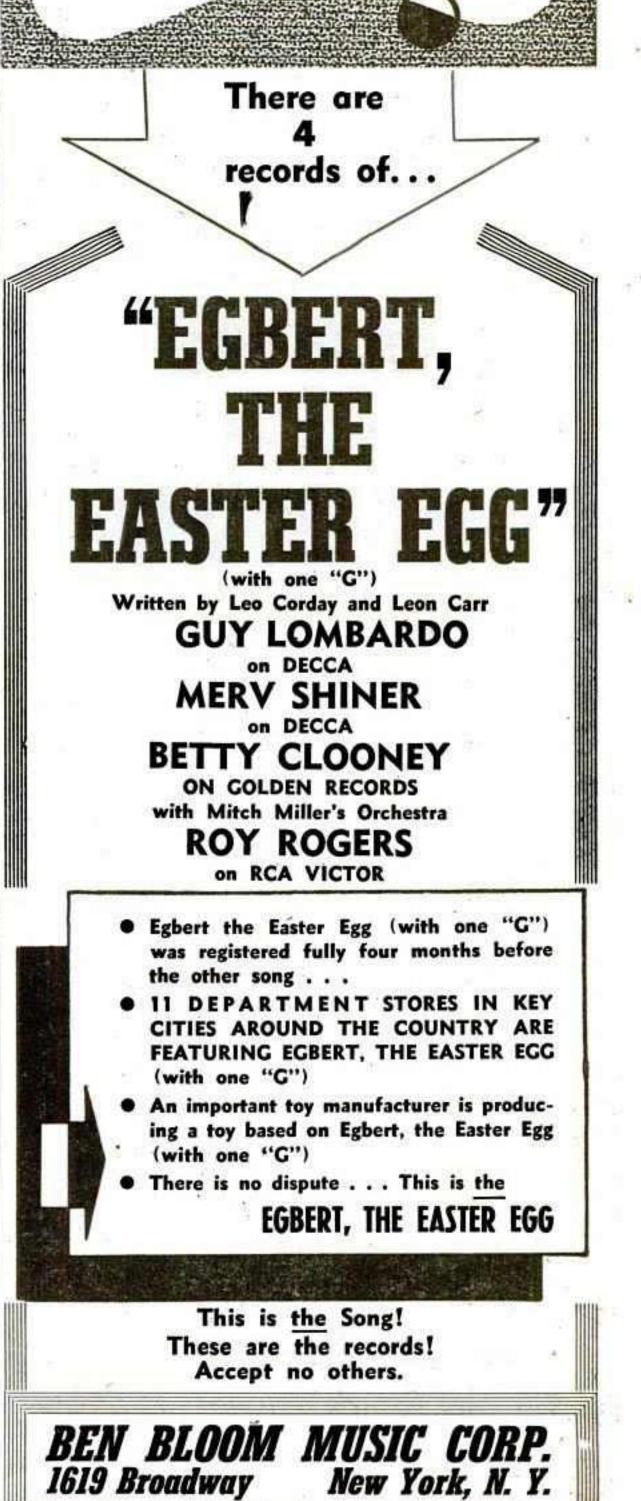
#### Continued from page 19

would require only a 51 per cent approval of the U-I stockholders. This simple majority would be easy to achieve in view of Decca's holding more than 30 per cent of the flickery's stock. Several other of U-I's important stockholders were close to the arrangement for the diskery to buy its approxi-mately 300,000 U-I shares, and these would round out the required majority. Obviously, such a move would make U-I and Decca a single organization with one stock listing. The plan would require a simple majority to meet approval of the Decca stockholders.

For an out and out merger, each firm's stockholders would have to cast a two-thirds majority vote. In addition, dissenting stockholders would have the right to sell their stock to the firm at the current appraised stock value. With the possibility of a Rank opposition to a blend of the companies existing, the likelihood of a direct merger is limited since Rank's stock holdings, if they would have to be purchased, would call for a very high price. The methods of merger could be arrived at at any time, since board approval by both firms would be tantamount to stockholder approval. Actually, final approval has been delayed as the result of a delay in holding the annual U-I stockholders' meeting. Meeting currently has been shelved until June and could likely be pushed back further. Stockholder meet has been cancelled primarily because U-I exec Nate Blumberg has been ill and it is his desire that the meeting not be held until he can be present. Meanwhile, U-I, working handin-hand with Decca's prexy Milton Rackmil, is preparing to activate its United World Films subsidiary, a unit specially designed to produce products for television.



earn review honors.



1619 Broadway

### Test for Best Continued from page 18

the standard disks being exploited. The distributor, who processes all the info, also submits a sales performance record covering his entire territory, compared with sales on the same disks a year ago.

Rest of the dealers (those not in the test) are supplied with reprints of the ad, carrying no dealer signature, which are pasted on counter cards. They get also a special series of envelope stuffers featuring the favorite standard selections of Dinah Shore, Ezio Pinza, Rise Stevens and Perry Como.

Final tabulations on the 12-week test will be handed to all Victor distributors in March, with suggestions on applying the collected data for the April-May-June campaign on the "101 Best Sellers" catalog. During the spring promotion, dealers will be supplied with special display material.

NEW YORK, Feb. 16. - Abbey Records, now stirring up some action with its disking of "Goodbye, Sweetheart," is expanding its operation in the pop and r.&b. fields. Recent additions to the label include the Charlie Barnet ork, the Charlie Spivak ork, Stuart Foster and the King Odum Quartet. The firm has also pacted actor David Niven, who will record a series of kidisks, including an Easter and

BIG / I HEAR A RHAPSODY (BMI) - Frank POTENTIAL Sinatra (Col.) captures a Billboard "PICK" for a "stylish performance." Revival of the tune via the Krasna-Wald flicker "Clash by Night" has "big potential" says Variety. Billboard recommends "other good waxings" by Arthur Prysock (Dec.), Dick Brown (King), Helen Humes (Dec.) and Ray Anthony (Cap.).

### HITS / MILK BUCKET BOOGIE

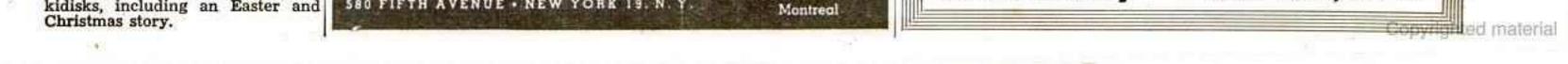
"BULL'S-EYE"

- (Cherio)-Bull's-eye" honors go to Red Foley (Dec.) for "a winner that should catch its share of coins." Billboard predicts Foley's disc has "best potential." Other strong versions by Reece Shipley (Kingsport), who introduced the ditty, Tiny Hill (Mer.) and Harry Adams (Kentucky) are contenders.
- SOCK / THE SWEETHEART SERENADE
- ITEMS (Duchess) HONEY LIPS (Hollis)-Freddy Martin (Vic.), with Merv Griffin on the vocals, delivers a double-barreled sock item. Both tunes rate acclaim from Billboard and Variety.
- MORE THAN LOVE (Marks) "Best "DYNAMIC / TANCO" Bet" honors go to the Xavier Cugat-Richard Hayes (Mer.) disking of this "dynamic tango." Billboard likes the Ralph Flanagan (Vic.) version where Harry Prime clicks on the vocal of this adaptation of the great "Tango of Roses."
  - "BEST / YOU'RE NOT WORTH MY TEARS
  - BET" (Johnstone-Montei) --- "Could be a sleeper," say reviews of Jack Richards' (King) warm treatment. Disk lands a "BEST BET."

BIG / GIVE ME TIME (Regent)-Jeri Southern (Dec.) rates Billboard's "excel-LEAGUE lent" for deejay spinning and says, "thrush comes thru with another bigleague reading of a pretty new Alec Wilder ballad."

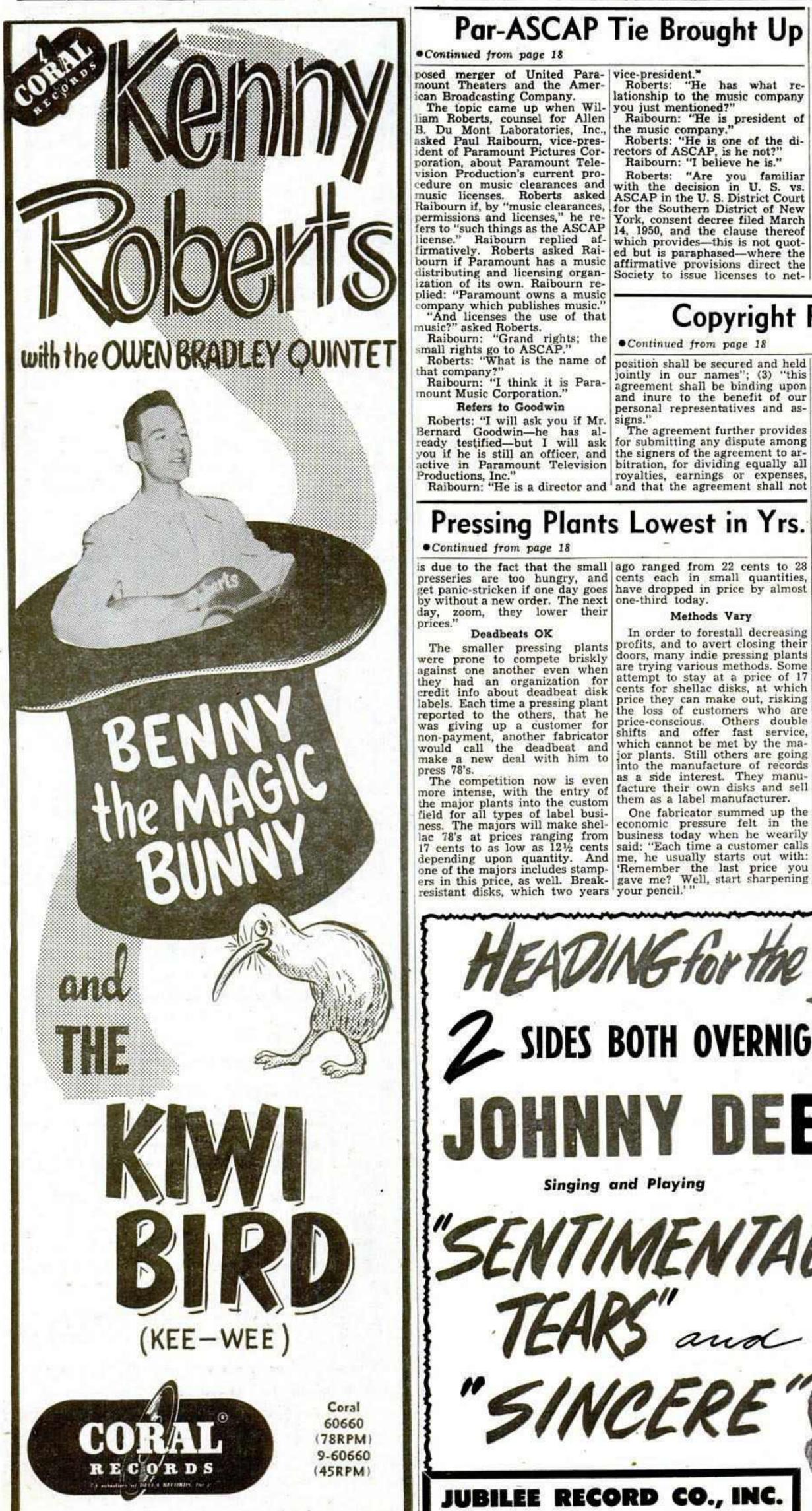
WATCH / SALTY DOG RAG (Forrest)-Red Fol-THIS ey's (Dec.) version hits a "BULL'S-EYE" and is Billboard's selection as "C & W Record to Watch. " Bill Darnell (Dec.) gives the novelty ditty his own twist with good effect.

New York · Chicago BROADCAST MUSIC, INC. Hollywood . Toronto 580 FIFTH AVENUE . NEW YORK 19. N. Y



MUSIC

#### **FEBRUARY 23, 1952**



# **Par-ASCAP** Tie Brought Up

Continued from page 18

posed merger of United Paramount Theaters and the Amercan Broadcasting Company.

The topic came up when Wil-iam Roberts, counsel for Allen B. Du Mont Laboratories, Inc., asked Paul Raibourn, vice-pres-ident of Paramount Pictures Corporation, about Paramount Television Production's current procedure on music clearances and music licenses. Roberts asked Raibourn if, by "music clearances, permissions and licenses," he refers to "such things as the ASCAP license." Raibourn replied affirmatively. Roberts asked Raibourn if Paramount has a music distributing and licensing organization of its own. Raibourn replied: "Paramount owns a music "And licenses the use of that

music?" asked Roberts.

Raibourn: "Grand rights; the mall rights go to ASCAP."

Roberts: "What is the name of that company?"

Raibourn: "I think it is Paramount Music Corporation."

#### **Refers** to Goodwin

Roberts: "I will ask you if Mr. Bernard Goodwin-he has already testified-but I will ask you if he is still an officer, and active in Paramount Television Productions, Inc.'

vice-president." Roberts: "He has what relationship to the music company you just mentioned?"

Raibourn: "He is president of the music company."

Roberts: "He is one of the di-rectors of ASCAP, is he not?" Raibourn: "I believe he is."

Roberts: "Are you familiar with the decision in U. S. vs. ASCAP in the U.S. District Court for the Southern District of New York, consent decree filed March 14, 1950, and the clause thereof which provides-this is not quoted but is paraphased-where the affirmative provisions direct the ration a member of ASCAP?" Society to issue licenses to net-

works without requiring separate licenses for each station, and to motion picture producers individually rather than to exhibitors or the industry as a whole? Are you familiar with that consent decree provision covering ASCAP and your companies?"

Raibourn: "I am familiar with the general situation."

Roberts: "In the light of that consent decree requirement, is there any question but what under your circumstances and with your affiliations that you would be obliged-that you could obtain licenses on a network basis and tender the lower consideration to your affiliates?"

Raibourn: "I think in most cases we do that."

Roberts: "Is your music corpo-Raibourn: "I believe it is."

# **Copyright Renewal Advice**

•Continued from page 18

position shall be secured and held be construed to constitute a partjointly in our names"; (3) "this nership. agreement shall be binding upon and inure to the benefit of our personal representatives and assigns."

The agreement further provides for submitting any dispute among the signers of the agreement to arbitration, for dividing equally all royalties, earnings or expenses, Raibourn: "He is a director and 'and that the agreement shall not

#### **Original Intent**

ASCAP, in working out a plan for payment of royalties on renewals, stresses the "original intent" of the contractual agreement between writers and publishers (The Billboard, February 2). The Society is known to be holding in abeyance the disbursement of royalties on some songs, while searching into the "original intent."

It is also common knowledge that younger publishers have been battling for valuable copyright renewals in hopes of increasing their availablity ratings. In several instances, too, the splitting of a copyright among two or more publishers has created various problems which often result in none of the publishers putting any exploitation behind the copyright. They reason that spending time, effort or money on the song would only make money for another publisher-money which would rightcredit info about deadbeat disk cents for shellac disks, at which fully belong to them if they held

#### Set Own Pubs?

non-payment, another fabricator shifts and offer fast service, would call the deadbeat and make a new deal with him to

The competition now is even more intense, with the entry of the major plants into the custom field for all types of label busilac 78's at prices ranging from 17 cents to as low as 121/2 cents depending upon quantity. And one of the majors includes stamp-ers in this price, as well. Break-resistant disks, which two years your pencil.'"

which cannot be met by the mathem as a label manufacturer.

Methods Vary

profits, and to avert closing their

doors, many indie pressing plants

attempt to stay at a price of 17

In order to forestall decreasing

ness. The majors will make shel- economic pressure felt in the right renewal. SPA's letter seeks business today when he wearily to overcome some of the hassles said: "Each time a customer calls which have developed among the

Many an old-time writer is toying with the idea of setting up his jor plants. Still others are going own firm to hold his own copyinto the manufacture of records right renewals. Among these as a side interest. They manu- penners there is often conflict with facture their own disks and sell co-writers. In rare instances, cowriters have not even been noti-One fabricator summed up the fied of the disposition of a copy-





15 Mighty Good

Reasons

**Never**, absolutely never, has the music-record industry—with special emphasis on the juke box operator—been presented with such a volume of valuable, useful features as in The Billboard's 1952 Juke Box Special!

List of Record Distributors by Label and State. One of the music-record industry's most requested features.

Records Available on the Ten Top Tunes, 1945 to 1951. Repeated and brought up to date by industry demand.

Talent and Tunes on Music Machines.

Top artists and tunes that have made top money for juke ops over the years.

The 30 Best Juke Standards and Records Available. A "meaty" reference work for all buyers and users of records.

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Another industry need published for the first time in years.

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... why juke box operators and the entire music-record industry will "live with" The Billboard's 1952 Juke Box Special for months ... and months ... and months!



Record inventory systems, buying methods and complete information on handling a two-speed route.

### **Merchandising Pays Off.**

How clean machines, uniform titles and on-location promotion aids pay off.

### The Royalty Fee Battle.

The Bryson-Kefauver bills in complete review. What's being done to meet the threat.

### Dime Play Is Here to Stay.

Result of dime-play effect on grosses. The Ops' stand.

### **Good Records-Key to Profits.**

How to set up a record-keeping system for the average music route.

### New Machine Outlook.

What operators can expect on new machine orders.

### **Running an Efficient Library.**

How to set up and maintain a record library.

### **Complete Weekly Music Popularity Charts.** The industry's every-week buying yardstick.

# **NEW** *issuance and closing dates:* Issue Dated March 15 Distributed March 11 Advertising Deadline March 5

# Billboard 1952 JUKE BOX SPECIAL

NEW YORK: 1564 BROADWAY • PLaza 7-2800 CHICAGO: 188 W. RANDOLPH STREET • CEntral 6-8761 HOLLYWOOD: 6000 SUNSET BOULEVARD • HOllywood 9-5831 CINCINNATI: 2160 PATTERSON STREET • DUnbar 6450 ST. LOUIS: 390 ARCADE BUILDING • CHestnut 0443 DETROIT: FOX THEATRE BUILDING • WOodward 2-1100



THE BILLBOARD

**FEBRUARY 23, 1952** 



MUSIC



# LEGITIMATE

Communications to 1564 Broadway, New York 19, N. Y.

#### **FEBRUARY 23, 1952**

THE BILLBOARD

**Out-of-Town Reviews** 

## CURTAIN GOING UP

(Opened Friday, February 15)

### Forrest Theater, Philadelphia

A new musical revue in two acts pro-duced and directed by Mervyn Neison. Sketches by Max Wilk and George Azel-rod, Charles Scheuer and Mel Brooks. Musical numbers by Michael Brown, Irvin Oraham, Edward Hein, Bart Howard Charlotte Kent, Arthur Slegel, Bert fen. Bettings and lighting by Peggy Clark. Costumes by Frank Thompson. Musical director, Milton Rosenstock. Orchestra-tions by Don Walker.

Cast includes Larry Storch, Barbara Ashley, Marilyn Cantor, William Dillard, Gloria Elwood, Ruth Gilbert, Phil Lee, Jack E. Mann, Alan Ross, Royce Wallace, Erv Poster, Skeet Guenther, Ethel Martin Bud Thompson, Patricia Hammerlee, Don Powell, Myrna Bell, Valerie Camille, Mary Martinet, Charles Basile, Bill Miller, Elta Charise and James Alex.

With the rising of the rag on "Curtain Going Up," a number of things appear fairly obvious There's the fact that Larry Storch, by way of nitery and video, is a drama ever penned, or else one of very funny fellow who could easily the most naive works that ever become top banana some day when bunching comics together. There's also the fact that Marilyn Cantor, a completely fumbling effort that one of the five famed, is not merely is so ridiculous it holds the pewa pretty daughter by way of Eddie sitter with a fascinated horror. and Ida, but she also shows sign of developing a flare of character corn-likker swilling family of impersonations that lean to levity. rustics and put them thru some Then there's the fact that Royce paces that would try the patience Wallace, svelte sepia songbird, not of the Flying Concellos. His Mising out with a rhythmic and low- in her head, an FBI agent disdown blues.

In sizing up the structural setting of "Curtain" there's the realization that when it comes to sharp comedy satire, much promise is shown in the skillful sketch etchings of a number of newcomers. There's an excellent example of broad humor without getting too earthy by the team of Max wilk pretty neat carpentry, all other and George Axelrod in a "Who considerations out of the way -Listens?" episode which revolves concerns the sheriff, ousted from hilariously around a psychiatrist his job by a town committee. It exposing his innerself. And for seems the James boys have been even sharper definition in satire whooping it up everywhere exthere's the sock sample of Mel cept in the local bailiwick, and the Brooks in a father-and-son satire community is languishing for on "Death of a Salesman." Also revealed in a favorable light is the fresh lyrical and particularly zonian wife rob the community rhythmic approach employed by Michael Brown, Charlotte Kent, Irvin Graham and others whose songs will survive "Curtain" by far. In face of these favorable omens and one or two others who manage to rise above the ruin, like pert and vivacious Patricia Hammerlee as a saucy soubrette, the fact also remains that "Curtain Going Up" can hardly hope to stay up for any length of time in its present sad state. Mervyn Nelson is to be commended in his bow as a stage producer for his audacity in bucking the tide with a revue pattern for the legit temples in face of the fact that for every "Two-on-the Aisle" ringing the register, a dozen others get the rush act. And the lad also deserves a pat for permitting the curtain to rise on some bistro, summer theater and generally unknown talent who are most deserving. Unfortunately, Nelson has failed to provide or create any kind of palatable pattern for his show. And while there is material and talent that makes for a favored sketch or song here and there along the line, it doesn't add up to a stageshow or revue by any standards. Too many ingredients are missing and the misgivings are too numerous. To spell out where the cylinders are missing would only mean attempting to shape up a new revue. Considering how little there is, it would be far easier to start from scratch.

## A LITTLE EVIL (Opened Monday, February 11) **Plymouth Theater**, Boston

A comedy by Alexander Greendale. Directed by Leonard Altobell. Setting and costumes by Bruno Maine. Company manager, Lester Al Smith. Stage manager, Mortimer Halperin. Press representative, Charles Washburn, Presented by H. Clay Blaney, Viola V. Malkin and Roy P. Steckler in association with Leonard Altobell.

Tim Luton .....Jared Reed Sarah Rock ......Betty Garde Ross Claypool .....Le Rol Operti Penelee Hollis ......Diana Herbert Ab Granger ......Richard Waring

The good in Alexander Greendale's American National Theater and Academy prize-winning play will probably be interred with its bones by the time this reaches print. It is either the keenest satire on the American bucolic received a professional production. But there is a curious freshness, too, not entirely the result of

Greendale has assembled a only can sing, but sells just as souri idyll includes a heroine terrificly when it calls for punch- whose eyes are set too far apart guised as a pedlar spouting rhymed couplets, a sheriff whose

contribution to the evening consists of emptying demijohns and assorted minor figures whose eyes were set too close together in their heads for this pewsitter. Neat Carpentry

His plot - which shows some

1	BROADWAY
	SHOWLOG
	3110 11 100

Performances Thru February 16, 1952

### DRAMAS Affairs of State ..... 9-25, '50 (Music Box)

592

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(Majestic) The King and I 3-19, '51	372
(St. James) Top Banana11- 1, '51	124
(Winter Garden) Two on the Aisle	246

#### CLOSED

	2-12, '52
(Holiday)	
(Ope	med 9-21, '51
	2. 9, '52
(Booth)	
(Open	ed 2-8, '52)
Come of Ann	2.10 /52

#### Age ..... 2-10, (City Center) (Opened 1-23, '52)

# Shop Talk

### Marcel Pagnol's Trilogy, "Baker" for B'way . . .

32 French playwright and film maker Marcel Pagnol will be rep-36 resented by more than one musical on Broadway next season. 16 Cy Feuer announced last week 37 that he has the rights to "The Baker's Wife" and that Abe Bur-97 rows will begin work on the adaptation as soon as he's fin-ished with "Three Wishes for 93 19 Jamie." Burrows will also stage it, with songs likely provided by 76 Frank Loesser. In the role of the baker, which the late Raimu had in the film classic, will be Bert 328 Lahr.

The other Pagnol opus that will be musicalized for Broadway next season is the trilogy "Marius," "Fanny" and "Cesar," which David Merrick will produce.

The New York opening of "Jamie" at the Hellinger has been postponed to March 20 or 21 to give Burrows time for additional polishing. Present occupant of the Hellinger, "Two on the Aisle," in which Bert Lahr is co-starred with Dolores Gray, will end its run March 8 and start its tour two days later. This is a change of last week's plan to move "Aisle" to the Broadway on March 3.

#### "Monsieur Lautrec" Makes

#### 4 With Paree Sets . . .

Irving Jacobs last week added two new plays to his production schedule for next season. In addition to Mary Chase's "Bernadine," he now has "Preacher Boy," by William McDowell Stucky, and "Monsieur Lautrec" by Edward Chodorov. The last named is, of course, set in fin de siecle Paris, and makes the fourth potential production with that setting, according to this department's rough count. One of the others is "Can-Can," the musical on the list of the aforementioned Mr. Feuer and his partner, Ernie Martin, and for which Cole Porter is composing a score. Toulouse-Lautrec probably never had it so good. John Hodiak last week signed to play the sheriff in Jose Ferrer's production of "The Chase," the new melo by Horton Foote, and The Playhouse has been signed to take the show on or about April 15. The two other legit theaters on the same block as The Playhouse both currently contain Ferrer hits, "The Shrike" and "Stalag 17."

list of plays he hopes to present next season. They are "Sunday Breakfast," by Miriam Balf and Emery Rubio, and "The Golden Apple," a musical by John Latouche and Jerome Moross. Already on his roster is Sean O'Casey's "Purple Dust" and a revival of Lillian Hellman's "The Children's Hour." Bloomgarden will also get first crack at Arthur Miller's next script.

### "Casablanca," "Harp" Aligning Casts . . .

The musical version of "Casablanca" may have Exio Pinza and Marlene Dietrich in the roles that Humphrey Bogart and Ingrid Bergman created in the film. **Producer Monte Proser** expects to have the show ready for New York by September, altho no songwriter has been signed yet.

. . The Elinor Morgenthau New Dramatists Workshop presented its first new play to an invited audience last week. It was "Starfish," by William Noble. The production was given two nights without sets or costumes. . . . Russell Collins and Georgia Burke have been signed for major roles in Truman Capote's "The Grass Harp." Rita Allen, co-producer of "Harp," has opened an office in the Algonquin Hotel with Archie Thompson, and they are in the market for new scripts. Ruth Nelson and Alice Pearce were also signed for the cast of "Harp" last week. . . . Bea Kalmus has postponed until next fall her production of "The Line Between," by Herb Frankel and Richard Harvey. . . . The Leblang Theater Ticket Agency has underwritten a preview of "Dear Barbarians" and has offered the seats to its customers at reduced prices. The agency did the same with a preview of "The Shrike." . . . The New York, New Haven and Hartford Railroad's March Show Train will be for "Gigi" on March 14. . . . William Marchant's "To Be Continued" has been purchased by Guthrie McClintic, who intends to place it in production immediately, staging it himself. Dorothy Stickney will have the lead. . . . Joseph Kipness has signed up for the Plymouth Theater on March 3 for the opening of "Women of Twilight," by Sylvia Rayman. The play has been seen in London this season. . . . Richard Rodgers has asked the Lord Chamberlain's permission to present "Pal Joey" in London with Richard France in the main role. . . . Jennette Dowling, a member of the cast of "The Shrike," and her husband, Francis Letton, are also seeking permission for a London presentation of their script, "The Young Elizabeth," dealing with Queen Elizabeth I between the ages of

With it all, the revue is sorely lacking in any appreciable measure of pace or punch, with all the ear marks of poor direction which rests entirely with the producer, who doubles here in brass in faulty fashion.

Little can be said of the settings and the costuming as they figure so insignificantly, with monotonous kind of thing you find at the sumcurtains and packing crates carrying the brunt of the staging efforts. In the few dance production scenes that pop up, Paul Stefmains largely imaginative. In legitimate theater. short, "Curtain Going Up" is the

want of a few shootin's. So the sheriff's daughter and his Amabank on the theory that you've "got to do a little evil to do a little good"-a philosophy that may stand up under close examination somewhere.

Well, the government man with the unusual conceit that everyone is fooled by his pedlar's sack, wanders into the scene declaiming doggerel. After a few brushes with his fingerprint powder (the time of the play is 1880, but the agent seems to be several years in advance of Victorian police methods), he clears up matters off another five-week season at to the satisfaction of everyone the City Center Tuesday (12). except the audience. Shouldering his pack, he announces that he's reached the end of his trail and house sold out to the tune of says goodbye to the heroine whose \$5,000, and an advance of 50-G marital troubles he solved by already in the till. seducing her.

#### A Hodgepodge

Henry Hull, Betty Garde and the remainder of the cast are untirely for poetry and consequently makes the best effect. But "Evil" with a hodgepodge.

What virtues "Evil" does have are an occasional pungency of dialog, a turn of phrase that prised an excellent showcasing makes the audience laugh in spite of four items of the troupe's of itself, a whimsical and imaginative approach that is seldom sustained but is whimsical and imaginative nonetheless. Greendale has a talent for the theater. but it is hidden under a bushel of cliches in his maiden outing. Bob Taylor.

mer vacation camp and the mountain resorts where the creative ever, the program's second half the act, but Janet Reed, Miss ability of the talent staff runs above really took it into high gear. LeClercq and, of course, Robbins fen shows vivid imagination in his such summer stuffings it measures usual in George Balanchine's the balletomanes out of the house choregraphy. But in face of the up to the seasonal requirements. modern patterning of "Swan cheering. Anyone who thinks mediocracy of the dancers in However, it doesn't have either the Lake," with Andre Eglevsky win- ballet can't be fun had better spelling it out the exposition re- substance or the stature for the ning his customary bravos as her stop in at the City Center when

COMING UP (Week of February 18) Mrs. McThing..... 2-20, '52 (Martin Beck) Dear Barbarians..... 2-21, '52 (Royale)

# NEWS REVIEW City Ballet Still Tops In New York

NEW YORK, Feb. 16. — New York's up - and - coming dance troupe, the New York City Ballet, which in a few short seasons has climbed to a top slot in current tulle-and-tights enterprises, teed Coinwise, the start looked auspi- day's showing and made several cious, with an opening night

It's a tough proposition to make money on ballet at a \$3.60 top. particularly when a troupe ambitiously includes new producable to cope with a script veering tions in practically every series which has been touring churches between the comic and the seri- of appearances. The City balletous. Richard Waring as the lech- eers broke even on their early erous sleuth plays it almost en- winter season, when they introed three new works in their rep. This time, five premieres are has no unity of mood, and its skedded, bring the total budgauthor writes a tragi-comedy for et to \$150,000. A spokesman for a few lines, lurches into outright the group, however, appeared farce, stumbles into a pastoral confident that, with this week's and winds up flat on his face hefty cash start, the current fiveweek stand had a fine chance of

winding up in the black.

Tuesday (12) opening comwares. William Dollar's "The Duel" was the curtain raiser, expertly projected by Melissa Hayden and Francisco Moncion. Followed Tudor's perennial favorite, "Lilac Garden," with Nora Kaye, Hugh Laing, Anthony Tudor and Tanaquil LeClercq splendid in the top stepping spots.

#### In High Gear

From this reporter's pew, how- of the group's best steppers into the borsht belt levels. And for Maria Tallchief was superb as himself, give it the lift that sends prince. This is one of the troupe's they're doing a repeat.

### "A Little Evil" Postponed, Bloomgarden Adds 2 . . .

Alexander Greendale's "A Little Evil," which had its Boston tryout this week (see review this issue), has been temporarily withdrawn and its Philadelphia and New York bookings canceled. Ezra Stone attended last Monrecommendations that will probable be tried. The cast included Henry Hull, Betty Garde, Richard Waring, Charles Nolte and Diana Herbert. Hull was also reported suffering from a bad case of laryngitis.... Luther Green, produc-er of "A Sleep of Prisoners," since the fall, has stated that the few attempts to show the play in theaters proved unsuccessful from all points of view. From now on, he said, it will be housed in religious edifices only. The production vactions this week until the end of Lent.... Kermit Bloomgarden has added two titles to the

a reporter has repeatedly wished that Balanchine would tackle the ballet in its entirety.

On top of this pure classicism. it was a happy notion to finish off with "The Pied Piper," that delightful, nonsense conceit which Jerome Robbins dreamed up for a first showing last December. Robbins is top man today when it comes to injecting humor into dance patterns, and "Piper" seemed even funnier and sharper Tuesday night than it did on its original unveiling. It gets most

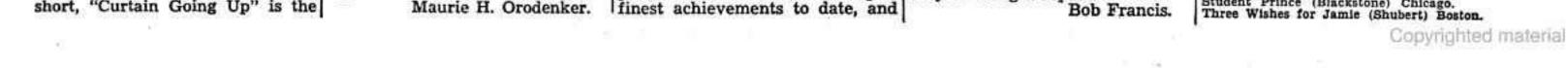
### 'Desire Under Elms'' To End ANTA Run

13 and 25.

"Desire Under the Elms" will end its run next Sunday (24). Next show at the ANTA Playhouse will be "Golden Boy" starring John Garfield and Lee J. Cobb, the third play in the current series of the American National Theater and Academy. The second production, "Mrs. Mc-Thing," opens at the Martin Beck next week.

# Dramatic & Musical Routes

Autumn Garden (Gayety) Washington. Ballet Russe (Erlanger) Buffalo. Ballet Theater (Boston O. H.) Boston. Candle (American) Book Bell, and St. Louis. Candida, with Olivia DeHaviland (Cass) Canalda, with Onvia Denavitand (Cass) Detroit. Cocktail Party (Erlanger) Chicago. Curtain Going Up (Forrest) Philadelphia. Darkness at Noon (Biltmore) Los Angeles. Gentlemen Prefer Biondes (Shubert) Detroit. Greco, Jose (Selwyn) Chicago. Guys and Dolls (Memorial Auditorium) Canton, O., 17-20; (Paramount) Toledo 21-24. Little Evil (Locust) Philadelphia, Long Watch (Plymouth) Boston. Member of the Wedding (Davidson) Milwaukee. Merry Widow (Shubert) Philadelphia. Mr. Roberts (Plaza) El Paso, Tex., 21; Mr. Roberts (Plaza) El Paso, Tex., 21; (Auditorium) San Angelo 23.
Moon Is Blue (Harris) Chicago.
Moon Is Blue (Hanna) Cleveland.
Okiahoma (Hartman) Columbus, O.
Rose Tattoo (Omaha) Omaha 20; (Or-pheum) Kansas City 21-23.
Skinner, Cornelia Otis (Cox) Cincinnati.
South Pacific (Shubert) Chicago.
Student Prince (Blackstone) Chicago. Bob Francis. Student Prince (Blackstone) Chicago. Three Wishes for Jamie (Shubert) Boston.



# ARENAS & AUDITORIUMS

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**FEBRUARY 23, 1952** 

# Toledo Court Denies WEEK-END HIGH "Vanities" Writ; Henie Icer to Open

Steinman Tells Plan to Sue Arena As Contract Squabble Continues

TOLEDO, Feb. 16.-A tempo-rary injunction sought by "Skat- advertise the appearance, had ing Vanities" to bar other events booked other events for the time and enable it to use the Sports Arena here Tuesday thru Saturday (12-17), was denied Monday (11) in Common Pleas Court. Arena here Tuesday thru Saturday in Common Pleas Court. Arena here Tuesday thru Saturday in Common Pleas Court. Arena here Tuesday thru Saturday in Common Pleas Court. in Common Pleas Court.

ties," that the show was not en-titled to equitable relief but that "Settlement" Turned Do it could sue Sports Arena, Inc., for damages if any existing con-tract with the building had been broken. The show said later it would sue.

The ruling means Sonja Henie's ice revue will open as advertised in the Sports Arena Friday (22). The Arena also continued with its scheduled events this week.

In its petition for an injunction, "Vanities," roller show, had charged it had a contract to play the Arena this week (12-17) but

# Wirtz Detroit **Advance Sales** Top 1/4-Million

DETROIT, Feb. 16 .- Arthur M. Wirtz's "Hollywood Ice Revue," featuring Barbara Ann Scott, topped its quarter-million-dollar

Judge John Q. Carey told Isa-dore Kohler, attorney for "Vani-weeks before and four weeks after

#### "Settlement" Turned Down

E. Donald DeMuth, attorney for the Sports Arena, denied existence of any verbal or written contract with "Vanities" and contended that if a contract were broken the show could sue for damages but that it could not prevent the performances of the Henie show or of the hockey, wrestling and Golden Gloves events this week. Harold Steinman, president of "Skating Vanities," and his attor-ney met with Virgil Gladieux, Arena manager, and asked \$12,500 to cover expenses as an out-ofcourt settlement.

Gladieux refused any settlement and "Vanities" declared it would sue. However, by late in the week no suit had been filed and no mention had been made of the amount of damages that might be sought.

Sault Ste. Marie

# FOR GARDEN

SET BY WIRTZ NEW YORK, Feb. 16 .- An all-time record for Madison Square Garden was set by "Hollywood Ice Revue" when it grossed \$240,000 in performances there Friday thru Sunday (1-3), Arthur M. Wirtz, show producer, said this week.

He said no other attraction of any type had grossed as much over a week-end. The figure would have topped \$250,000 except for a half-price rate accorded youngsters at some performances. Included in the 240G take

was what Wirtz described as the biggest Saturday the Garden ever had with an ice show playing to a \$6 top.

### DEE TOURS

NEWS NUGGETS

# **Bands to Expos;** Thrush in Cage

HOLLYWOOD, Feb. 16 .- Pro- into other similar shows on the moters of West Coast auto shows Coast.

this year are using name bands as nucleus for talent shows. Russ Morgan's band has been booked Hypes Pro Cage Take . . . by Associated Booking Corporation for the Los Angeles Auto Show at Pan Pacific Auditorium March 7-16 at \$10,000. Henry Busse and his orchestra and Preston Foster, movie name, have been set by McConkey Artists' Corporation for the Portland, Ore., Auto Show March 14-23, with a \$6,000 budget. The latter show may be booked as a package

# Act Between Halves

SYRACUSE - Singer Sarah Vaughan appeared between halves of a Syracuse Nationals pro basketball game Sunday (3) in Onandaga County War Memorial here, and the idea will be used at other games this season, according to Leo Ferris, operator of the team. Business jumped 25 per cent for the game at which she performed.

### "Capades" to Pantomime Broadway Hit in '53 . . .

NEW YORK - John Harris, producer of "Ice Capades," has closed a deal to include a version of the Broadway stage show "Brigadoon" in his 1953 ice show. "Ice Capades" cast will pantomime the one-hour version to the accompaniment of recordings to be made this summer.

## IAAM Confirms Florida

DETROIT - Convention of the International Association of Auditorium Managers will be held at the San Souci Hotel, Miami Beach, Fla., August 10-13, it was announced last week by C. W.

March 4-8 at the 104th Field Ar-

Quebec Colisee Attracts 1,695,000 in First 2 Years By DAPHNE (DEE) POLI

QUEBEC, Feb. 16 .- Figures just prepared for the first two years of operation by the Colisee de Quebec here showed a total attendance of 1,695,012, according to Emery Boucher, director. Building was opened December 15, 1949.

Breakdown of the total reveals their 1951 Royal Tour. that 565,063 saw senior hockey, and 108,456 came in for public skating. Two runs by "Skating Vanities" added up an attendance of 183,124 and other shows totaled 66,582.

square feet of space and is air con- In December attendance totaled cars. Bob Streeter is promoter. ditioned. The floor is 435 by 246 119,818 for hockey, ice skating and pillars.

tion for the premiere of "Skating Vanities" for each of the past six years. Included among 1951 events at the building were Hamid-Morton Circus, Horace Heidt Show, Charlie Convention Location . . . Spivak, Xavier Cugat, Jose Iturbi Tex Beneke and "Vanities." Queen Elizabeth II and Prince Philip were guests at the Colisee during

In the building are 36 display 604,058 saw junior hockey, 167,729 windows comprising 1,800 square Van Lopik, president of IAAM. witnessed other hockey games, feet of display space. It is equipped

Seating capacity is 10,038 for any arena on the continent for the hockey and arena-type shows and 20,000 for auditorium events. The three-story building has 128,000 special acoustics design. three data are and special acoustics design. tillery Battalion Armory, Jamaica, three story building has 128,000 special acoustics design.

topped its guarter-million-dollar advance sale goal two hours before

(8-10), when it grossed \$85,833.95. Show is dark Mondays. The threeday total is over 23 per cent above the corresponding figure for 1951, Londes said. The figures, he stated, included taxes.

# Autry Big in Schenectady

SCHENECTADY, N. Y., Feb. 16.—Gene Autry and his troupe drew 2,626 for the afternoon show and 2,266 for the night performance at the local armory Thursday (7).

sponsored by Junior Chamber of Commerce.

Nick Londes, executive of the Wirtz-owned Olympia Stadium, where the show plays thru Month

SAULT STE. MARIE, Ont., Feb. 2, said the advance sale totaled 16 .- On the heels of a record-\$251,800. Comparable figure in smashing senior hockey series, 1951 was \$180,000. This year's Sault Memorial Gardens here is W. J. Barrett.

John H. Harris will bring his "Ice Cycles" to the building for five days starting February 29. Sam Snider's water show will come in under Lions Club auspices for six days in June, and will be the first water show to play here. Negotiations are in progress with Marvin Welt, of Chicago, for a three-day road show in April and an eight-act vaude show for September.

Roy Acuff and the "Grand Ole Opry" are tentatively scheduled for an April appearance following their trek thru Western Canada.

period.

The Colisee is home base for these two months than in most, chestra will mark the official two hockey teams and the loca- Boucher reported.

feet, while the ice surface is 200 by special events. November attend- Minneapolis Symphony 85. Height at the dome is 102 feet. ance was 135,439, including 15,992 Arched roof covers the seating and for eight performances by special floor area without supporting attractions. Fewer roadshows and

# "Hollywood" drew a strong build-up for the opening week-end (8-10), when it grossed \$85,833.95. W. J. Dependent to Manager H. Action at N.Y. Garden

the cowboys who participate in the World's Championship Rodeo

Contacts are being made by the prize money. This year they are nent local supplier of acts for out-local Kiwanis club for bringing asking for a \$19,400 increase. door events. Seats were priced at \$2.40, \$1.80 an indoor circus here during the Management of the rodeo, a Gar-and \$1.20, with children under summer. If possible, the same den promotion, pointed out that 12 at half-price. Event was show will play a number of other costs for the event have been skyarenas in Ontario during the same rocketing. They claimed that with the suppliers of stock for the event

NEW YORK, Feb. 16 .- With working on a percentage and management feeling that their de- guarantee basis, \$108,000 in that mands are a bit on the high side, category was disbursed last year.

Should the cowpokes prove recalcitrant in their demands, Garat Madison Square Garden here den officials envison the possibileach fall received a warning this ity of running a show this fall week in the form of a proposed that would feature a name star, plan to eliminate contest events in favor of a star and Wild West others of like ilk. Along those lines, Frank Moore, manager of the Garden rodeo, conferred this week with Frank Wirth, promi-

#### Association a Factor

Pilots of the Garden event are hopeful that a change in the gov-(Continued on page 54)

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# To Open Regina Aud . . .

REGINA, Sask. - A concert special attractions appeared during by Minneapolis Symphony Oropening March 10 of the Regina Exhibition Association's new Exhibition Auditorium. Steel and concrete structure, to cost over \$500,000, will house livestock shows and sales and various types of indoor entertainment.

### **Canadian Town Redrafts** Plans for New Arena . . .

RED DEER, Alta. - City council has authorized a local firm to draft plans for a new arena. Original plans laid out by another Edmonton firm were shelved when it was found impossible to build the structure for the \$176,000 the city had to spend. The building, expected to cost \$150,000 will seat 2,760 and have standing room for 1,000.

### See Full Exhibit For L. I. Auto Show . . .

JAMAICA, N. Y .- Bob Streeter, director of the International Auto Sports Show, this week forecast a complete sellout of exhibit space for the event which will be held at the 104th Field Artillery Ar-mory here March 4-8. Streeter, who has presented similar shows at Linden, N. J., and Washington, said that every type of passenger motor vehicle and motorcycle will be featured.

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Autry, Gene, Unit: (Armory) Jacksonville, Fla., 20; (Armory) Tampa 21; (Orange Bowi) Miami 22-24.

Davenport, Orrin, Circus: Cleveland, O., 18-24; Rochester, N. Y., 25-March 1. Hamid-Morton Circus: (Municipal Audi-

torium) Memphis, Tenn., 18-22. Holiday on Ice of 1952: (Municipal Audi-

Holiday on Ice of 1952: (Municipal Auditorium) Atlanta, Ga., 18-20; (Coliseum) Miami, Fia., 22-March 4.
Hollywood Ice Revue: (Olympia Stadium) Detroit, Mich., thru March 2.
Ice Capades of 1952: (Sports Arena) Hershey, Pa., 18-27.
Ice Follies of 1952: (Boston Garden) Boston, Mass., 18-24; (R. I. Auditorium) Providence, R. I., 25-March 2.
Polack Bros.' Eastern Circus (County Center) White Plains, N. Y., 22-24; (Am. Legion Auditorium) Roanoke, Va., 27-March 1.

March 1. Polack Bros.' Western Circus: Chanute Air Force Base, Ill., 21-24. Skating Vanities of 1952: (Hobart Arena)

Troy, O., 19-24; (Memorial Auditorium) Canton 26-March 2.

FOR FURTHER DETAILS CONTACT



# Hocus-Pocus

#### - By BILL SACHS.

Brielle, N. J., neighbors as Mr. Hallmark Productions, Wilmingand Mrs. Fred B. Burdge, are ton, O., is personally handling the whipping into shape a new mys- Great Franquin, Australian hyptery turn which they plan to notist and mentalist, on a tour of launch soon. They were formerly week stands thru Texas, Okla-

magic with his comedy emseeing the exploitation. Franquin opened at Club 509, downtown Detroit in Little Rock Friday (16). . . spot. . . . The desk has received Charles T. Jackson, of Webb City. a number of inquiries recently Mo., who bills himself as the on Mardoni and Louise. What's cookin', friends? . . . Bob Lund, busy in the Missouri sector, as-Detroit bureau chief of The New sisted by his daughter Suzanne. York Journal of Commerce, Jackson infos that his friend, whose prime hobby is plugging the doings of deceptionists, ally as Prince Samara, is planchalked up a neat score in The ning a comeback in the spring Detroit News of February 11, after a long layoff due to illness. when George W. Stark devoted his entire "Town Talk" column to magic; Colon, Mich., the magical hotbed, and such Colon celebrities as Harry Blackstone, Monk Watson and Percy and Gladys Abbott, all based on dope supplied by Lund. Most of the yarn was given to plugging the vast Abbott magic-making plant in Colon. . . . Seymour, comedy magician, reports working conditions greatly improved in Western Arkansas, with plenty of work and loose dollars for those



8 B

ANN MARIE and John, magic who have something worthwhile mentalists, known to their to sell. . . . Kroger Babb, of with the John Calvert magic unit. homa and Arkansas under aus-. Billy Fraye is combining pices. Hank Adams is handling

> Great Jaxon, reports keeping Terry Grady, known profession-

THE Great Nahala is in Houston readying his Illusion Show for the opening of Frank Bergen's World of Mirth Shows, on which it will be a midway feature this ceived a wire giving him until season. . . . The Macon (Ga.) February 18 to pay, or the entire Magic Club, dormant for some show will be taken out of the time, held a reorganization meet- Latin Quarter. ing recently, with the following territory magi in attendance: Dr. Howard Robinson, Bob Carver, William Weaver, Walter T. Harper, J. E. King, Talmadge Veal and Leroy Utley. Thomas the Magician (Thomas Hendricks), New Orleans magus now making his home in Macon, addressed the group on the value of publicity to magicians. . . . Landrus the Magician, now winding up on a string of repeat dates in Louisiana, invades Oklahoma next. A flu epidemic forced him to cancel a number of dates in North Texas recently. At Alexandria, La., Landrus was dinner guest of Mr. and Mrs. Robert (LaThey) Johnson in the latter's house trailer. Other Johnson guests the same night were Jimmy and Rosalie Colley. The Johnsons and the Colleys, well known in tent rep circles for many years, are now presenting weeks. their own magic turns thru the

# AGVA Puts LQ **Acts on Notice**

NEW YORK, Feb. 16 .- The en-Artists, that it will be pulled any time after February 18 if Walters doesn't come thru with insurance premiums that AGVA claims he owes.

Walters, according to AGVA, signed a new contract last September which included coverage under the Guild's accident insurance program. Since that day, anything.

Walters admitted signing the contract but said the amount was negligible — "about \$500." AGVA said the amount was more than \$1,500 and claimed that accidents had already occurred, but injuries were not covered because of Walters' failure to pay the premiums. In meanwhile, Walters has re-



CHICAGO, Feb. 16.-With the Palace Theater still shuttered because of a labor dispute (The Billboard, February 16), spot this week was considering a switch to a vaude policy similar to that now running at the Palace, New York, instead of reopening as a straight film location.

Possibility of bringing in a package headed by Betty Hutton was being explored, it was learned and if the booking can be set, it would be for a minimum of four

Should the theater make the South. . . . Southern California switch, it would give the Loop Assembly No. 22, Society of Amer- area three major theaters with

# **Burlesque Bits**

EAH WYNN and John Merrick patient in the Percy Jones Army tire cast of Lou Walters' Latin Trudy Wayne unit in Buffalo thru taken a job as usherette at the Quarter has been put on notice by Milt Schuster. . . . Lou 'Miller, Gayety, Cincinnati. Pending his the American Guild of Variety Hirst Circuit booker, was one of recovery, Trudline is working on the many who attended the recent a new carnival show to be ready funeral of Sollie Shaw, old-time in three months. . . . Bobby Faye, agent, with whom he was asso- comic, is back East on the Hirst ciated for 12 years prior to joining Circuit after 10 years in California. the Hirst org. . . . Diane Shaw is His wife, Irma Vogelee, former recovering from an operation at burlesquer, operates a beauty shop Avenue, Chicago. . . . Ann Perri Buttons, now doing TV shorts, was has returned to the Fox, Indian-birthday-partied by his wife, apolis, after club dates in New Helayne, February 8 at his pent-AGVA said. Walters hasn't paid Orleans and Texas. Subsequent house home in New York. Among Milt Schuster bookings take her those present were Phil Silvers, to a Midwest Hirst unit. . . . Pete Milton Berle, Bobby Faye, Phil DeCenzie's new cast at El Roy, Arnold, Coleman Jacoby and Oakland, Calif., has Torrid Terry Jerry Wayne. ... Lou Miller's re-Lane, Judy King, June Wing Toy, cent bookings include Flash Shalimar, Jackie Dale, Wanda O'Farrell, featured strip, Gayety, Winters, Ginger DuVal, Neva Star, Norfolk, Va., February 29; Lynn Betty Carroll, Will Hayes, Kasha, O'Neill, Kane Circuit, starting Millie, Jo Ann, Dixie Davis, Jack February 15 at the State, Canton, Murray, Pat O'Day, Johnnie O.; Pat Wolfe, Grand, St. Louis, Becker, Jerry Cummings and February 28, with Cleveland, Pitts-Billie Collins. Countess DeRisque burgh, Union City, N. J., and Philopened February 15, and Gay adelphia to follow; Amy Fong, Dawn comes in for four weeks Philadelphia, March 9, and Blaze February 22. Jack Hayes returns Fury, Newark, March 7. from Miami February 22.

opened with the Benny Moore- Hospital, Battle Creek, Mich., has her home, 4346 S. Maplewood in Santa Monica, Calif. . . . Red

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live acts (see separate story this issue). It also would make it possible for the Palace to bring in its bill while the Oriental is temporarily on a non-vaude run with "Quo Vadis."



COPENHAGEN, Feb. 16 .- Bigtime vaude for the first time since prewar days, got off to a very good start in Tivoli's Concert Hall here Saturday night (2). It's straight two-a-day of the old Keith-Albee format and the first-nighters and the local newspaper crix seemed equally pleased with the opener.

Stig Lommer, operator of ABC Theater, and Richard Stangerup,

of Apollo Theater, have taken over the glass-walled Concert Hall, in Tivoli; have installed a large stage in front of the terraced band shell concealed by a proscenium and drapery. Glass walls have been covered with murals featuring life-size caricatures of Denmark's royal family, national and municipal bigwigs and local stage, opera and

art celebs. Spot has 1,000 capacity. Ork occupies an elevated platform at rear of stage. Acoustics are excellent. No matinees are given but two complete non-stop twohour shows are presented nightly at 7 o'clock and 9:15. Prices range from 65 cents to \$1.45, with all seats reserved. Programs sell at

nine cents. Copenhagen is now the only city in Scandinavia offering straight vaude. For many years the China Theater, Stockholm, has been the lone foothold of bigtime vaudeville in the Nordic countries but the China vaude season runs only from April until September. Current trial of vaude in Tivoli is skedded for three months but Lommer has plans for continuing his vaude projects if an available spot turns up.

never made a better Broadway showing.

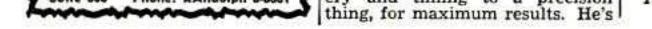
Show is rounded out with the acro stint of the Edwards Broth-Comic Phil Foster provided the ers. Boys turn in some tough laughs, and lots of them. Foster, stunts, most of them worked on making use of his familiar back-to-the-neighborhood-in - Brooklyn received handsomely by a threematerial, has sharpened his deliv- quarters' filled late-hour house. ery and timing to a precision | Pic, "A Girl In Every Port."

tomers loved it.

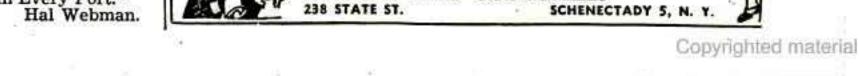
mugging to phono platters. They brief thanks.

effects. The pair offered more hoofing and comedy than bar work, but they knew how to sell with ease.

stage with program numbers.



Pat McClaren 203 N. Wabash Ave. Chicago, III. Suite 806 Phone: RAndolph 6-6661



# RINKS & SKATERS

#### 52 THE BILLBOARD

Communications to 2160 Patterson St., Cincinnati 22, O.

**FEBRUARY 23, 1952** 

# Mineola's Oldtimer **Jubilee Draws 2,600**

## Turn-Out Reported as Record Throng; \$400 Deficit Seen as Inexpensive Ad

MINEOLA, N. Y., Feb. 16.- | skaters. These skaters, now More than 2,600 skaters, the great- adults, are believed by some inest crowd in Mineola Rink history, dustry observers to represent the turned out for the January 24 sec- finest source of revenue for rink ond annual Oldtimers' Jubilee operators if they can be coaxed sponsored by rink employees and back into the rink fold as patrons operators Earl Van Horn, Harry who will patronize a rink with Bickmeyer and Inez Van Horn.

Mineola's management spared union, since most of them had be no expense in staging the elabo-rate affair, running up a total of \$2,565 in expenses, and expects the event to show a deficit of about \$400 when all receipts are minds the idea that if their kids in. The profit motive was ignored are going to roller skate, Mineola in staging the event, the manage- Rink is the place in which it ment apparently believing that should be done. such an affair, after considering Prizes valued the value to the rink, is an inex-

expense were more than 3,000 in-

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Second-Hand RINK SKATES Excellent Condi-tion. 10 & 45% \$2.50 a Pr. 78C-785P-Like New, 10% \$3.50 a Pr. 78C-785P-**HOWARD FIBRE PRECISION WHEELS** Economy Bear-imps and Space \$4.50 a Set All merchandise guaranteed. Write for complete price lists. 1/3 down, bal. C.O.D. JACK ADAMS & SON, INC. 1471 Boston Rd. Bronx 60, N. Y. DAyton 9-3403 SAVE ON RINK SUPPLIES SAVE Metal Skate Cases, ass't Pom Poms-extra large, rounded corners, doz. .... 30.40 Shoe Laces, all colors, 54", 72", 81", dox. pr..... 1.40 L. & L. PRODUCTS 7019 Glenwood St. Chicago 24, III. Distributors of Richardson skates and parts, Dustless Floor Powder, Heiser Products, Skating Rhythm Records, Rawson Books, Rossco Jumpers, Skaters Jeweiry, Floor Brushes, Wheels, Skate Wheel Grinders, Royal Wheels, Laces, etc. Wheels, Laces, etc.

some degree of regularly. In ad-Mineola's management spared dition, since most of them may be

Prizes valued at more than \$750 were awarded for various events pensive and potent form of ad-vertising. during the night. These included a \$50 U. S. Savings Bond, awarded Representing a small part of the in a drawing presided over by spense were more than 3,000 in- Judy Endres, 1951 New York vitations sent to former Mineola Journal American skate queen; gold, silver and bronze medals for first, second and third-place winners in straight waltz and chicken suburb of Saginaw, Mich., accordscratch contests; six gold Bulova wrist watches, four to winners of a voodoo fours competition and two as door prizes, and a 30-inch gold challenge trophy for a Chicago hop contest donated by Victor J. Brown, operator of New Dreamland Arena, Newark, N. J. rather than the costumes required Winners of three legs on the cup in some rinks. will gain permanent possession.

One of the highlights of the evening was a dance skating exhibition by Gladys and George Werner, Mineola pros, who made a hit with a tango of their own

tending were Victor J. Brown: Ed Redmond, former operator in New of the Homer-Gordonville, Metho-Rochelle, N. Y., and now a restau- dist Church, who has been con-Rochelle, N. Y., and now a restau-rateur; Bill Love, New York Jour-ducting it for two and a half dates in Seattle but has his onenal American columnist; Eddie years. It is drawing patrons from man show routed into Southern O'Neill, Hillside, N. Y., rink pro; a distance of 25 miles or more. Harry Woodward, New York Ice Dakin, himself, is a skater, and Club official and a former Mineola one of the pictures with the story employee; Ruth Holland, operator showed him with his two young- most of the spring in Ontario. of Skateland, Bridgeport, Conn.; Louise Bickmeyer, mother of Walter Jr.; Frank Negri, Hillside Rollerdrome operator; George Gelinas, New Castle, Del., operator; Sam Sholes, Boston operator; Mrs. A. DiMarzio, Co-Ed Rink, Allston, Mass.; Mr. and Mrs. James Gradwell, Jax Rink, Jacksonville, Fla.; Nat Steinberg, Queens Rink, Elmhurst, N. Y., accompanied by pros Satch and Millie Wilkins, former Mineola employees; Wally Kiefer, former White Plains, N. Y., opera-

## SLATE MARTIN **BIRTHDAY FETE**

DETROIT, Feb. 16. - Fred A. Martin, one of the founders of the Roller Skating **Rink Operators' Association** and its secretary-treasurer from its inception until a year ago, will be guest of honor at a February 27 party observ-ing his 60th birthday.

Event will be held in Arena Gardens Roller Rink, which he operates with Earl King, and is expected to draw a large turnout of local skaters, as well as operators and skaters from other areas.

# Meet Newest Mich. Wrinkle

DETROIT, Feb. 16 .- A prayer meeting on wheels is a regular event at Brockway Rink in a ing to an illustrated story in Thursday's (14) Detroit News. Event is held monthly on the first Thursday, and draws about 200 youngsters. "Come as you are" appears to be the rule, with some of the girls showing up in jeans

Major part of the evening is devoted to skating, but a 15minute session of prayer is held. This includes hymns, and appears to be popular with patrons. Patrons wear skates, and move to

gram is Rev. Harold Dakin, pastor sters, putting on skates. He plans to add a second session of prayers on skates for older returns: . . . Henry D. Thomas people. His objective is "to organize wholesome recreation in a Christian atmosphere."

# **Roadshow Rep**

Len. of the Obrecht Family of have depended on what work I stock and rep show note, are could pick up at dine, dance and making their home in Bradenton, Fla., and awaiting the arrival of in Montana with a busking show their brother, Christy. They re- and had Jeff Toner as my partport that they have been playing ner most of the season. He's the numerous hotels, tourist clubs old-time banjo performer who and banquet dates and recently played vaude in St. Louis and played the Shrine Minstrel and Chicago. He's been making his Veterans of Foreign Wars show home in the Far West for over 20 in the Florida city. . . . Frank years. I met the Gerry Family Chalmers writes from Tampa that Show last fall in Drummond, he has been in Florida since De- Mont. The three-person unit puts cember but that he's packing to a lot into one evening. While get away to Wisconsin where he working a small town near Virwill begin his season with his ginia City, Mont., I met Clifford solo outdoor show. He plans to work some dates en route North. working a traveling photo show. He says that there's nothing in He also had some animals. For Florida for small shows. Parked years, Otis was with various oneon the same lot in Tampa with Chalmers were Mr. and Mrs. But-and Richard & Pringle's Minstrels ler, who have a good line of fea-ture pix, and Fremont Turgeon, some ranch property in Garfield who has recovered from a recent bout with the flu. All will head any tent shows of any size and I North soon, Chalmers says. . . . Corliss Family Show has been small towns." playing spots around Laramie, Wyo., to poor business and much inclement weather. They will move toward Colorado where they plan to play outdoors this

LIENRY D. MCAULEY advises from Denver that there are several small units hibernating there which will work small Colorado towns during the summer. McAuley says that high school shows are hard to promote in most cities in the State but that merchandise can be worked in some of the small towns. Several busking shows did well in resort towns last season, he says. Mc-Auley plays vaude dates each creation and a display of the Carroll swing. Among the many celebrities at-Organizer of the unique pro-United plays value, plays valu turns, moves into New Mexico for the spring and summer. . . . Gale Washington for the next two months. . . . Robishaw Brothers. currently in Montreal, will spend They promoted several small town fair dates recently to good pens from Alexandria, La., that he was pleased to note that some of the colored minstrel shows will play that territory this season. "I've missed the Silas Green show in recent years," says Thomas, "and I want to see some activity in this field as it's the only tent show that many towns in this area get these days.' Thomas has had several amateur minstrel promotions in the New Orleans area since last April and is now promoting similar shows in Louisiana. A. HERWING letters from Natchez, Miss., that he was built up over the years, Gray pleased to note that several tent says." minstrel shows plan to take to the road this season. "Having been with some of these shows in the old days," Herwing says, "I have always thought that they were sure bets from a money-making standpoint, but I've been fooled sometimes. In these instances, however, I believe that it was more the fault of the management than anything else that put the shows out of business. I have seen many of the shows use their good talent to disadvantage. They were loosely thrown together and proved mere scrambled vaude shows. The old-timers stuck to the Old South idea, and the bills they played were worked together by experienced people who knew what such shows were built on. Was also pleased to note that the Rabbit Foot Minstrel still plans to go out. There's plenty of room for all. They are one-day shows and should be operated as such."

THE OBRECHT SISTERS, Billie Tried some schools but they are and Julie, and their brother, small pickings in this area and tonk spots. Had a good summer Otis, another old-timer, who was as an advance agent. He owns County, Montana. I haven't met doubt if one could get by in these

> F. HANNAN letters from L. Boston: "Recently I talked with Everett Gray, who has had wide experience in promoting amateur plays, indoor fairs, hobby shows and minstrels in small towns over the country. Gray has just made all of the New England States promoting one kind of show in one town and another type in the next spot. Gray says that Maine has gone from a good territory for almost any kind of small town shows to almost nothing because of horse racing, beano and other types of attractions sponsored by legitimate organizations which once sponsored amateur or traveling shows of various kinds. Maine in the last few years has been over-done with small carnivals so that it has gotten to be a question whether even the big ones can carry away much green. In this State where one would expect antiques and hobby shows to go well, you suddenly realize that they are hard types to break even with. New Hampshire, Gray says, suffers from a good-sized race track that takes over too much of the loose money that would otherwise go to entertainment. The Northern sector is almost dead from dull commercial business, Gray points out. Vermont is a bit better, Gray says, but again it suffers from race tracks located in its Western sector and television has broken into the picture in other towns. The picture, according to Gray, is not too bright for the Eastern territory, altho there are a few promotors who do well enough in Massachusetts and Rhode Island with amateur plays and minstrels. This, however, is due to the contacts that they have

**ROLLER SKATING RINK** At Virden, Ill. To be moved. Sectional building, 50 ft. by 120 ft. No center posts, metal roof, easily dismantled. Hardwood floor laid on very solid, supported, port-able floor, good. Have equipment com-plete. Will sell building and floor, with or without equipment. Will dismantle, ready for loading immediately. Priced reasonable. Other business interests. Call or wire S. Perle Crawford, 1586 N. Water St., Decatur, Ill. Tel. 22590 c/o Mrs. Edith Hale.

WANTED AT ONCE All around Rink Man; must be Skate Mechanic and Floor Manager. Year around job. Good salary to right man. No other need apply. BOX D 144

Cincinnati 22, Ohio

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Care Billboard

50'x120'; Campbell tent, rink skates, rentals and sound system, complete and ready to go, \$6,000.00.

SAMUEL PILZ Browntown, Wis. Phone: 25-A



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liness and traction. PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skaters to Curvecrest and see for yourself.

tor and now a photographer, and Jerry Ziegler, Eastern pro. Among those invited but who could not attend because of previous commitments or last-minute developments were Bill Holland, Dagmar, Mal Tate, Dot and Bill Opatrny, Perry B. Rawson, Charlie White, Charlie Civiletti and Jimmy Giles. After the skating session a buffet supper was served to over 400 guests in the Court View Hotel, Mineola.

### Parish Hall Skatery PHILADELPHIA, Feb. 16 .- The

parish hall of Holy Apostles Chapel in suburban Penn Wynne will be converted into a roller rink for Friday skating sessions. Afternoon sessions from 3:30 to 5 will be held for school children up to and including the fifth grade, and evening sessions for sixth grade and junior and senior high school students. Supervision will be by a committee. Recorded music will be provided and refreshments will be served at a nominal cost.

CHICAGO 24, ILL.



**Manufacturers of All Kinds of Roller Skates** 

# **Drivin' Round** The Drive-Ins

**IDEAL PICTURES CORPORA**tion, Chicago, last week announced that its contract for exclusive national distribution rights to the religious film, "Golgotha," was upheld in a recent Detroit Federal Court decision handed down by Judge Theodore Levin. Judge Levin decided in favor of Samuel Waagenaar, New York, representing ACI Films, world owners of "Golgotha," against Alban J. Norris, Detroit.

Construction has been started at Belton, Tex., on a new 300car open-air theater to be owned and operated by Mr. and Mrs. H. H. Cluck. . . . Sylvan K. Barry is manager of the El Capitan Drive-In, San Antonio. . . . National Production Authority has approved building of a drive-in at Wichita Falls, Tex., for Burlington, Lee & McNahon. It is expected to cost \$55,000. . . . The Varsity Drive-In, San Antonio, has instituted Buck Night, with \$1 admitting a carload of patrons any Wednesday night. . . Flamingo Drive-In-Theater, Inc., Fayetteville, N. C., has filed certificate of incorporation with the Secretary of State to operate theaters. Authorized capital stock is \$100,000, with subscribed stock at \$300, by Earl Rogers, Fayetteville, and Jesse Wellons and Frances Wellons, Hollywood, Fla.

# Mineola Hearts Contest

MINEOLA, N. Y., Feb. 16.-Mineola Roller Rink held its annual St. Valentine party February 15, 50 couples winning 100 boxes of candy in a matching hearts contest. Homer Schock, member of the Mineola skate room staff for 16 years, is recovering from a serious eye operation.

EORGE Y. TERRY comes thru



FOR SALE Portable School or Sidewalk Photography Unit. De Vry 36 Movie Snap Camera with F. 3.5 lens, takes 1400 pictures roll; film costs as low as \$1.25 per roll. Stein-man Daylight Movie Development Tanks, develops 1400 pictures 15 minutes. Apac Rapid Projection Printer makes 150 to 200 quality enlargements per hour, re-quires no focusing, ready for use 15 seconds; complete with carrying case, weighs 29 lbs. Will sell separate or as unit. First \$200.00 takes all. Remit 25% with order, balance C.O.D. Contact DOROTHY GOOD 174 Carswell St. Holly Hill, Fla.



# **OPEN A DRIVE-IN THEATRE**

#### AT LOW COST

New and guaranteed rebuilt equipment from George Y. TERRY comes thru with the following from Chal-lis, Idaho: "Ive been in Idaho since last fall and have had a tough time with the weather. New and guaranteed rebuilt equipment from \$1595. Time payment available to respon-sible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. \$. 0. \$. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19.

#### **Repertoire People in All Lines Wanted For** SCHAFFNER PLAYERS TENT THEATRE **Opening in Iowa in May** Actors, Musicians doubling stage, FEATURE VAUDEVILLE ACTS with plenty changes, Truck Drivers, Canvas Help. NEIL SCHAFFNER 1190 WEST WAY DRIVE SARASOTA, FLORIDA

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# London Dispatch

#### - By LEIGH VANCE -

#### Continued from page 2

The London Evening Standard, brings a report back from the States that "Broadway critics are pained at British reception of such American favorites as 'Mr. Roberts' and 'South Pacific' . . believe we have agreed together to gang up on American imports."

He expresses a rumor current in showbusiness circles here of this "war" between critics of both countries. But, on this side anyway, there is no substance for the tale. No major paper would ever agree to pan a show just because it was foreign. Within the ob-vious limits of libel and good taste, critics are left quite free to say what they think. In any case, a quick scan over their columns would prove they never gang up together.

The reception for "South Pacific" was not so terrific as the calls Kelly, Houston in Paris "Oklahoma!," for example, got. But then even with the ballyhoo which went to build it up, that was only to be expected. "Oklahoma!" burst on a war-weary public which would have cheered any colorful extravaganza. "South Pacific" came to a public conditioned by now to the new style of American musical.

One critic here has answered: "I can't see the foundation for this attitude. A critic's job is to say what he thinks. No one here blames the "Seven Butchers of Broadway" for knocking hell out of "Gertie," "The Lady's Not for Burning" or any other British piece. The Atlantic is a pretty wide wide stretch of water. Why should they expect tastes to be exactly the same on both sides of it?"



# Paris Peek By ANNE MICHAELS -

 Continued from page 2 Belgium, North Africa, France and eventually Paris.... The "Company of Four," sponsored by Air France, will play in Africa and Asia this year.

Marie Dubas will do a revival of Latraz's classic, "Bichon," at the Theater Sarah Bernhardt. Juliette Greco takes a fling at the theater in "The Snake Is Always Right." . . . Sascha Guitry turned out a new play "Don't Listen, Gentlemen" in the month he spent on vacation in Nice. . . . Prize winning playwright, Albert Husson, has two new shows for next season "Shadow of the Cavalier" and "The Pavement of Heaven." .... A new play at the Theater Gaite Montparnasse is Victor Hugo's "Will They Eat?" . . . Jean Bernard Luc's next show is "Leaves of the Vine."

#### News With Shows . . .

Charlie Beal is now playing with success in the bar of the Hotel Chateau Frontenac. . . At the Mars now are Saundra and Jeff Davis, until Honey Johnson ar-rives in town. . . . Ray Taylor is in America, and the other half of the team, Quenten Foster, is singing at Inez Cavanaugh's. . . . The Wallace brothers are doubling between the Villa D'Este and The Club de Opera. . . . Linda Gloria, South American-born chorus girl, becomes the star of the new show at the "Casino de Paris" when Mary Meade leaves. . . . Gene Kelly has a series of European productions lined up. . . . John Houston is in Paris setting up for his forthcoming film on Toulouse-Lautrec. . . . Jan de Hartog flew up to Holland with directors Brian Desmond Hurst and Hans Kleus, to see about Dutch and English versions of the author's "Holland's Glory." . . . Max Ophuls would like to film Shiller's "Marie Stuart" in Germany. . . . The producers of the film "The Seven Sins" have found another sin to add to the series of sketches. This episode is, however, remaining secret. . . . The stars of Yves Allegret's pic, "The Ador-able Creature's," Marlene Dietrich Dannielle Darrieux, Dany Robin and Martine Carol are all agreed that Miss Dietrich takes top billing, but where the others will be placed has started trouble.

#### ALTGLASS-Max.

66, retired Metopera tenor, February 13 at his home in New York. Born in Poland, he sang in leading opera houses thruout Europe before his Met debut in 1924 in "Boris Godunoff." Usually filling character roles and known for his versatility, he sang a number of parts before his retirement in 1940. In recent years he was a vocal teacher. His widow, a son and a sister survive.

#### ARMSTRONG-Thomas P.,

57, veteran outdoor showman, February 8 when struck by an automobile in Phoenix, Ariz. Survived by his widow and a brother. Burial in Long Beach, Calif.

#### BISHOP-Kane,

88, at Winterset, Ia., Thursday (7). He was a member of the old Bishop Brothers trapeze and clown acts, with numerous circuses until his retirement 23 years ago.

#### LANCY-William,

70, in Bridgeport, Conn., February 4. He was a former vaudeville producer and promoter. Burial in Park Cemetery, Bridgeport, February 7.

#### DOUGLAS-Mrs. Marian .

34, a ballet dancer 14 years ago before her marriage to movie director Gordon Douglas, February 13 in Hollywood.

#### EVANS-Herbert,

69, retired actor and for many years manager of Luna Park on Coney Island. Brooklyn, February 10 in Los Angeles. A native of England, he acted on the stage in London and New York and also in films. He leaves his wife, Ettle; a daughter, Mrs. Renee Alban, Hollywood, and a son, John, Garden City, N. Y.

#### EPSTEIN-Philip G.,

42, who with his twin brother, Julius, formed one of Hollywood's top screen writing teams, February 7 in North Hollywood. Before moving West, the brothers collaborated in New York on a play produced by the Theater Guild, "And Stars Remain." Films on which they worked included "The Man Who Came to Dinner," "The Male Animal," "My Foolish Heart," "Saturday's Chil-dren," "Arsenic and Old Lace," "Mr. Skeffington," "Gift of Gab," "Chicken Every Sunday" and "Casablanca" for which they won an Academy award in 1943. The brothers worked separately teamed in 1938 at Warner until Brothers, and since last year they had been under contract to Paramount. They recently completed a screen version of Sir James Barries "Rosalind" and were working on an adaptation of F. Scott Fitzgerald's "Babylon Revis-ited." Besides his brother, his father, widow, two children and another brother survive.

#### FIGMAN-Max.

85, vet legit actor whose last important part came in the 1932 production of "The DuBarry." starring Grace Moore. February 13 in New York. He started his career under Augustin Daly and later, under the management of Charles Frohman, was a member of the old Madison Square Garden Stock Company. For seven years he was stage director and leading man with Mrs. Minnie Maddern Fiske, appearing in "Becky Sharpe," "The Unwelcome Mrs. Hatch" and her entire Ibsen repertoire. He next played in "The Man on the Box," "Mary Jane's Pa," Man on the Box." "Mary Jane's Pa," acted Baron Rapp with Lenore Ulric in "Kiki," Louis XI in "The Vagabond King" and Svengali in "The Studio Giri." He also appeared in "Well of Romance," "Papavert," "The New Moon" and finally "Mackerel Skies" in 1934. His widow, Lolita Robertson Figman, actress; a son, a daughter and two grandchildren surcinnati. February 10 at his home in that city. He had been trumpet player with the Smittle and Esberger bands and the Cincinnati Symphony Orchestra. He was a member, of High Noon Lodge, F&AM: Scottish Rite and Syrian Temple Shrine. Survived by a daughter and two sons. Services February 13 and burial in Rest Haven Cemetery, Cincinnati,

In Memory of

ELMA KOSS

Beloved Wife and Loving

Mother

Who Passed Away

February 21, 1944

ADOLPH KOSS

AND

DAUGHTER

"Richard of Bordeaux," which ran for a year in London and a month in New York; "The Laughing Woman," "Queen of Scots" and "The Stars Bow Down."

69, sister of Joe Weber, of Weber and

Fields, February 14 in Los Angeles. She

also was the mother of Jerry Mann, com-

46, theater manager, February 10 at

Yoakum, Tex. He was associated with the-

aters in that city for the last 30 years.

His widow, a daughter, a brother and

73, mother of Robert (Bob) Mack, gen-

eral agent of the Royal Crown Shows,

February 8 in Council Bluffs, Ia. Also

survived by her husband, George, and

48, at his home in St. Louis February 8.

He was formerly connected with the

Garrick and Grand theaters, St. Louis,

and is well known in burlesque. Sur-

vived by four brothers and three sis-ters. Burial February 11 and interment in Cavalery Cemetery, St. Louis.

40, band leader and great-great-grandson

of the noted German composer, February

a daughter, Mrs. H. Chak.

MICHAELS-Joseph (Big Tim),

MACKINTOSH-Elizabeth.

MANN-Mrs. Martha.

McCARTY-Charles,

four sisters survive.

MeLANE-Lucille E.,

edy lead in "Oklahoma."

The Final Curtain

pneumonia and a stroke in a hospital in Valley Stream, N. Y. During World War II he was director of amusements at Fort Monroe, Va. He was a World War I veteran and a Mason. Survived by his widow, Esther, and a daughter, Mary Lou.

SHEEHAN-John J., 66, vet legit and movie actor. February 15 in Calabases, Calif. He started his career in 1906 as a member of the Shakespearean Repertory Company, San Francisco. He made his New York stage bow in 1909 with Chauncey Olcott in "Ragged Robin." He appeared in such Broadway musicals as "Good News" and "Follow Theorem "Pollow Through" and he and his wife, the former Blanche Roberts, were headliners on the Orpheum vaude circuit. His last Broadway appearance came in 1950 with "School for Brides." From 1914 on he played in 200 movies, principally comic roles, and about two weeks ago completed his last flicker work in the new Spencer Tracy-Katherine Hepburn film, "Pat and Mike." In recent years he also took part in several TV shows. For many years he was active in the Catholic Actors' Guild. was a charter member of the Lambs in New York and the Masquers Club in Hollywood. His widow, a daughter and son

#### 55, playwright for the last 20 years under the name of Gordon Daviot, February 13 SILVERBUSH-Sam. in London. Among her works were

75, former actor on the Yiddish and Broadway stages, January 25 in New York. He appeared on Broadway in "The Jazz Singer" and "Diamond Lil." Two sons survive.

#### STARR-Henry Franklin,

60, former president of the Colleton County Fair, Walterboro, S. C., February 12 at the Colleton County Hospital. He was mayor of Walterboro from 1932 to 1934.

#### STEPHENS-Oliver P.,

54, for many years candy stand cashier on the Sells-Floto Circus, recently in Fort Wayne, Ind.

THAYER-James H., 59, Merry-Go-Round operator and popcorn concessionaire on the Badger State Shows for the past 15 years, February 3 at his home in Wauwatosa, Wis. He was the father-in-law of Jack Vomberg, owner of the Badger State Shows. He was born in Toma, Wis., and was a member of the Holy Name Society, Survived by his widow. Mary: two daughters, Mrs. Anna Vomberg and Mrs. Lydia Cochenet; three sons, Frank. Sylvester and Norbert, and his mother, Mrs. Martha Tayler, all of Milwaukee, Serv-ices February 6 and burial in Holy Cross Cemetery, Milwaukee.

#### TOWERS-Walter L.,

52, cookhouse operator for Charles Albright on the Foley & Burk Combined Shows for a number of years, February 8 at Memorial Hospital, Phoenix, Ariz, He was born in Cleveland and during

the basis of a poll of the outlets it represents, opposes selling of shared announcements to two or more sponsors, but favors allowing sponsors to share the same TV program or alternating on it. A co-sponsored 30-minute show carried for a year, he said, would have each sponsor billed sepa-rately at half the 26-time halfhour rate. This would enable smaller sponsors to come in.

#### Vs. AM Pattern

Brett advised the stations not to follow the radio pattern of different rate cards for local and national advertisers. Altho plumping for a single rate card, he said that if stations ultimately were forced into a lower rate by local sponsors, the division should be on the basis of "retail" sponsors and "general" sponsors.

Katz denied that the rep firm had any interest in producing, financing or distributing film. But he stressed that "the greater the amount of good film, and the more efficient its distribution, the greater will be your future bargaining power with the net-works." Every Katz salesman thus will be supplied with an up-to-the-minute catalog of film available for sponsorship on a spot basis.

Following the Katz attempt to enlist station support for its program in the closed sessions, it is expected, if the support should seem solid, that Katz will also seek to line up other station reps for the campaign. It is believed that this might be done thru the reps' own trade organization, the National Association of Radio and TV Station Representatives.



#### BERRY-

A daughter, Tanya Jane, to Mr. and Mrs. Warren P. Berry January 11 in Wom-en's Hospital, Philadelphia. Mother is daughter of Jimmy Preston, Philadelphia band leader.

#### BOWMAN-

A daughter to Mr. and Mrs. Guy W. Bowman January 28. Father is an-nouncer on WJBK-TV, Detroit.

#### BRODY-

A daughter to Mr. and Mrs. Henry Brody February 4 in University Hospital, Philadelphia. Father is co-owner of the Wedge, Philly night club.

#### CRAGER-

A daughter, Jeri Lynn, to Mr. and Mrs. Bob Crager in Waterbury, Conn., January 7. Father is program director and disk jockey for WWCO, Waterbury.

### Hire a Lawyer • Continued from page 3

tier sued because his animal act, working between halves at a football game, was televised without his consent. Chapter 3 in the book explains that the New York Appellate Court decided that the privacy statute was intended to protect ordinary individuals only, and not performers. The appendix brings this up to date with the notation that the Appellate Division granted permission to appeal to the Court of Appeals, indicating the lower court's doubts. In connection with this and other decisions, Spring editorializes to some extent.

In connection with the Gautier case, for example, he says: "It is to be hoped that the Court of Appeals' forthcoming decision will clarify the confusion as to privacy arising from the lower court's decision."

Innumerable historic and relatively minor (nevertheless important) showbusiness cases are cited, covering motion pictures, radio, music, records, circuses, television, etc. The book makes no pretense of being the answer to all problems in this intricate field. Indeed, there are no ready answers to many of the problems. But it is a thoro, interesting treatment of the whole Risks-and-Rights field. It would make a valuable (perhaps an invaluable) addition to the library of anybody in showbusiness.

Camden, N. J. Father is disk jockey at WIP, Philadelphia. D'AMATO-A daughter, Kathy, to Mr. and Mrs. Paul D'Amato in Atlantic City, Hospital Peb-ruary 1. Father is operator of the 500 Cafe there KARP-

A son, Ethan Röss, to Mr. and Mrs. David Karp February 10 in New York. Father is scripter for the "Aunt Jenny" show, radio soaper.

KENNY-A daughter, Susan Lynn, to Mr. and JOSEPH-Charles,

#### FINE-Eugene,

41, operator of the Empire Theater, Cin-cinnati, February 2 in Mount Siani Hospital, Miami Beach, Fla., of a heart ailment. He was a member of the Miami Masonic Lodge. Survived by his widow; three children, Stuart, Jenia Ann and Judy: a sister, Mrs. John Katz, Cincinnati, and a brother, Arthur, co-operator of the Empire. Services February 6 in Cincinnati and burial in United Jewish Cemetery there.

#### FREY-Huge,

78, composer, arranger and a founder of ASCAP, February 13 at his home in New York. Born in Chicago, he studied music there and toured America from 1896 thru 1898 with string quartets and concert companies. After study in Europe, he returned to America in 1901 and joined the French Opera Company in New Orleans. He went to New York in 1902 and began scoring for publishers and producers, working variously with Joe Weber, John Cort and Henry Savage.

#### GOW-James,

44, playwright, scenarist and critic, February 11 at his home in New York. He was an assistant in the drama department of The New York World from 1928 until he was named film critic in 1931, holding the post eight weeks before the paper merged with The New York Telegram. With Edmund North he wrote "The Drums, Professor," which had a short run in 1935 at the Ridgeway Thea-ter, White Plains, N. Y. He went to Hollywood in 1940 and that year wrote the scenario of Paramount's "Ballerina." In 1941 he wrote "Paramount on Parade" with Bradford Ropes. His last assignment in Hollywood came in 1949, when he adapted a New Yorker magazine article for 20th Century-Fox's "Pourteen Hours," collaborating with Arnaud d'Usseau. In the legit field, again working with D'Usseau, his greatest success "Tomorrow the World," which ran for 499 performances on Broadway after opening in 1943. The pair scored again in 1945 with "Deep Are the Roots," which ran a year on Broadway. Both plays won various awards. He and D'Usseau also wrote "Legend of Sarah," a comedy which had a short run in New York during 1950. His widow sur-

#### GREAVES-Mrs. Edith,

63, known as Molly Malone in the early days of radio and in vaude, February 15 in Hollywood. She had also played bit parts in silent films. Survived by her husband, George.

HITCHCOCK-Sherwood R. (Jack), veteran pitchman, in Boelus, Neb., Jan-uary 28 following a lengthy illness. (Details in the Pipes Department.)

#### MUSCHAMP-Stanley.

4 in London.

MENDELSSOHN-Felix.

73, planist and voice teacher, February 2 at his home in Philadelphia. He was at one time director of the Gimbel Choral Society and a past president of the Philadelphia Music Teachers' Association. There are no survivors. Services in Philadelphia February 5.

68. who operated concessions for many years at Seaside Heights, N. J., February 10 in Lewes, Del. A brother and a stepson survive.

#### PIERSON-George E.,

25, planist who made his home in Kansas City, Mo., February 5 in Copenhagen, Denmark. He had been touring Africa and Europe with American singer Etta Moten and contracted malaria while in Liberia. He suffered a fatal attack of the disease after arriving in Copenhagen for a concert.

#### ROLAND-Norris P.,

58, long active in show business and manager of the Mighty Monarch Shows, January 31 at his home in Alexandria, Va. As a youth he organized the Columbian Players, a theatrical troupe. He was a native of Alexandria. He was a member of the Alexandria Elks, Holy Name So-ciety, Fourth Degree Knights of Columbus, American Legion, 40 and 8 of Way-cross, Ga., and Veterans of Foreign Wars, Annapolis, Md. Survived by his widow, Ruth: his mother, Mrs. Anna D. Roland, and four sisters, Mrs. Harold C. Patterson, Arlington, Va.; Mrs. Thomas W. Robinson, Mrs. George F. Downham and Mrs. James W. Conrad, Alexandria, Requim mass at St. Rita's Catholic Church, Alexandria February 4, and burial in Arlington Cemetery.

#### SHANNON-Prof. Raymond,

professor of music at Long Island University, former band conductor and during the summer general agent of C. S. Karland's Magic Circus, February 7 of

#### World War II was a cook on a tanker in the South Seas. He was a member of the Pacific Coast Showmen's Association and Arizona Showmen's Association. Survived by his widow

#### VENUTI-Giacomo.

88, father of Joe Venuti, jazz violinist and West Coast bandleader, February 10, in Philadelphia, where he made his home. Three other sons, three daughters and six grandchildren survive. Burial in Philadelphia February 16.

WILSTACH-Paul. 81, playwright. February 9 in Takoma Park, Md. Among his plays were "A Partial Eclipse," 1898; "A Capitol Com-edy," 1991; "Polly Primrose," 1903; "Keegan's Pal," 1909; "The Poor Rich," 1911, and "What Happened at 22," 1914. He was a member of The Players in New York.

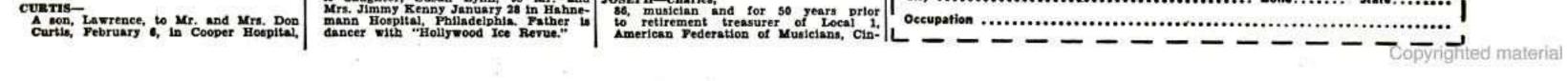
#### WITT-J. F. (Doc),

68, vet band director and cornet soloist, recently at Tyler, Tex. He was director of the Tyler Municipal Band, considered one of the nation's oldest musical groups. He also had been solist with the groups of John Phillip Sousa and Al G. Fields Minstrels.

#### WORTH-Ted.

52, known in private life as Leonard W. Joy, February 3 of uremic poisoning in Litchfield County Hospital, Winsted, Conn. Early in his career he had been with the DeRue and Coburn minstrels and later was a drummer with the Charles Hunt Circus. For a number of years he trouped with the A. B. Rogers Shows, In 1942 he took over management of that organization and continued in that capacity until 1949 when he pur-chased the shows. He was a member of the Winsted Kehow Council of Red Men and Local 402. Torrington, Conn., Inter-national Association of Theatrical Stage Employees. Survived by a son, John.





OUTDOOR

54 THE BILLBOARD Communications to 188 W. Randolph St., Chicago 1, Ill.

**FEBRUARY 23, 1952** 

# **Illions to Direct Permanent Funzone At Pomona Grounds**

**Park Exec Sees Move Forerunner To Broad Growth of Coast Annual** 

JAMESTOWN, N. Y., Feb. 16.— riding devices, including Fun-Harry A. Illions, veteran showman houses. Already installed on the and operator of Celoron Park here, site are Illions' Bozo and Rapids has been given a six-year con- rides, which he had at Texas State tract to act as superviser of con- Fair, Dallas, in 1946. In addition struction and operation of a per- he is shipping to Pomona a \$60,000 manent amusement zone to be con- M. C. Illions Carousel, a Magic structed on the grounds of Los Angeles County Fair, Pomona, Calif. Illions made the announce-ment this week following recent consultations with C. B. Afflerbaugh, president and general man- ions describes as the second largest ager of the fair.

September 12, and run for 17 con- and has 12 cages seating approxisecutive days. Prior to the fair mately 12 people in each. There Illions and Afflerbaugh will have are six foundation piers, each comthe midway open as a summer op- posed of 25 cubic yards of coneration and solicit industrial pic- crete. Weight of the whole manics.

After the first year of operation, of the midway, is 56 tons. the fair expects to purchase nine

# **Houston Expo Pulls Record** 275,000 Crowd

HOUSTON, Feb. 16.-The 20th annual Fat Stock Show and Rodeo closed its gates here Sun-

chine, to be located in the center

#### **Three New Structures**

tures for Illions to house the boys' Association, group that Merry-Go-Round, Laff-in-the passes on prize money at all ma-The fair is building three struc-Dark and Magic Carpet. These buildings will measure 60 by 80, 40 by 60 and 60 by 80 feet, re-way of thinking. Votes already spectively.

Frank Zambreno and R. C. Illions are installing a Skooter, one of the largest in the country, as well as a large Ripley Believe-Itfair's run.

day (10) after breaking all past owned-and-operated midway, Ill- in the general vicinity. Another records. Total attendance for the ions has high hopes that the Po- point is the fact that the Hub 13-day event was over 275,000, mona annual will grow to rival the arena cannot begin to match the which topped the previous high Texas fair in size. He points out local Garden in prize money (Continued on page 65) offered.



HARRY A. ILLIONS

# ger of the fair. The 1952 fair will open Friday, The wheel stands 115 feet high The wheel stands 12 feet high Garden

Continued from page 50

erning body of the Rodeo Cowway of thinking. Votes already have been cast for the election Race Purses and the appointees will be announced soon.

It is claimed that should the or-Not Penny Arcade. In addition, local Garden cancel cowboy conplans are being mapped for the tests then the rodeo staged imme-addition of a large, modern Pit diately after at the Boston Garden Show and the booking of one or will follow suit. Basis for the two musical comedies during the claim is that the cowboys come

With inauguration of the fair- at Boston merely because they are

# **McCallum Named** CNE Asst. Mgr.; **Board Okays Hope** Ex-Mayor to Understudy Hughes; **Night Show Formula Is Set**

as possible.

Robert H. Saunders, also an exmayor, member of the board and ness name. first vice president of the Exhibition. Hughes' candidate was reported to be Ivan Brodie, manager of the exhibit space department for the past five years. McCallum has had no previous experience in Exhibition work.

TORONTO, Feb. 16. - H. E. No salary or tenure was an-McCallum, ex-mayor of Toronto, nounced.

vesterday was named assistant to Nearly all members of the Elwood A. Hughes, general man- board agreed to the show format, ager of the Canadian National including Mayor Allan Lamport, Exhibition (CNE), at a meeting the instigator of considerable reof the executive board. The board cent opposition to operational and also approved Hughes' recom- contractural phases of the Exhibimendation that the grandstand tion. If Hope is not available to show be headed by Bob Hope, play the date, altho there is every produced by Leon Leonidoff and assurance that he will be, then it contain as much Canadian talent is almost certain that some other American star will be used, since McCallum was the candidate of agreement on the necessity of featuring a top-flight show busi-

Talent in the show presented last year was about 95 per cent Canadian in deference to public criticism of an all-American performance. Board members are anxious to at least maintain, and if possible to increase, this ratio. Accordingly, several members were reported anxious to find a Canadian replacement for Leonidoff who has produced all of the post - war spectacles. However, no substitute was suggested to handle the show, one of the big-(Continued on page 65)



West Canada Hiked to 578G

of 249,000 set in 1950. It is also estimated that over 100,000 attended prior to the official opening.

Turnout for the 19 performances of the rodeo reached a new high of 171,000. All seats for the final day's performance were sold out by noon the previous Friday.

Saturdays drew overflow crowds at \$1.80 a head. Regular program was pegged at \$3.60, \$3 and \$2.40.

Top money-winner in the arena events was Todd Whatley who took \$2,124 after scoring first in both bronk riding and steer wrestling. Other winners included Toots Mansfield, \$1,775; Ken Roberts, \$950; Deb Copenhaver, \$778 and Del Haverty, \$750.

### **New Auto Race Firm**

ized capital stock is \$100,000.

## CHAMBLISS TOSSES HAT IN N. C. RING

ROCKY MOUNT, N. C., Feb. 16.—Norman Y. Chambliss, secretary-manager of Rocky Mount Agricultural Fair for 30 years and associated in the operation of fairs at Greenville and Elizabeth City, N. C., tossed his hat into the political ring recently, announcing that he will be a candidate for the State Senate from Nash County.

"The whole idea came to me rather suddenly," said Chambliss. An ever-increasing number of county residents started the ball rolling, he said. "I certainly will not be a candidate of the few but of the whole county," Chambliss said.

Quick to learn the ways of the politician's trade, he reported that he would have to visit many residents of the area and study specific prob-lems which need consideration before he could determine what course to pursue. Chambliss made his home in Nash County 29 years.

# **Record Gate, Takes** Special rodeo stints on both aturdays drew overflow crowds At Fla. State Fair Indicates Bumper '52 Paid Attendance Soars 40 Per Cent; Midway Biz Romps Ahead of '51

Continued from page 1

that the natives-as well as tour- freely in the spending. GOLDSBORO, N. C., Feb. 16.— Goldsboro Speedway, Inc., has been organized here by Allen Vin-son, Ben Lancaster and E. B. Crawford, all of this city. Authorshow grosses soared 50 per cent here, were heartened at the brisk higher than last year to give the business noted in every money-RAS its biggest single-day take getting department of the fair. inum & Chemical Corporation to show comparable to Hamid-Morin the 22 years it has played the Many were so enthused that, for- take charge of the organization, fair.

> The day was aimed primarily at the youngsters, and the rural kids thronged in with practically all clutching folding money. This is in contrast to the past two years when most of the younger set showed up with only silver to spend. Grown-ups in larger numbroke loose with bills of higher

Aut Swenson Adds 6 Fairs

ST. LOUIS, Feb. 16.—Swenson Thrillcade recently closed to stage thrill show performances at six fairs, several new to the organization, Aut Swenson, owner-manager, announced here. Swenson passed thru here this week en route to Memphis and Shreveport.

New fairs include Beatrice, Neb., and Cooperstown, N. D. Repeat fairs not previously announced include the Nebraska State Fair, Lincoln; Scotland County Fair, Memphis, and three North Dakota annuals at Minne-

was attributed largely to the fact denominations and they joined

getting the hazards of early spring publicity, advertising and promo-openings, said they might advance tion for the State-wide fair to be their customary openings.

Purse increases were decided at the Horseman's Benevolent Protective Association, Manitoba jockey clubs and Calgary, Edmonton, Saskatoon and Regina fair boards in Winnipeg.

\$578,000, an all-time high.

Increases are as follows: Calgary spring meet, \$7,600; Winnipeg spring and fall, \$11,000; Calgary Exhibition and Stampede, \$5,000; Edmonton Exhibition, \$5,400; Regina Exhibition, \$4,400; Saskatoon Exhibition, \$2,000; Edmonton fall meet, \$14,900.

The horsemen asked increased purses as a result of the 1951 pari- in which he took the Chicago

## Spokane Trade Fair Names Schmidt

SPOKANE, Feb. 16. - Theodore

relations director for Kaiser Alum- sured him that he could bring a held in September.

# **Stennett Named Head** bers than the last two years also broke loose with bills of higher Of Miss. Fair Assn.

JACKSON, Miss., Feb. 16.-All said showmen have done more "to

sociation president, presided. Ray T. Stennett, of Kosciusko, from friends in the carnival and fair business.

14 fairs represented at the one- carry the message of the State to day meeting of the Mississippi As-sociation of Fairs and Livestock Shows here Thursday (14) secured is a former president and secrecarnival contracts during the day. Session was held at the Robert E. Lee Hotel and W. R. Cannady, as-

City, was banquet toastmaster. Speakers at the business session was elected 1952 president. Other earlier included Mayor Allen of 25 years as secretary for Dean. tural education; R. O. Monsmith, that he could have the same deal He was presented with a plaque State 4-H Club leader, and Paul at Wichita. rom friends in the carnival and Yount, extension poultryman. air business. Lt. Gov. Carroll Gartin, guest Shows, and George B. Flint, of the tract which dates back 12 years,

## a meeting of representatives of AUVA DISPUTE

Continued from page 16

thru Young. Hamid submitted a copy of a letter from Young to Capt. Kellerstrass in which Young offered to supply a show on the same terms as the Hamid-Morton contract.

#### 'Stab in Back'

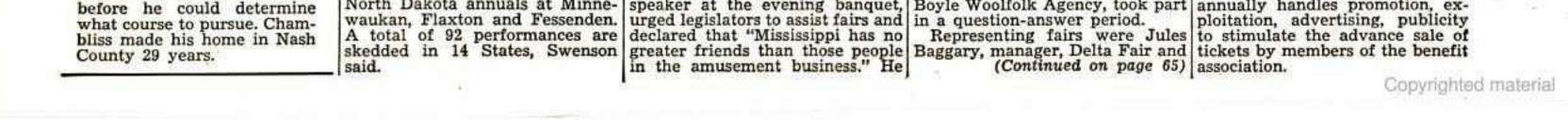
In addition, Hamid also revealed the contents of a letter he had written to Young on Monday nutuel play of \$10,630,000, an in-crease of \$1,320,000 over the pre-vious year. the back by you or anyone else."

In his affidavit, Capt. Keller-strass said that Don Roberts, Kansas City AGVA rep, called on him on several occassions since He resigned as Northwest public the union. He said Roberts aston performance if the need arose.

After being informed on Feb-ruary 5 that the proposed AGVA strike against the Kansas City show, scheduled for March 5-9, would have the backing of the Central Labor Council, Capt. Kellerstrass said he met with Young and Frank Tracy, manager, Allied Artists Booking Agency, Kansas City, at the suggestion of Roberts. Young, he said, had a list of acts, several of which he recognized as having been included in previous programs presented by Hamid-Morton. He further stated that Tracy told him he was sure that he could probably save the police about \$2,500 in the cost of the show and that there would be no trouble with AGVA.

In his affidavit, Bary states that Roberts told him that he would be taken care of, receiving oneofficers elected included R. B. Thompson; Si Corley, commis-Jeffries, of Laurel, and F. B. War-sioner of agriculture; J. M. Tubb, same as he received from Hamidren, of New Albany, vice-presi- superintendent of education; Dr. Morton for the Kansas City date dents; J. M. Dean, secretary. The Clay Lyle, extension director; A. and a similar show at Wichita. meeting marked the completion P. Fatheree, supervisor of agricul- Bary said that Roberts indicated

speaker at the evening banquet, Boyle Woolfolk Agency, took part annually handles promotion, ex-urged legislators to assist fairs and in a question-answer period. ploitation, advertising, publicity



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Show Business Transportation



Occupation .....

Name

# Out in the Open

A. W. Shackleford, president of successful eye surgery performed the Lethbridge (Alta.) District late last year. Exhibition and Rodeo, has been Ben S. Aller

appointed city civil defense controller.

Melfort (Sask.) Agricultural Society, has been re-elected president of the Saskatchewan Field door clients. Husbandry Association and a director of the Canadian Seed Growers' Association. C. H. Whit-Growers' Association. C. H. Whiting, another director of the society, has been named president of Saskatchewan Agricultural Societies Association.

Irving Grossman. Des Moines booker of grandstand shows, has been awarded \$7,003 damages against the Canadian government as a result of a plane crash at the transport department's airport in Saskatoon, Sask., July 18, 1948. Grossman's plane was Coast Showmen's Association atwrecked when it plunged into an tended the evening performance. excavation running across the airport.

Art Hoard, announcer for the Jack Kochman Auto Thrill Show, handled the mike chores at the Sports and Vacation Shows in Miami Beach, Fla., February 1-8.

Carl Palmer, a director of the Saskatoon, Sask., Exhibition, has been named general manager of a project to mark Saskatoon's 70th anniversary. A week-long celebration is planned for September.

Dorothy Packtman, office manager of George A. Hamid & Son, has recovered from a recent operation and has again taken up her duties at the firm's New York office. Mr. and Mrs. George A. Hamid sailed Monday (11) on the Liberte for a cruise to South America. . . . Charles Kyle, head of the agency bearing his name, recently returned from a Cana-dian booking tour. While there he checked electrical and sound effects for his newest spectacle,

Ben S. Allen, of Posters Inc., reports that he has a new selection

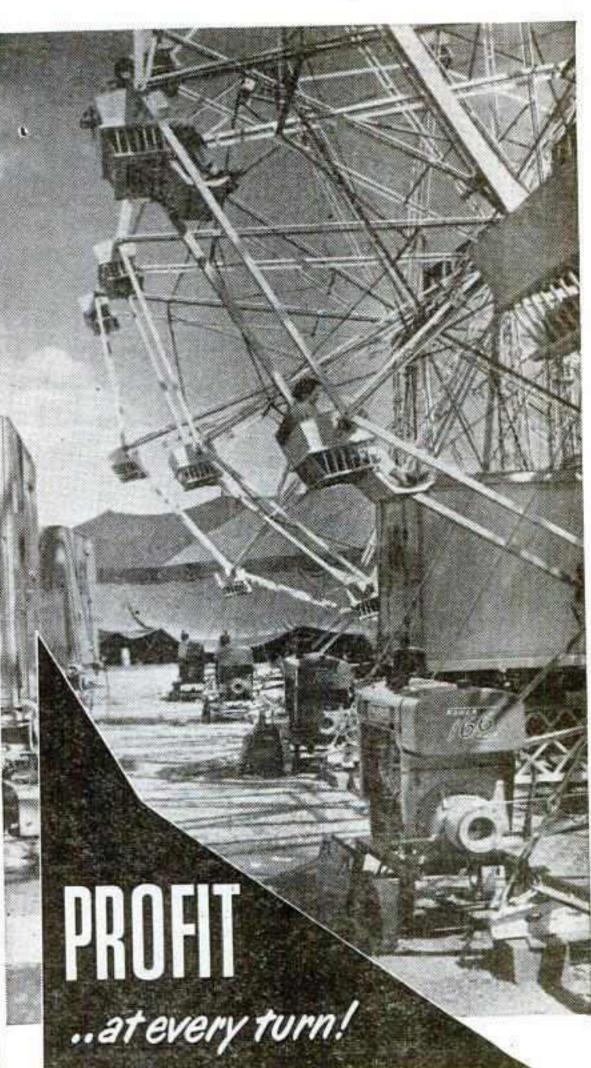
of poster girls which he will use Gordon South, a director of the elfort (Sask.) Agricultural So-ago Ben first started using photos of models on stock paper for out-

was held here Wednesday afternoon and night (13) for the March

The charity circus, staged by a committee, including J. Ed Brown, S. L. Cronin, Paul Eagles, Hunter Farmer and Walter Trask, was attended at the matinee by more than 500 underprivileged children, with the children of Elks' members accounting for another 1,000. Admission was 10 cents, with the club footing the dime "charge" for the tots who were guests. Donations were taken

at the evening show. The night show was televised for an hour and 15 minutes over KTLA as part of the "City at Night" show sponsored by the Santa Fe Railroad. Because of the sponsorship, the Elks paid the performers' video scale. Appearing were Clara Del Bosq and her musical horse, Serenado;

Homer Snow and his trained seals and pelican; Penny Parker, traps and barrel turn; Si Otis and his mule, Abner; Joe Metcalfe, elephant and chimp; John and Milonga Cline, dogs and ponies; Pat Graham Troupe, trampoline; Marilyn Rich, aerialist; George Mary K. Sarlow, of the Ionia (Mich.) Fair administration, is Emerson, clowns, and Charles the author of the lyrics to "The Cox, ringmaster. Clyde Beatty at-



# **Cincy Fans See**

CINCINNATI, Feb. 16. - Thru tion is "hotter than a firecracker." the courtesy of Al Riesenbeck, manager of the Capitol Theater here, members of the John Robinson-Loyal Repensky Tent of Circus Fans were privileged to see a preview of Cecil B. DeMille's "The Greatest Show on Earth" in the projection room in the Palace Theater Building Thursday (14).

Mrs. Sally Wadsworth, sister of John Ringling North and Henry Ringling North, also attended. Incidentally, DeMille is a member Rodeo producer Gordon Kibbler, of the James A. Bailey Top, CFA,

The film opens at the Capitol New York, was laid up for a February 22 for a scheduled fourweek run.

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# **GENERAL OUTDOOR**

## THE BILLBOARD

### **FEBRUARY 23, 1952**





BESS AND GEORGE A. HAMID embarked February 11 on the French liner Liberte for a month-long cruise to South America. Mixing business with pleasure, Hamid intends to scout talent at the various stops on the intinerary. A large group of show-business friends attended a bon voyage party on the ship. George Jr., wil head up the family enterprises while his parents are away.

# **Talent Topics**

By CHARLIE BYRNES and JIM McHUGH

ruary 11. . . . Mrs. Lena Schlossand daughter-in-law, known as Zyeeda the Great, mentalist, recently closed successful runs at the Latin Casino and Black Cat night clubs, Philadelphia. . .

Capt. Guy Leslie and Spiller's guin Island, Tarpon Springs, Fla., for 10 days. Leslie leaves Febru-

Wally Overman, who has been in '51, opened recently at the Fox booked solid since September 10, Theater, Detroit. . . . Ruth and opened a two-week engagement Cal Thompson, owners of the at the Savoy Cafe, Montreal, Feb- White Horse Ranch, info that their White Horse Troupe will this berg, who is visiting her son and year be composed entirely of gals family in Philadelphia, plans to after several years of touring a leave for Florida soon for a mixed show. . . . Marvels, teetermonth's vacation. Her son, Bob, board, closed a two-week stint at the Oriental Theater, Chicago, Wednesday (13).

Mrs. Roy Thomas, known professionally as Joy Thomas, is re-No. 2 act, the Wonder Seals, ported in critical condition in Dr. closed February 10 at Webb's Penner's Clinic Hospital, Ruskin, ported in critical condition in Dr. City Roof Garden, St. Petersburg, Fla. . . . Wintering in New York Fla., and left for Spiller's Pen- are Cecil and Shirley, roller skaters, who have signed for their third season with Williams & Lee third season with Williams & Lee Attractions. They are currently playing burlesque houses in the area. They recently appeared on the "Tootsie Hippodrome" TV show and "Live Like a Million-aire" airer on which they won a pile of loot.... Hank and Thelma Craig's chimps are featured on Craig's chimps are featured on the Santos y Artigas Circus in Cuba. Also on the show from the States are the Pat Knight wire troupe and aerialist La Chico, juggler and slide-for-life, Paloma. Show is reportedly playing to packed houses.

# 8,000 Attend **3** Chitwood **Miami Shows**

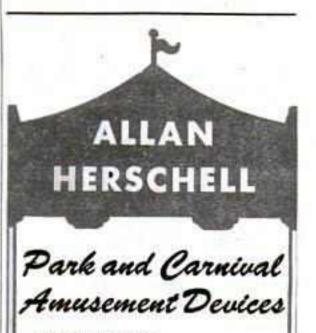
MIAMI, Feb. 16 .- More than 8,-000 saw the Joie Chitwood Auto Daredevil show in two performances given at Medley Stadium Saturday and Sunday (9-10).

Cold weather cut attendance at the two night performances, but a break in the weather gave the unit a good take Sunday afternoon when more than 4,000 turned out. Newspaper and radio coverage were excellent.

This was the first appearance of a thrill show in the all-concrete Stadium which opened last January 25. Stock car races have been featured twice weekly. About 10,-000 jammed the \$300,000 track for the opening and business has been good ever since despite a twoweek cold spell.

Planned features, according to officials, will include all show business endeavors adaptable for presentation in the arena.

New plant provides excellent facilities for patrons. Main track is one-third mile and paved with asphalt. It surrounds a one-fifth mile clay track designed for midget auto racing. There are 25 acres of free parking area, plus 16 acres of landscaped grounds.



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Payton and Raye, acro and dog duo, were in Chicago, Friday (15) after a quick trip from Detroit where they were visiting relatives. The act has been playing spots in Texas but plan to sign some Midwest dates in the near future. . . . Farias Duo, roly boly, are skedded to leave Cuba soon and head for Chicago where they will do a stint on the American Broadcasting Company's "Super Circus" television show, February 24. . . . DeWaynes, teeterboard and Risley, are currently with West Bros.' Circus.

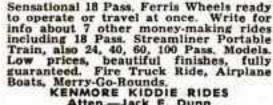
Roy and Mary Romas, of the Flying Romas, are at their headquarters in San Antonio getting things in shape to hit the road in the early spring. They have been re-engaged by Tom Packs, and are set to again play the Chicago Stadium this season. Roy and Mary recently played host to George Keller and his wild ani- Roy Rogers and wife, Dale Evans;



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CIRCUSES

THE BILLBOARD 58

Communications to 188 W. Randolph St., Chicago 1, III.

#### FEBRUARY 23, 1952

# **Cole Fades From Road Picture; Train, Animal Sales Imminent**

## Title, Elephants, Horses Retained For Stadium Date Opening April 18

might be revived as a full-scale road show apparently disappeared this week as Bill Horstman, spokesman for Arthur M. Wirtz, said almost all of the show, except for horses, ponies and 10 elephants, is being sold.

He said the show is "liquidating everything for which we have no immediate need." The animals and equipment being retained will be used for Wirtz's annual spring circus in his Chicago Stadium. This Beers-Barnes year's Stadium show will open April 18 and will use the Cole Bros.' title.

Horstman reported these developments in disposition of the show property:

Negotiations are under way for sale of the show's 30 railroad cars.

All but completed is the sale of one elephant, the hippo and all menagerie lead stock. These animals are certain to be sold to a circus within the near future. In a separate purchase, Kelly-Morris Circus acquired two elephants from the Cole show recently.

#### **Trucks**, Tractors Sold

Two Mack trucks and the show's tractors have been sold to persons outside of show business. The electrical generators are in the process of being sold.

The steel wagons built in re-cent years for the show are being converted into semi-trailers for the show along with its other son. semi-trailer trucks. These will be

horses are making Orrin Daven- prior to the 1950 season. port dates this spring.

Arena Co. Owns Circus an intra-mural switch Cole Bros.

Adds Lion Act, Sets Opening

opens its 20th season at Valdosta, this season. Ga., about April 21.

Forkum works three lions in an aluminum cage. He also has two cubs. The act will augment the seals and chimpanzees already included in the Beers-Barnes lineup. The Mervyn Rays, balancing, high pedestal and trapeze, also have been signed by Beers-Barnes.

General Agent Gene Christian, headquartered here, has most of Pennsylvania. Opearting as an the May and early June bookings out-of-State business corporation nearly complete. Show will play with its principal offices in Wilmconverted into semi-trailers for auspices. It will use the 80 with ington, Del., Cole Bros. maintained highway use and will be kept by three 30s purchased new last sea- a registered office in Philadelphia

> Members of the Beers and Pennsylvania. Barnes families are wintering in Application was made to the Miami and the show's animals are Pennsylvania Department of State at the Miami zoo. Paraphernalia for a certificate of withdrawal as is stored at Valdosta, Ga., quarters. a business corporation.

CHICAGO, Feb. 16. - Any Wirtz banner. Persons on the was sold by the Otis Circus Corchance that Cole Bros.' Circus present pay roll will not be af- poration to the St. Louis Arena fected by recent and pending Corporation. Both are Wirtz com-sales, Horstman said. The staff panies. It was the Otis organizaremains unchanged except that tion which was organized to han-James Gephart, general agent, left dle the Cole Bros.' deal when recently, and Paul Nelson came on Wirtz and his associates purchased to work horses. The elephants and the Cole show from Jack Tavlin

> Kelly-Morris has been the only show to buy any of the Cole Horstman also revealed that in equipment recently, Horstman said. Other sales have been to persons outside of show business. However, several showmen were in line to buy the hippo, and it is believed that some equipment was sold last season to a motor-ized show. In addition Terrell Dies Following ized show. In addition, Terrell Jacobs purchased the show's lion and tiger act and equipment for it last April.

The Cole show made an abbreviated tour in 1950 with Hop-BRADENTON, Fla., Feb. 16 .- along Cassidy as top feature. Last Beers-Barnes Circus is scheduled to season it made the Stadium date feature Bill Forkum's lion act this and also fair dates, with the title season. It's the first cat act on being used at some of the fairs, a the show in several years. Circus schedule expected to be repeated



PHILADELPHIA, Feb. 16.-Cole Brothers' Circus Corporation this week withdrew its corporate in for the conduct of its business in

NO PACT YET, MORTON SAYS MEMPHIS, Feb. 16. - Col. Robert H. Morton last night denied he had signed a pact with the American Guild of Variety Artists covering appearance of the Hamid-Morton Circus at Kansas City, or any other dates on the show's schedule. Negotiations are continuing between show and union officials, he said.

Show opened here last night to a capacity audience. Crowd was the biggest ever attracted here on an opening night, Morton said. The initial attendance and advance sales indicated a record run, he said.



MEMPHIS, Feb. 16.-George Matausch, 35, a member of the Okaris flying act, appearing here with the Hamid-Morton Circus, died of a heart attack after appearing in the afternoon show yesterday. The Okaris had completed their turn and Marausch was en route from the arena to his dressing room when he collapsed. Efforts of Col. Robert Morton, show manager, Howard Y. Bary and others failed to revive him.

The Okaris, from Hungary, were the first to introduce crisscross flying in this country. They appeared first with the Ringling Circus, and later with Hagenbeck-Wallace and other shows before joining the Hamid-Morton Show last season.

survived by his mother, a sister at the State Fair Coliseum with a

# Award Wirth **Show Contract** At Providence

### Businessmen **Sponsor Circus to** Aid Teen-Agers

NEW YORK, Feb. 16.-Herman Blumenfeld, general manager of Frank Wirth Enterprises, Tuesday (4) announced the signing of a contract calling for the presentation of the Frank Wirth Circus in the Auditorium there the week beginning April 28.

Sponsoring group consists of local business and professional men who will contribute the net proceeds to a fund for the construction of a clubhouse for teenagers. Project has the backing of all important civic groups, he said.

Signing of the Providence date gives the unit four straight weeks, Blumenfeld said. Other dates signed are Johnstown, Pa.; Hartford, Conn., and Syracuse.

Blumenfeld said two additional dates are virtually set and that a total of four probably would be added within the next two weeks.



DETROIT, Feb. 16. - Orrin Davenport Shrine Circus closed a George, a catcher in the act, is two-week stand Sunday night (10)

used to transport the elephant acts, horses and ponies to Chicago and on the fair circuits as well as to specially booked dates. Wagon seats, cookhouse equipment and other show property are up for sale, and the owner of one motorized show is known/to have inspected some of these.

There is no immediate plan for selling the Cole title.

Winter quarters at Peru, Ind. where the present owners have built elaborate new buildings, will continue in operation under the

# **Japanese** Tour Plans Jelling **For Fernandez**

LOS ANGELES, Feb. 16.-E. K Fernandez, Hawaiian showman who is taking his All-American Circus to Japan, Hong Kong, and Manila, arrived here Thursday (14) to complete arrangements for the sailings of performers, equipment and animals to the Orient. While the latter two will definitely go by boat, choice of travel by boat or plane is being allowed the performers.

The circus, first to play Japan, is set to open the latter part of March in Tokyo for 30 days. Following this run, the show will have another 30-day stand in Osaka with another month's playing in Kyoto, Magoya and Kobe. These dates alone will cover approximately three months with others to be signed. Fernandez said the Orient trip may be lengthened to six months.

Fernandez is venturing into Japan with the backing of the Daiei Motion Picture Company and the Mainichi Press, which is the largest newspaper there, with a circulation of over 4,000,000.

Since the showman just arrived and was busy getting his preparatory work done, complete plans equipment and animals are to Francisco, on March 7, 9 and 14.

have to have passports and vacci- the death of King George VI.

# **Paramount Pushes Promotion** Of 'Greatest Show' Via Radio

HOLLYWOOD, Feb. 16 .- Every Wilde will also make a series of promotion effort possible is to be appearances and plans are in the put behind the Cecil B. DeMille work for Henry Wilcoxson, assoproduction "The Greatest Show on ciate producer to DeMille and one Earth" with all of the major stars of the film's luminaries, to make going all-out to exploit the film. a nationwide swing of key cities. The program was teed off here re- DeMille himself recently comcently when Betty Hutton was on pleted a tour of the East and South superintendent and is preparing a marathon radio schedule of 12 during which among other activihours during which she appeared ties, he appeared on radio and tele- Billie Burke, clown, is painting the on six network programs. vision shows.

Five of Miss Hutton's appearances were on CBS, including Art Linkletter's "House Party"; the Motion Picture Relief Fund program, "Stars in the Air"; a taped dramatization of "Suddenly It's Spring" for broadcast Thursday (21); "Fan Mail" program interview for release Sunday (24); an interview on the George Fisher show and an appearance on "Secpearance was on Bill Tusher's pro- cently, when the show debuted gram for the Liberty Network.

The broadcast of "Suddenly It's and improved seating. Spring" will tie in with the opening of the film's local run in Los Angeles at the Orpheum Theater. It opens an extended stay here on Thursday (21).

#### **Publicity Tour**

James Stewart has left on an Europeans. extensive publicity tour and is currently in New York on a twoweek schedule after appearing on "Welcome Travelers" on NBC. Stewart's itinerary will include Shows or Pit Shows this season, Boston, Washington, Cleveland, but the dining tent and one other Denver, Fort Worth and possibly are equipped with steel frames. other cities, where he will make Also imported this time was the civic appearances, appear on radio advertising paper, and large stands shows and meet the press and of it were used for the local enexhibitors.

Dorothy Lamour, who has been on a tour for several weeks in connection with the picture, is scheduled to visit Eastern cities and Two ticket wagons were operated will also appear in New England and Texas.

were not available. However, the epic in New York in connection with its Music Hall showing startleave the West Coast, probably San ing January 10, was sent to visit equipment. England for an appearance at the Fernandez said that arrange- British premiere at the Plaza ments for payment of the perform- Theater Friday (15). However, ers had been made. All acts will the trip was canceled because of



GAINESVILLE, Tex., Feb. 16.-Gil Gray Circus will have a combination camel-llama Liberty act this season. The animals have been drilled by George King, who in building attendance. At least 75 also handles the baby elephant on the Gray show. New act includes played the Shrine show here betwo camels and one llama.

new wardrobes for the season. show. Both will be in clown alley.

# **Boswell Rail Show Tours Africa** With New Canvas, Seats, Acts

JOHANNESBURG, South Africa, used by American shows. Feb. 16.-Boswell Bros.' Circus is No advertising banners appear touring the country now after a around the tents, nor are there any ond Mrs. Burton." Her sixth ap- strong opening in Johannesburg re- ads in the program booklets. Back in the line-up this year is with a new program, new canvas

a band, the first to be used by a South African circus in several years. One woman is included in

#### **Clown Car Is New**

The program opens with a lion act, and also included is a clown car gag, new to South Africa. The combined a number of comedy turns in the act. African and Indian elephants are worked together in one act, and this is followed by the performance of a group of African elephants.

A feature of the new performpounds and is mounted on wheels July 17.

so as to be moved into the ring ready for action, the act involved riding a motorcycle on the rigging. This year's Liberty horse act is a combination of two five-horse acts used previously. Another Liberty act combines mules and zebras.

and uses three sleepers. All Banff have left for England where wagons, trailers and "offices are they will be featured with Billy painted green with yellow lettering Smart's New World Circus. and white gears. The show operates all year round and makes will act as manager and guide.

string of six turnaways, running from Thursday night thru Sunday's matinee. Sunday night, always slightly down here, was just under capacity. It was necessary to close the gates to the fairgrounds at both Saturday shows and the Sunday matinee, to reduce the volume of auto traffic when the Coliseum was packed.

Total attendance for 28 shows was estimated at 285,000 by Tunis (Eddie) Stinson, general manager, topping the 275,000 recorded in 1951. Good weather was one factor per cent of the key acts had not fore. Matinee ran 20 per cent Lee Virtue, clown, is warbrobe ahead of last year, perhaps on account of the large number of men now out of work locally. Despite the temporary unemployment, it was apparent that many were taking advantage of the time off to make a daytime visit to the circus.

Concession business, handled by the Shrine here, was up about 15 per cent, Stinson said.

Mara Paula, injured in the opening show here, was scheduled to return to work during the Cleveland show, which follows Detroit, Davenport said.



HERSHEY, Pa., Feb. 16. -**Ringling-Barnum** circus has signed a contract with Hershey Estates clowns, including midgets, have to bring the show here June 11 under auspices of the firm, which embraces the Hershey chocolate interests.

Paul Eagles, promotion manager of R-B, made the announcement. He reported that papers have been signed or verbal commitments ance is the Australian Air Aces made which will bring the show act. Its rigging weighs 2,500 totally under sponsorship up to

### 7 Indians Leave For English Show

CALGARY, Alta., Feb. 16 .--Seven Stony Indians from near-by Boswell Bros. travels by train Morley, Alta., and a cowboy from

The cowboy, Jerry Campbell,

New seats are 10-high with foot rests. Reserves are upholstered the Boswell band. and the blues are carpeted. In

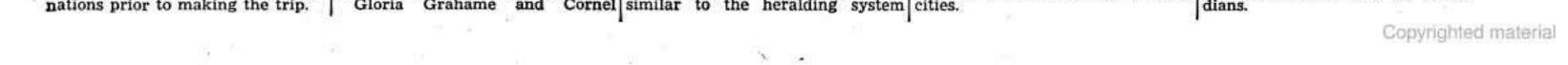
keeping with stiff segregation rules, separate doors and seats are provided for natives, Asiatics and Ticket sellers and other employees speak both English

and Afrikaans. Canvas was imported this year from England. There are no Side gagement.

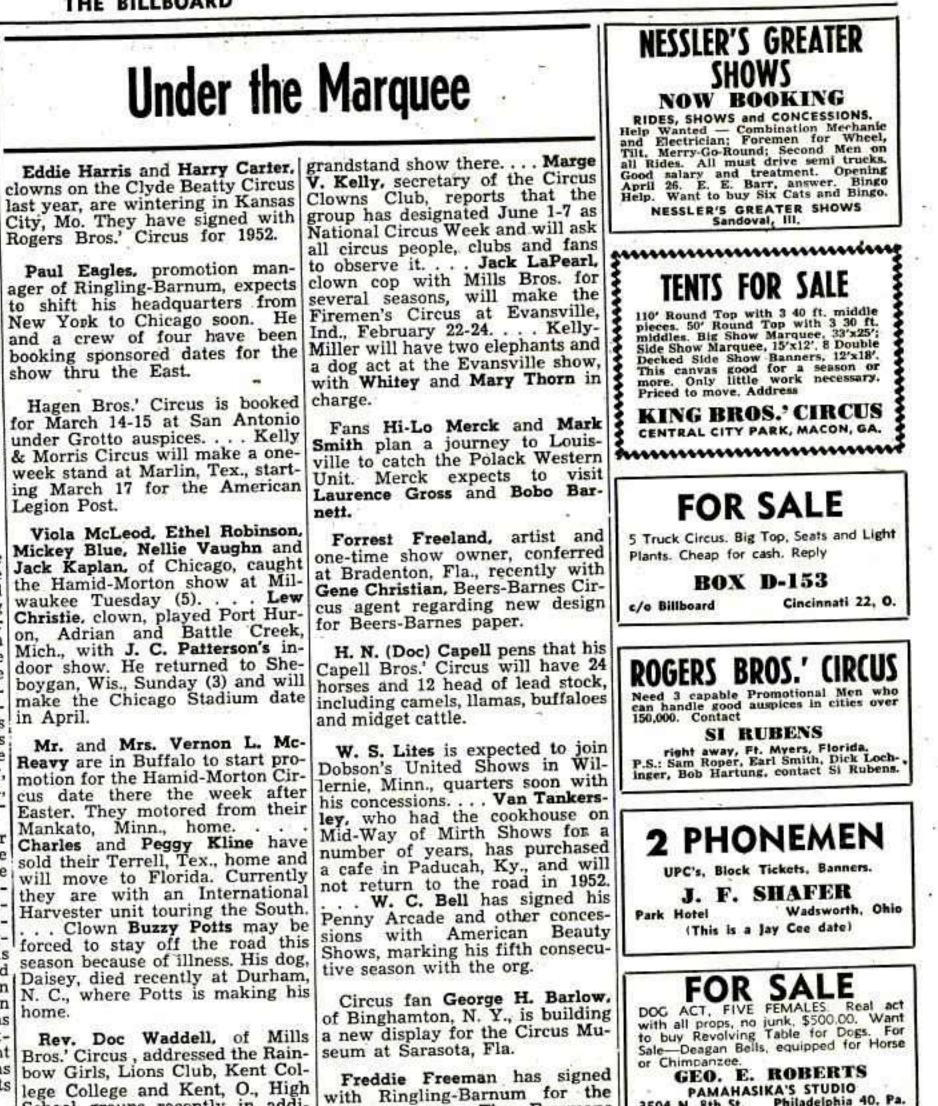
The show operated four ticket offices in the city and ducats also could be ordered by telephone. on the lot. City electric power was used in Johannesburg but the cir-Charlton Heston, who exploited cus has its own generators for the road tour. Chemical toilets for patrons are a feature of the show's

#### Same Herald System

Heralds are being used for advertising this season, and they are major repairs and additions dur- Smart visited Calgary in November mailed by the printer in a manner ing the extended stands in major to make arrangements for the In-



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# **Dressing Room Gossip**

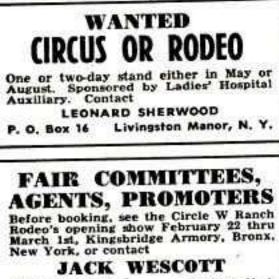
### **Polack Eastern**

Show was crowded on stage of the Capitol Theater, Wheeling, W. Va and Bobby Harrison and crew had their hands full trying to find places for props, etc. Red Carter lost his voice due to a cold. Ann Robbins joined the Zoppe Troupe. Lola Dobritch's has a new pink and black wardrobe. Nina Unus has put several new tricks in her principal act. Ethel Robinson, Mickey Blue and Viola Mc-Leod caught the show in Lansing, Mich. A surprise birthday party was tendered Gary Robibns before the matinee February 9.



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Guests included Ray Hartzell, Bernt Namedel, Antoinette and Cucciolo Zoppe, Emil Goetchis, Sandy Dobritch, Joey Roberts, Guerre and Albertino Bunny

Zoppe. Mr. and Mrs. Henry Barrett visited. Georgetto Brothers are teaching Mala new tricks. Henry Kyes has put special music into the walkaround. Ivan Myers, State chairman of the CFA, and Harry Gutman and party visited. Ernest Hitchcock has joined the Canasta Club. Bill Stevens, traveling rep of the American Federation of Musicians visited Kyes and Edith and Whitey Boyd. Bill Kay is doing promotion for the dates in BOB LORRAINE. Ontario.

**Polack Western** 

The Scott, Ill., Air Force Base date was a novel experience. The huge No. 1 hangar gave the aerial acts plenty of stratosphere working space. The Sky Room snack bar was a favorite rendezvous between acts. A corps of French Air Force officer training cadets visited the Geraldos. Members of our dressing room Pinochle and Whist Society held their first meeting this year. The Railroad Club held its first picnic of the season en route

to Louisville. Frank Schmity, president of the Gainesville, Tex., Community Circus, and party visited.

Television sets are popular among our trailer colony. The Jack Joyces, the McDonalds, the Eddy Wards and the Theron Family keep us posted. Chester Stanley gives the clowns plenty of exercise in the balloon chase. Sherman Brothers' baby-sitting gag is going over big. Ann Porter visited her family and son, Larry, in Louisville. Bobo Barnett's reaction to the juke box hit number has produced a Shrimp Boat walkaround, with his midget assistant at the helm. Justus Edwards has had us jumping, making guest shots

on radio and TV shows. Soldier Longdorf's prop men do many changes during the perform-

ances. The clowns and Francis

Rogers Bros.' Circus for 1952.

Paul Eagles, promotion manshow thru the East.

Hagen Bros.' Circus is booked for March 14-15 at San Antonio under Grotto auspices. . . . Kelly & Morris Circus will make a oneweek stand at Marlin, Tex., starting March 17 for the American Legion Post.

Viola McLeod, Ethel Robinson, Mickey Blue, Nellie Vaughn and Jack Kaplan, of Chicago, caught the Hamid-Morton show at Milwaukee Tuesday (5). . . . Lew Christie, clown, played Port Huron, Adrian and Battle Creek, Mich., with J. C. Patterson's indoor show. He returned to Sheboygan, Wis., Sunday (3) and will make the Chicago Stadium date in April.

Mr. and Mrs. Vernon L. Mc-Reavy are in Buffalo to start promotion for the Hamid-Morton Circus date there the week after Easter. They motored from their Mankato, Minn., home. . . Charles and Peggy Kline have sold their Terrell, Tex., home and will move to Florida. Currently they are with an International Harvester unit touring the South. . . . Clown Buzzy Potts may be forced to stay off the road this season because of illness. His dog, Daisey, died recently at Durham, N. C., where Potts is making his home.

Rev. Doc Waddell, of Mills bow Girls, Lions Club, Kent College College and Kent, O., High School groups recently in addi-tion to preaching at Methodist a smooth, swift job handling the churches there and in Rootstown and Randolph, O. While in Kent Waddell was the guest of Mr. and Mrs. Don Fosgate, circus fans. Fosgate and Waddell were the subjects of a front-page story and pictures in The Kent Daily Record-Courier. Doc's schedule calls for him to address district meetings of the Eastern Star in Columbus and Newcomerstown, O., Kiwanis Club, Portsmouth, O., and make talks in Huntington, Charleston and Wheeling, W. Va., and Pittsburgh. Fosgate plans to atteend the Mills opener in Greenville, O., April 19. Jake (Clown Cop) Corrigan, of Cudahy, Wis., infos that his wife is recuperating from a long illness. . . . John Purtill, son of the late circusiana collector of Westerly, R. I., will be ahead of the getting to and from the Fairgrounds Joie Chitwood Thrill Show. . . A. L. (Tommy) Thompson will be Coliseum. Big event of the indoor circus season will be the Press back with Kelly-Miller this year Club party during our Cleveland for his second season as purchasing agent, and Mrs. Thompson will be on tickets. The Thompsons have their school show in Louisiana and Arkansas for the winter. Fred Young, Gaby Daniels, Eva C. H. (Pop) Haussman and Mae Lewis, Jessie Goodenough, son, Ted, caught Polack Eastern Ernie Palmquist, Mr. and Mrs. several times at Lansing, Mich., Romig, Gloria and Ed Peebles, Mr. their hometown, and also caught and Mrs. Curtis, Earl Shipley, Tufthe Polack Western and Orrin fy Genders, Katie Bernhardt and Davenport shows. . . . Mills Bros.' elephant, Burma, appeared in the "March of Dimes" parade staged The Marcus girls are really growing up. Queen Helen and the by Station WHIO-TV, Dayton, O. others in the Skating Macks are Virgil (Ky.) Sagraves, Felix (Fat) frequent visitors to clown alley. Brazon and Dean McMurray, of Rodry Brothers are terrific. Ruby the show, accompanied Burma on Haag is one person who always the expedition.

coming season. The Freemans visited with Louis Stern, Ross Paul, Ward-Bell Flyers, Sherman Brothers, George Paige and Arthur Springer on Polack Western recently. . . . Harry B. Chipman advises that his father, Bert J. Chipman, has been ill. Harry is thinking of trouping again this season. . . At the Louis Goebels (Continued on page 73)

3504 N. 8th St. Philadelphia 40, Pa. **CIRCUS PHOTOS** Both old and new. Great Wallace 1903, John Robinson 1911, Christy, Barnes, Cole-Beatty, H.-W., early Ringling-Bar-num, Tom Mix, Parker Watts, and many others. Steel rimmed baggage and parade wagons, loaded flats, parade scenes, bag-gage horses, and all the old time circus glamour. Prices reasonable. Write for glamour. Prices reasonable. Write for free lists today!

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Brunn, assisted by Mary Tahmin, made a hospital show and afterward were entertained at the Shrine Club. Jimmy Rison and company handled the Louisville date, as usual. Recent visitors: Alec Todd, Ludwig Berosini, Jack Lehr, Bill Nelson, John (the Baptist) Neal, Ruth Nelson, Betty Voise, Homer and Margaret Cantor and children, Guy (Hot Springs) Smuck, Joe Cain, Floyd King, Earl and Josephine Paige, J. B. Ralston, Mr. and Mrs. Daniel Dossett, Mr. and Mrs. Ralph Shmick and daughter, Karen, and Frank Schmity .--HARRY DANN.

The main project in Detroit was

Visitors have included Rose and

looks fresh and youthful. Frankie Saluto informs that he's still king

of the midgets. Otto Griebling

gives daily chalk-talks on the bal-

loon chase. Orrin and Joe Lewis

are neck and neck in the pinochle

Lyman Baird, Judge and Mrs.

the Columbus Shrine; Ray Wagen-

hurst and Forrest Wilson, of the

Cleveland Grotto. The McNabbs

visited Dukey Anderson, Bebe Sie-

ture with her grandfather's Hunt

Bros.' Circus, appeared with her

Clarence Bruce, Walter Wilcox,

**Orrin Davenport** 

stand.

Roland Tiebor.

game.

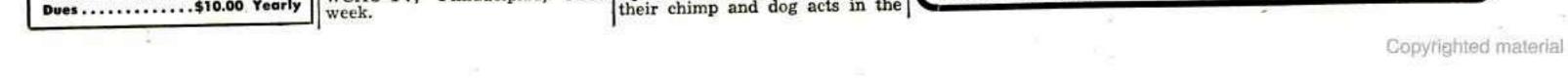
Mrs. Dorothy O'Brien is convalescing at West Suburban Hospital, Oak Park, Ill., where she underwent a major operation. For the past 20 years she has been associated with her son, Harry Visiting Orrin Davenport were Doran, and the veteran agent, R. Earl Eide, of the St. Paul Shrine; M. Harvey, on the advance departments of the Russell, Dailey and Merideth Stahlman, of the Dayton Shrine; Dr. Donald F. Bowers, of Chicago, has signed with Ringling-Chicago, has signed with Ringling-Barnum as a lithographer.

Forty members of Gainesville Community Circus and their grist and Mitzi and Maury Fine. guests saw a pre-release showing Joe Lewis celebrated his birthday of "The Greatest Show on Earth" in Cleveland. Byron Wade enter- Wednesday (6) in Dallas as guests tained many show people at a Chi-nese festival -DICK LEWIS. of Bob Bixler, Paramount field rep. Movie opens at Melba Thearep. Movie opens at Melba Thea-ter, Dallas, March 19, A. Morton Smith reports. Marcia Hunt, 10-year-old fea-

Merle Evans and the Ringlingelephant act on "Candy Carni- Barnum band again worked the val," CBS feature emanating from Florida State Fair, Tampa. Irah, WCAU-TV, Philadelphia, last Sylvia and Buddy Watkins had their chimp and dog acts in the

ROBERT SAMS Birmingham 8, Ala. 2745 Bush Blvd.





### THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

**PARKS-RESORTS-POOLS** 

**FEBRUARY 23, 1952** 

# A. C. Plans 750G **Advertising Budget**

The resort and its beachfront hotels are expected to spend about \$750,000 for newspaper and magazine advertising during 1952. This was the estimate made this week by Phillip Gravatt, director of the department of parks and public property, who said such ex-penditures should keep Atlantic City among the "top 10 vacation spots in America."

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Gravatt further explained the 22 different items in the budget for the City Press Bureau which this year will total \$179,150 as compared with \$187,750 provided last year. Biggest item is for \$120,-000 for newspaper, magazine and



Write

ATLANTIC CITY, Feb. 16.— promotional advertising. With an he resort and its beachfront additional \$75,000 being raised thru hotels, merchants and the Convention Bureau, during the first six months of the year, and with individual hotels conducting their own campaigns, the total will reach the \$750,000 figure,

Gravatt said. The budget for the Press Bureau, prepared by Mall Dodson, director of public relations, is included in the city budget scheduled for final action by the City Commission on February 28. Some of the advertising fund will go for. directional signs at the New Jersey Turnpike and the Delaware Memorial Bridge to show the way to Atlantic City, Dodson said.

An appropriation for special features and promotions is increased from \$5,500 to \$8,000 and will be used for research for the 1954 Centennial Celebration and other special events. Another \$7,500 is provided for folders. pamphlets and display cards and other literature. A big saving in the budget is represented in the (Continued on page 72)

# Herb Evans Dies in L.

NEW YORK, Feb. 16.-Herbert Evans, 69, manager of Luna Park at Coney Island before the spot was abandoned, died February 10 in Los Angeles.

His widow, a daughter and a

NAAPPB Mulls **Creation of New** Service Award

CHICAGO, Feb. 16 .- Creation of a new award for outstanding service to the parks business is being studied by the National Association of Amusement Parks, Pools and Beaches, Paul H. Huedepohl, secretary, said this week.

Plans still are indefinite, he said, but it is possible that the citation would be open to nonmembers and might be awarded to persons active in any field of outdoor show business.

The award was suggested by John J. Carlin, of Carlin's Amusement Park, Baltimore, Huedepohl said. As outlined, the award would be for special or long service in connection with taxes, insurance, legislation, promotions or other fields affecting parks. It would be in addition to the four service

with exhibits, talks and papers at that the award might be presented to several persons each year.

Huedepohl this week was studying possible texts for the proposed parchment scrolls which would be given to award winners.



## COMPETITION CUT

# Future Bright for Bob-Lo With End of Eastwood

DETROIT, Feb. 16.—With the \$1.25. Individual rides at the liquidation of Eastwood Park island are 15 cents. here, business looms all the better for Bob-Lo Island, which has

been catering specifically to churches, schools, clubs and or- ago when island management supganizations since 1898. Spot was plied a loudspeaker and a suit-visited by over 100,000 persons able secluded site. Pastors hold last year, Memorial Day thru that it is a good way to give their

Bob-Lo, in the Detroit River, actually is in Canadian territory. In addition to picnic groves, baseball diamonds and tennis courts, the island offers Bug, Merry-Go-Round, Airplane, Comet, Whip, kiddie Roller Coaster, Scoota Boat and pony rides. Miniature golf and a roller skating rink also are present.

Company. The T. H. Browning Americans. Steamship Company runs six trips daily to Bob-Lo from this city. Several moonlight cruises to the island also are offered each week, with a polka band playing for dancing.

#### **Cut Rate Ducats**

The island uses a low-cost ticket awards presented in connection to lure kids on school outings. A ticket good for the boat ride, adthe annual NAAPPB convention. mission to the island and four Huedepohl also said it was likely rides is pegged at 75 cents for kids under 12 and \$1.25 for students over that age. A ticket with a coupon good for lunch at Bob-Lo is sold for another



Many open-air church services have been held at Bob-Lo since the first took place some years congregations time in the outdoors on Sunday without omission of church services.

The island is a natural for publicity, since it is rich in historical associations. The original and present official name is Bois Blanc, supposedly given when early explorers saw a number of white trees on the island. In the past the island has been used as Island is established in cor- a base for military operations by porate fashion as the Bob-Lo Indians, French, English and





# FAIRS-EXPOSITIONS

### **FEBRUARY 23, 1952**

# S. Jersey Event Switches Grounds

tion of the new site, terming it ideal in many ways. The grounds About 1,000,000 discount tickets used in staging the first event a year ago offered poor drainage pating merchants in South Jersey and much of the area was under and Philadelphia and the 28 posts Cocos-Indian River Orange Jubilee. Peb. water for several days.

Samuel Burgdorf, secretarymanager, said this year's event, which will run eight days and eight nights, will open May 25 and close June 1. The run includes a holiday, Decoration Day. Officials crowds if the weather is fair. and participants can be assured of at least a fair break in the weather during this period, execs said.

A definite advantage will result from being adjacent to Garden

# N. J. \$ Aid Set For Morris Co. Atomic Exhibit

MORRISTOWN, N. J., Feb. 16. -Gov. Alfred E. Driscoll this week directed the New Jersey State Division of Civil Defense to assist in underwriting the cost of the atomic energy exhibition at Morris County Fair, John J. Kennedy, president, reported.

constructed by the fair. Twelve students, selected by the head of the physics department, Princeton University, will serve as guides and demonstrators. Fair management is arranging a conference with the State Office of Civil Defense to plan for Statewide attendance at the exhibit by all CD volunteers.

CAMDEN, N. J., Feb. 16 .- A State, Burgdorf said. Daily atnew location for the South Jersey | tendance at the track, which will State Fair, directly opposite the be in operation while the fair is main entrance to the Garden State on, averages between 16,000 and Race Track, was acquired recently. 20,000. Two discount tickets will Fair officials hailed the acquisi- be allotted to each car parked on

> will be distributed thru particiof the Camden County Veterans of Foreign Wars, the sponsoring

group. Approximately 350,000 persons reside in the immediate area serviced by the fair, and Burgdorf said officials were looking for big

Theme will be built around orlando-Central Fis. Expo. Feb. 25-March children. Two school days are scheduled and a number of juvenile coin clubs are already established. David Bullowa is in charge of the coin show which officials hope will stimulate participating

interest in many children. The new grounds provide ample space for parking, and Burgdorf said that uniformed attendants would be used. The O. C. Buck Shows will again be on the midway.

Officers of the event are Louis Silverman, president; Chester Knaub Sr., vice-president; Sey-mour Dubrow, treasurer; Oscar C. Buck, director and superintendent of amusements; Lt. Com. John H. Mohrfeld III, director; Edgar R. Schuler, County VFW For Centennial; commander and general chairman; Samuel Burgdorf, secretary; Louis H. Kufper, assistant secretary, and Eugene R. Tanz, public relations



Communications to 188 W. Randolph St., Chicago 1, Ill.

Winter Fairs

ARIZONA Mess-Maricopa Co. Pair, March 1-9. Mar-cel Delporte, 5111 N. 10th St., Phoenix.

CALIFORNIA

Cloverdale-Cloverdale Citrus Fair. Peb.

THE BILLBOARD

# **Record Attendance** Looms for Tampa Grandstand Receipts Up 21% Over 1951; Gate Running 40% Ahead of Last Year

TAMPA, Feb. 16 .- Parade-happy | Joie Chitwood's Thrill Show, today entered the final day with given. grandstand receipts up 20.9 per

side gate totals hovering near an all-time record.

Biggest of the parades, the Gasparilla Day event Monday (11) drew such a large grandstand crowd that the stands and bleachers were a complete sellout, with the overflow paying top prices to stand or squat on the grass fronting the infield bleachers. More than 11,000 persons saw the parade, and the event, apart from its promotional value, netted a comfortable dollar profit, inasmuch as the fair gives up \$10,000 to the Gasparilla Krewe which actually stages the event.

Some lavish floats and 35 bands, including one from Key West, Fla., more than 400 miles from here, were in the Gasparilla Day parade. The children's Gasparilla Day pa-rade, held Wednesday (13), also yielded a substantially bigger turnout than last year.

So, too, did the Shrine parade Thursday (14). One of the notable features of the parade developments is the growth of the children's parade, which again this year was larger and better executed than last year.

Of the three parades, the Gaspa-WAPAKONETA, O., Feb. 16 .-rilla Day parade provided the big-Directors of Auglaize County Fair gest grandstand gross. But not far here have earmarked \$20,000 for behind it was the take for the big plant improvements to be com- car auto races Saturday (9), up pleted in time for the August 3-8 more than 30 per cent from last centennial annual, for which spe- year. Stock car races Sunday (10), cial program plans are in the when other sections of the fair works, Secretary Harry Kahn an- were idle, grossed slightly under

Floridians and winter tourists in playing twice in the first three days greater numbers than ever before of the fair, yielded good grosses. thronged to the 11-day Florida In the same period last year only State Fair and as a result the expo one thrill show performance was

Fourteen acts were offered in cent over last year and with out- front of the grandstand on days and nights when either auto races, thrill shows or parades were not staged, and some of the acts also were sandwiched in on the parade, (Continued on page 72)

61



21-24. Harry Tenney. Imperial—California Mid-Winter Pair. Feb. 23-March 2. D. V. Stewart. Indio—Riverside Co. Fair & National Date Festival. Feb 19-24. R. M. C. Pullenwider. San Bernardino-National Orange Show March 6-16 R. Z. Smith

#### FLORIDA

Daytona Beach-Halifax Pair. First week

in March. Turner Scott. Delray Beach-Gladioli Fair. Peb. 18-23. R. C. Lawson.

Eustis-Fia Sportsmen's Expo.-Lake Co." Fair March 17-22 Earl Lehmann, Tavares. Largo-Pinellas Co. Pair. Peb. 19-23. J. H.

Logan.

1. Crawford T. Bickford.

Plant City—Florida Strawberry Festival. Feb. 25-March I. G. R. Patten. West Palm Beach—Falm Beach Co. Expo. Feb. 29-March 8.

Winter Haven-Plorida Citrus Expo Feb. 18-23 Phillip E. Lucey.

#### MONTANA

Bozeman-Montana Winter Fair, March 22-28. George Sime.

TEXAS

San Antonio-Livestock Expo. Peb. 15-24. James F. Grote

To Spend 20G



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MR. J. TOM SAWYER

PAWNEE CITY, NEBRASKA



ROCKY MOUNT, N. C., Feb. 16 .- Dates have been set for Rocky Mount Fair, Pitt County day night Ted Mack's amateur Fair, Greenville, and Seven County Fair, Elizabeth City, N. C. it was announced this week by Norman Y. Chambliss, secretarymanager of the local event and associated in the operation of the other two annuals.

Local fair will run September 29-October 4; Greenville goes October 7-11 and Elizabeth City will be held October 13-18. The newly formed Strates Model Shows will hold down the midway at the first two events, while Virginia Greater Shows will be the occupant at Elizabeth City.

Acts supplied by the George A. Hamid office, New York, will be used at the three annuals, and harness racing will be staged at Rocky Mount and Elizabeth City Agricultural premiums to be offered at the events are Rocky Mount, \$5,500; Greenville, \$4,300. and Elizabeth City, \$2,500.

Meetings of

president.

nounced this week. Opening Sunday afternoon will feature a concert by nine county school bands, directed by Frank Simon, leader of the Armco Steel Company band, and the American Legion Zouaves of Jackson, Mich., a drill team, will perform. Sunhour program will be featured. Monday afternoon a cooking demonstration will be presented before the grandstand, while that night the feature will be wrestling by men and women, promoted by Al Haft, Columbus, O. Tuesday 25,000-seat grandstand, but he afternoon ceremonies will mark the 50th anniversary of 4-H clubs. Harness racing will be offered Tuesday night, Wednesday after-noon and night and Thursday afternoon. Two auto thrill shows, B. Ward Beam's Daredevils and Rogers' Maniacs, will be the Thursday night attraction, while a Friday afternoon tractor pulling contest and closing ceremonies featuring a "century of progress"

parade and fireworks comprise the night program. During the week there will be a queen contest, with entries from 14 townships, with winner and her escort Myrtle Point, Ore., getting a free trip to Washington. Also scheduled is an antique machinery display.

Plant improvements will include 900 feet of steel fencing, shifting of the horse barn to another area and addition of 20 stalls, repainting of all buildings, a 20 by 100-foot addition to the treasurer.

Fair Assns. Middle West Fair Circuit, Hotel fruit hall, new training track in President, Kansas City, Mo., Feb- the grandstand infield, the plantruary 22. Glen B. Boyd, Ozark ing of 40 trees and the addition of Empire Fair. Springfield, Mo., 700 seats with cushions and back rest in the grandstand.

# Louisville, Nashville Events Ink Young Grandstand Shows

State Fair, Louisville, and the ously awarded the midway con-Tennessee State Fair, Nashville, tract at the Louisville fair. this week signed contracts with the Ernie Young Agency here to produce the night grandstand shows at both State annuals. show, to be presented both after-noon and evening for six days, will feature the Sam Howard

a repeat engagement for the local | ment the swim unit are the Three booker, the Louisville pact is a Paroffs, high performers; Dalton new one for the Young office. The and Bailey, comedy; Adams Duo, latter fair will for the first time cyclists; Troyans, hand balancing, this year operate with a free and Sharkey the seal. grandstand after upping its front gate admission to 60 cents, a dime Nashville fair will be titled "State increase over last year. Gooding Fair Revue," according to Young.

CHICAGO, Feb. 16 .- Kentucky | Amusement Company was previ-

The Kentucky fair grandstand While the Nashville contract is Water Show. Acts that will aug-

Grandstand show set for the

day auto races. All of the racing events are staged by Frank Winkley.

#### **OSTRICH RACING FOR 1952 SEASON**

Ready for Immediate bookings. Proven attraction for both Indoor and Outdoor Shows. Birds driven or ridden, also offering other novel attractions. "Hurricane," world's tamest zebra stallion. Polo played on both trained zebras and donkeys. We can furnish acts for a complete show. Contact

GENE HOLTER Wild Animal Training Farm, 10,000 Imperial Highway, La Habra, Calif. Phone: Lambert 5-3844



CARNIVALS

62 THE BILLBOARD Communications to 188 W. Randolph St., Chicago 1, III.

#### FEBRUARY 23, 1952

# Whopping RAS Tampa Gross Forecasts Bumper '52 Season Ride, Show Takes Soar 50%; Concessions 10-100% Ahead of '51

TAMPA, Feb. 16. - Confidence gross more than 50 per cent higher ride and show takes to register the that the 1952 carnival season will than last year.

be big-bigger than last yearwent soaring here at the Florida and-drink venders joined in the State Fair today as the expo, the business upswing, with ops report- tion has played here. first major outdoor event of the ing increases of from 10 to 100 per year, entered the last day of its cent over last year. To a man they 11-day run with Royal American charge the increases not to weather

# 400 Turn Out For Tampa Club **Banquet-Ball**

TAMPA, Feb. 16 .- Third annual banquet and ball of the Greater Tampa Showmen's Association here Sunday night (10) in the Palm Room of the Tampa Terrace Hotel, drew an attendance program.

Curtis Hixon, Tampa mayor, was guest of honor and principal speaker. He lauded the club and per cent average for the first the showmen living in Tampa for their contributions to community life.

Frank Winchell, an ex-showman now in public relations work in the State, was toastmaster. On the dais, in addition, were the club officers: Edward L. Young, re-tiring president; Nat D. Rodgers, first vice-president; Lloyd Serfass, second vice-president; C. J. Sedl-mayr Sr., third vice-president; now in public relations work in mayr Sr., third vice-president; Verne Korhn, secretary; Harry B. Julius, treasurer; George Ringlin, chaplin, and E. I. Soskis. Also on the dais were S. T. Jessop, president of the Show-men's League of America; Leo Bistany, president of the Miami Showmen's, Association; Gerald Snellens, representing the Na-tional Showmen's Association, and Dwight Bazinet, representing the Het Springe Showmen's Associa-Hot Springs Showmen's Association. Acts were Aaron & Broderick, comedy, song - piano; Marian later. Vinay, comedienne; the Howells, comedy dance team; Ann Denis, novelty singer; Sunny Fox, nov-elty song and dance, and Jack Montez and Company, magician.

Games concessionaires and eat-Shows piling up a ride and show -which over-all was only slightly

> better than last year-but to the fact that John Q. Public has more money to spend and will spend it on outdoor amusements.

Each year ops look to the fair here as something of a barometer of what lies ahead and what made them particularly happy was that the youngsters, especially the 4-H and FFA members from the rural areas, had folding money, instead of silver to spend, which had been their lot the past two years here.

#### Heads for Near High

The engagement for the Royal American Shows was headed for a near record, if not record gross, going into the final day. The office wagon tape, as of Thursday morning (14) after eight days of the of 400 persons, who were delighted run, showed the RAS gross up 40 by a sparkling entertainment per cent over that for the corresponding year. On Saturday (9) the Royal American Shows showed even a greater increase than its 40 eight days, hitting well over 50 per cent higher than last year in its



biggest single day midway gross the RAS has chalked up in the 22 years the Carl Sedlmayr organiza-

After its wind-up here tonight the SedImayr aggregation will turn to making ready for its '52 tour, which is to start in May. When it takes to the road, it will go out on 60 cars, as against 57 last year, according to Sedlmayr, who announced that he has purchased three additional stateroom Pullmans.

hree additional stateroom Pull-nans. SedImayr also revealed that he as placed orders for two cafer-iller 200 km Dissel neuron plants has placed orders for two caferpillar 200 kw. Diesel power plants. bonds and hopes to enlist the aid These, he said, are the first to be of other Southern fairmen in the (Continued on page 65) project.



ROCK MOUNT, N. C., Feb. 16. -Norman Y. Chambliss, secre-tary-manager of Rocky Mount Agricultural Fair, is up for membership in National Showmen's Association, New York, and in the interim before joining that body he is letting no grass grow under his feet.

For some time the showmen's group has been conducting a drive to secure bond pledges which will go for the building of a new home for the group. Chambliss reported that he had drummed up three pledges in this area, with four



LONDON, Ont., Feb. 16 .- J. W. | perfect for the Conklin forces who (Patty) and Frank Conklin were are able to retain many of their awarded a five year midway pact Toronto features for an added by the London Western Fair here week's run. Proven advantages of Dixey Enterprises, Chicagoland this week. The midway impre-sarios, who hold long-range con-tracts at many other Canadian and a minimum loss of working churches, veteran and fraternal orevents, will pave approximately hours due to wet or muddy ganizations t''s year, Raymond C. 10,000 square yards of midway grounds. The Conklins, pioneers in longarteries. Walter Jackson, manager of the term midway deals, also hold longterm pacts at the following events: Quebec City, 15 years; Three including devices in a third Chi-Rivers, Que., 10 years; Sherbrooke, cago unit which is operated by Que., 10 years; Belleville, Ont., 10 Steve McLaughlin, owner of all the years; Lindsay, Ont., 10 years; rides. The latter unit will play (Continued on page 65) about 15 sponsored dates.

# **Reynolds-Wells** Pact 10 Fairs In Minnesota

MUSKOGEE, Okla., Feb. 16.-Reynolds & Wells Shows have contracted to play 10 Minnesota fairs in 1952, it was reported at winter quarters here this week. This year will mark shows' first

invasion of Minnesota since 1941. Under a new still-date policy, shows will play two spots a week until the fairs start. Street celebrations and promotional dates will make up most of the still-date route. Shows open late in April and, following Minnesota route, will make Oklahoma and Texas fairs and celebrations until late November, it was reported.

The Minnesota spots added during a recent booking tour include Wilken County Fair, July 25-27; Waseca County Fair, July 31-August 3; Todd County Fair, August 5-7; Morrison County August 8-10; Crow Wing County Fair, August 13-16; Cottonwood County Fair, August 18-20; Swift County Fair, August 21-24; Hen-ning County Fair, August 25-27, and Faribault County Fair, September 4-7.

Shows will carry 12 rides, 8 shows, Diesel light plants, and 6 large telescoping aluminum light towers. New Kiddieland equipment will be added and new fronts for two shows will be built.

## **Dixey Enterprises** Line Up Dates

EAST CHICAGO, Ind., Feb. 16 .---

# **SLA** Obtains **New Quarters**

CHICAGO, Feb. 16. — Show-men's League of America this week wound up negotiations for new quarters on the eighth floor of the Woods Building at 54 West Randolph Street here and expects to occupy the premises about March 1.

Unanimous approval of the move was granted by the trustees and board of governors and a fiveyear lease is expected to be signed shortly. The new quarters will include a meeting room, offices, parlor, checkroom and space for a bar, kitchen and game room. Alterations will be handled by the building's owner, who has prom-ised occupancy by the end of this month.

## **Pasteur Preps Reptile Unit for** World of Mirth

NEW YORK, Feb. 16.-Louis Pasteur this week outlined plans for the Reptile Show he will present on the World of Mirth Shows. Unit will be presented in a 60 by 40-foot top behind a panel front featuring numerous blowups, he said.

Reptiles will include cobras, rattlesnakes and pythons. A number of educational exhibits will also be included. A 100-foot front is planned. Pasteur will join the show at its Richmond, Va., quarters April 1.



NEW YORK, Feb. 16 .- With an opening scheduled for the first who will handle the front end, is already in quarters. Opening stand in the South will be announced

All possible work will be accomplished in quarters with no major jobs held over for the road, Levy said. Equipment came into quarters last year in good shape and the scheduled work will consist mostly of painting and maintenance, he said.

set and Levy opined that business these units might be erected in response from working men so far said. has been good.

London Exhibition, in announcing the pact, said the contract terms were similar to those contained in the many one-year agreements be-tween the Conklins and the fair. Shows, rides and concessions are included in the contract. The dates are the first full week after Labor Day, immediately following the Canadian National Exhibition, Toronto, where the Conklins reportedly have been granted their second five-year contract.

Show officials said that the new contract allows for the possible erection of permanent-type midway structures, similar to those in use at Toronto, and indicated that it was their desire to launch

Show has a strong route of fairs so, it is possible that the first of

**2 ROUTES SOLID** 

Dixey, manager, announced.

Two units will operate in Northern Illinois and Indiana he said. A total of 12 rides will be used,

# Max Gruberg Echoes Philly Bazaar Boom

the demand for ride and conces- booked solid. sion units by groups sponsoring showing for St. Danoto's Church, bazaars and similar undertakings Philadelphia, May 22-31. Promothis season would be good. A time for the 1952 show. Fulfilling the greatest he has ever encoun-shortage of help is likely to con-such a program would cost in the tinue this season, he said, but the neighborhood of \$100,000, they his revived Bazaar & Rides Equip-on each of the 10 operating days.

Dates of the London event are Philadelphia, was already assured the sale of advance ducats, Gru-



GREATER TAMPA SHOWMEN'S ASSOCIATION was represented in the Gasparilla Day parade Monday (18) at Tampa by this huge and striking float. It was one of 58 in the long parade viewed by an estimated 500,000 persons. Besides depicting the flavor of outdoor show business, such as giants and electrically operated horses, the club's float bore the legend "With It, for It" in reference to the City of Tampa.

NEW YORK, Feb. 16 .- Reporting of a good season with both units

A principal date will be the ment Company, headquartered in Ten parishes are participating in berg said.

The Church of St. Marys, Philadelphia, will stimulate attendance by giving away three automobiles during the run of the show, June 16-21. The King of Peace Church, also in Philadelphia, is giving away two houses during its two-week affair, June 30-July 12.

The Gruberg concern, of which L. James Quinn is general representative and Frank C. Maurone area representative, will furnish rides, concessions and free attractions at all events. A deal has not yet been set for talent, but Gruberg said he hoped to conclude arrangements next week.

Both planned units are completely booked, Gruberg said. All sponsors are Catholic churches, except for four dates under the auspices of American Legion posts. All engagements are in metropolitan Philadelphia.

The usual bazaar type of operation will be followed, with sponsoring groups supplying all operating personnel.

## Two N. C. Fairs Ink Va. Greater

SUFFOLK, Va., Feb. 16 .- Virginia Greater Shows have been signed to provide midways at Elizabeth City and Edenton, N. C., fairs, William C. (Bill) Murray, general agent, announced.

Meanwhile activity is under way at the org's winter base here.



#### THE BILLBOARD

CARNIVALS 63

1.0

# Midway Confab

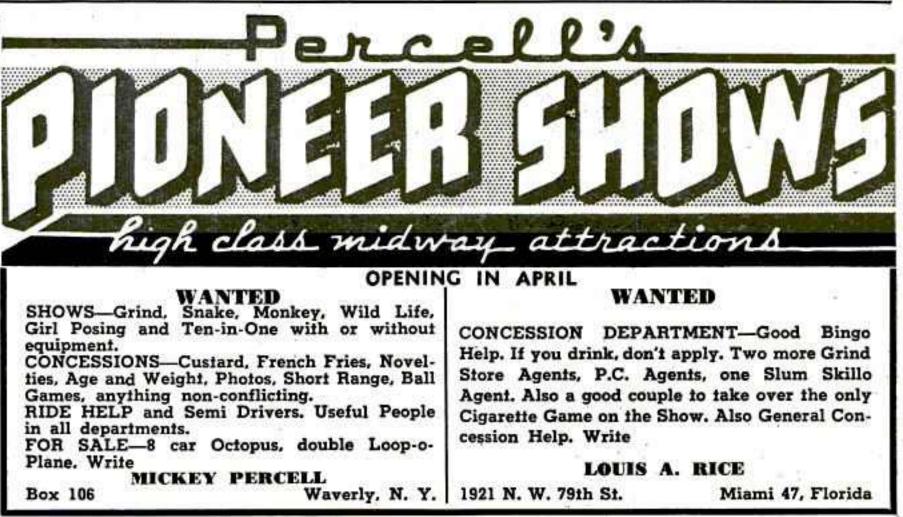
Degair Montez infos from

after spending the winter in Texas towns. Max reports the Southern California. They took Southwest is booming. delivery on a new house trailer recently and are painting their equipment and making ready for the 1952 tour.

who recently underwent surgery



Bill Lambert, who is wintering in Gauther, Miss., will be assistant manager of James H. Drew Shows this season, A. C. Hill re-









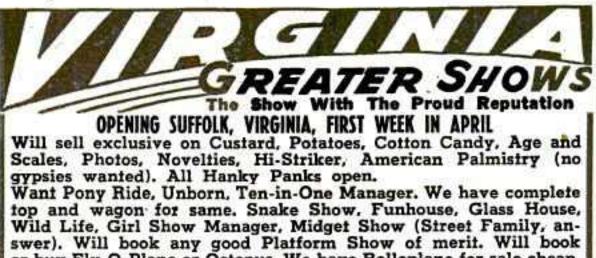
# FOR SALE

- 1-#5 Big Eli Ferris Wheel with steel base, wide fiber pinion, white seats, V-belt drive, sound upholstery, good crates, steel straight and true. Price, \$4750.00
- 1-40 foot Spillman three abreast Merry-Go-Round in excellent shape; horses, platforms, sweeps, gearing, all in sound condition. This is an exceptionally good Ride. Price, \$7000.00.
- 1-8-Car Mangels Whip, completely rebuilt; new cable and blocks, mounted on two trailers especially designed for fast and easy loading. Price, including trailers, \$6800.00.

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# SEEN, HEARD AT TAMPA

# **GTSA Cemetery Fund** Nets 4G From Jamboree

C. J. Sedlmayr Jr., handled the auction, with Jack Norman as emsee, Cortez Lorow as stage manager and Pete Burkhart as general manager.

THE BILLBOARD

Entertainment included Merle Evans and his band, Leon Claxton's "Harlem in Havana Revue," Jo Jo Gordon, comedy bits; Felez, clay modeler, and Alex Linton, the Lorow Side Show.

Prior to the start of the show, taps were sounded in memory of Marshall Johnson, long-time friend of outdoor showmen, who died at the '51 fair here and who was the first contributor to the cemetery fund.

The club has purchased a tract in Woodlawn Cemetery here from the city. The entire projectacquisition of the property, landscaping and beautification - will landscaping, the club's area will provide 850 burial plots.

#### Shriners Elect Gordon

Sa.n Gordon was elected president of the Royal American Shrine Club Sunday (10). Other officers chosen were Swede Erickson, first vice-president; Hal Hall, secretary, and Harry Julius, treasurer.

#### Twins for Parmleys

Twin sons were born to Mr. and Mrs. B. W. Parmley Tuesday morning (12) here where the Parmleys winter. The father is a concessionaire, last year with the C. A. Stephens Shows.

#### Farrell to Have Show

J. W. (Wilbur) Farrell, who had concessions on the Baker United Shows for nine years, was on hand

TAMPA, Feb. 16.—Jamboree for discussing plans for his own carthe benefit of the Greater Tampa nival, the Festival of Fun Shows. Showmen's Association held Tues- Farrell, who winters here, says he day night (12) in the "Harlem in plans to go out with seven rides, Havana" top on the Royal Amer- including kiddle devices; four ican Shows midway at Florida shows and about 25 concessions. State Fair here netted the club's His plans call for him to open in cemetery fund a whopping \$4,200. Tennessee, then jump into Indiana, with fairs in Georgia to wind up the season.

#### **Quinn Preps Park**

John R. Quinn, for many years owner of the World of Pleasure Shows, who decided to withdraw from the road at the close of the '51 season, visited the fair preparatory to a return north to open a new amusement park at Wyansword swallower, the latter from dotte, Mich., on the outskirts of Detroit. Quinn owns the 20-acre site but will use only a portion of it for the funspot. Already completed is a large parking area. Quinn says he will have 10 rides. including a new miniature Roller Coaster, and about 15 concessions.

#### Double as Motel Ops

Tom L. Baker, owner of the Baker United Shows, was in from Pompano Beach, Fla., where he operates a motel. John R. Quinn is another showman who doubles cost an estimated \$30,000. After as a Florida motel op. Quinn's place is at Treasure Island, near St. Petersburg Beach.

#### Serves as Judge

Ray Lee, former secretary of the Minnesota State Fair, vacationing here with Mrs. Lee, was pressed into service to serve as judge in the finals of the TV amateur talent hunt conducted on the grounds by the Crosley Division of the Avco Manufacturing Corporation. Lee was almost a daily visitor to the fairgrounds. So, too, was Julius Kahn, ex-fairman of Luxemburg, Wis.

#### **Makes First Visit**

Matt Dawson, of the Premium Supply Company, St. Louis, was on his first visit here, and found the weather and the fair living up to the build-up he had been getting on it for years. Among other suppliers noted were two from Winnipeg, Dave Berman, of American Jewelry Company, Ltd., and Dave Bell, of the Western Smallware Supply House,

### **FEBRUARY 23, 1952**

## For Sale-Moneymaker

Nationally known name night club and theater underwater act equipment. Includes marine glass and aluminum tank, nylon wardrobe, lights, hoses, stage and scenery. title and publicity. Year round bookings. \$2250.00. Cash only.

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## ORANGE STATE SHOWS

Want for Pahokee, Florida, American Legion County Fair, week of March 3 Can use one or two more Rides, Shows with own outfits, Side Show, Cirl Show, Fun House or any Novel Show. Can place all kinds of legitimate Concessions. If you want to make plenty of money, come on. No Flats or Count Stores. Wire or write

LEO BISTANY 79th St. Hotel Miami 38, Fla.

WANTED **Complete Carnival**, Rides, etc. WEEK JUNE 2 TO JUNE 7

WEEK JUNE 9 TO JUNE 14

Fall bookings open. Large grounds available. Contact

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CONCESSIONS: Want Long and Short Range Gallery, High-Striker, Ball Games and Hanky Panks of all kinds. Cookhouse, Bingo, Candy Floss, Popcorn, Photos and Custard sold. SHOWS: Can place Shows with own equipment and transportation. Fun House, Glass House or any good Grind Show. Penny Arcade. HELP: Ride Foreman and Second Men; must be Semi Drivers.

Address TURNER BROS.' SHOWS, Petersburg, Illinois

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## CAVALCADE OF AMUSEMENTS CAN PLACE

Scenic Artist and Letterer. Year around position. Join at once. Ride Foremen for Scooter, Looper and Caterpillar. Can place Neon Man. Must be good Glass Bender. Dale Roberts, answer. Show opens March 28. Address:

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CONCESSIONS—Can place Pitch-Till-You-Win, Darts, Glass Pitch, Photos, Cigarette Gallery, Age, Scales, Water Games, SHOWS—Can place well framed Girl Show, also any worthwhile Grind Show. HELP—Can place reliable Ride Help who can drive semis, P.C. Agents and Concession Help. This show carries 7 office owned rides, All people contracted with this show, contact immediately. All replies to TOMMY KEEFE

HARRY MANNAS

Contact at once

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cheap at \$1,600. Write or wire

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R.F.D. #5 FALMOUTH, MAINE P.S.: Harry Parker, Mike Marino, Whitey Brown, Mr. August, get in touch.



CONCESSIONS: Long Range, Ball Games, Hi-Striker, Duck Pond, Balloon Darts,

Novelties, Cigarette and Penny Pitch, SHOWS: Motor Drome (Curley Sears, contact); Andy Zane, come on, RIDES: WILL BOOK Tilt or any other Flat Ride, Rollo-Plane. FOR SALE—Two 75 Kw. Transformers, G.E. (2 years old); reason for selling—have Diesels. Also 7 Mirrors for Glass House—\$175.00. Write or wire ROSS MANNING, New Warehouse, Kingstree, S. C.

## For Sale—Complete Carnival

Booked solid for entire season, including 7 Fairs, for some of the best spots in New England. Show property consists of Merry-Go-Round, Ferris Wheel, Rolloplane, Octopus, Kiddie Auto, Kiddie Airplane, Miniature Train, Electric Generating Plant, 2 Search Lights, 9 Semi-Trailers, 1 Straight Job. 15 Concessions, Rubber Cable, etc. Above equipment in first class condition, newly painted and ready to roll. Price is right. Send all communications to

BOX D-143, c/o THE BILLBOARD, CINCINNATI 22, O.



#### KING PONY CART RIDE CARNIVAL WANTED Sixteen capacity, good condition, new FOR JULY 4TH AND 5TH top, extra parts. Must sell now. Dirt M. A. DUXBURY CALEDONIA, MINN. BOX 229 1

Bill Dobson Sets Route

WILLERNIE, Minn., Feb. 16 .--Dobson's United Shows have completed a fair route that will include several annuals new to the org, W. C. Dobson, owner-manager, announced from winter quarters here.

Dobson and R. E. Patterson, returned here recently after making the rounds of the fair meetings, but Patterson headed for San Antonio for the winter.

Work at quarters is under way for the April opening, when six major and six kiddie rides will be put on the road. Line-up also will be augmented by a new kiddie ride being framed here by Pete Jensen.

Mrs. Dobson has returned to her home where she is recuperating from an operation. Dorothy Pickering, secretary, is due soon from New England where she wintered. Les Hill is driving transport trucks, while William Schmowloski is working in St. Paul. Mr. and Mrs. Carl Cooper are wintering here. Frank Zingaro will be back with his novelties.

Recent visitors included Mr. and Mrs. F. C. O'Neil, Mr. and Mrs. W. J. Wolfe and Charles Carroll.

# **Dallas Ladies** Honor Deceased At Memorial Rites

DALLAS, Feb. 16 .-- Lone Star Showwomen's Club of Texas paid tribute to its deceased Sunday (3) at an annual memorial service in Baker Hotel here.

Katie Little, assisted by Beth Anderson and Erma Meeks, handled the arrangements. T. R. Hickman presided, with Jess Wrigley and Ed Meeks as ushers.

Program opened with organ se-lections by Weldon Flanagan and songs by the Dudley M. Hughes quartet. Alene Morency, club chaplain, delivered the invocation. main address and benediction.

Members who passed away during 1951 and were buried in Showman's Rest included Edward McFarlin, Lyle M. Pritchett, Mary

#### In From South Dakota

Gaylord White, auto race promoter, and his wife were in from their new home in South Dakota to fish and visit. Frank Winkley, holder of the auto race contract at this year's fair, crashed the local press strongly when interviewed as to his reactions on the Gasparilla Day parade. Winkley rated the event the biggest spectacle he had ever seen.

#### To Shoot Film

Joie Chitwood, Thrill Show performer-operator, will hold over in Tampa for several days after the fair to have motion pictures shot of his show for the Ford Motor Company. I. addition to playing here, Chitwood sandwiched in dates at Miami and Fort Myers. Russ Moyer, press agent of the Reading (Pa.) Fair, is handling Chitwood's publicity on the Florida dates, having taken a brief leave from his duties at Reading.

#### **Kingman Clicks 'Em**

Frank Kingman, secretary of the Brockton (Mass.) Fair and secretary of the International Association of Fairs and Expositions, was a busy camera clicker. He took many shots of the Gasparilla Day parade and of its off-spring, the Children's Parade. Kingman said that he was contacting all State fair associations with a view of ending the conflict of State convention dates and that he was submitting a suggested schedule from which he hopes non-conflicting dates may be worked out.

#### Heads for Mexico

R. M. Spangler, operator of Bowling Green Park, Sunbury, Pa., made the fair in company with his son, R. M. Jr., and then headed for Mexico and a vacation while his son returned home. The Spanglers disclosed that they had recently purchased a new Eli Wheel and a C. A. Schiff boat ride.

#### **Health Notes**

Concessionaire Lou Leonard plans to enter a local hospital after the fair for a physical check-up. chaplain, delivered the invocation. Leon Claxton, "Harlem in Havana" Rev. Joseph B. Frederick gave the operator on the Royal American, is to undergo a hernia operation after the close here." Leon has thinned down considerably since the end of the '51 season, having **BANNERS** been on a rigorous diet. Ditto Joe (Mother) Reynolds, Maycel Smith, Pearl, Cavalcade of Amusements Helen Teter and Harry and ticket taker-Billboar : agent, who RT. 3, BOX 1180

AGENTS WANTED For Razzle, Pin Store and Skillo. Will open with Interstate Shows at Fort Walton, Fla., March 1. Will be there Feb. 28th. Have a place for Blackie, Tony and Mr. Hamilton,

Geo. P. (Dick) Richardson

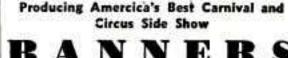
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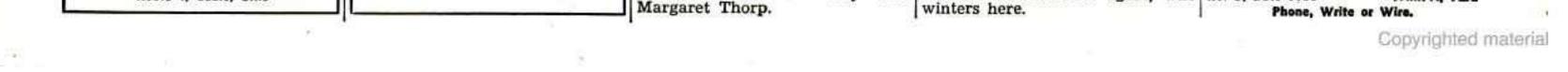
### FOR SALE

One government surplus Light plant with jeep motor, bought new, used about 100 hours. In perfect condition. 10 K.W. A.C. 110, will also operate on three phase if wanted. Over 300 ft. of cable, also junction boxes and switches. Take \$600 cash. IVY WEST Gunnison, Miss. Highway 1, North of Rosedale, Miss. Inquire Red Front Cafe or phone 2431.



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#### THE BILLBOARD

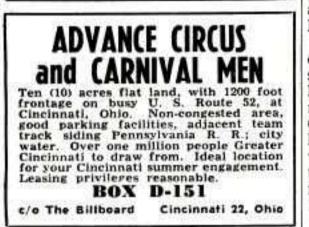
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65



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Penny Arcade, Custard, Scales, Age Basket Ball, High Striker, or what have you? Shows--Iilusion, Snake, Girl Show, Ten-in-One, Monkey Speedway, Motor Drome, Athletic Show, Fun House, or will give complete back end to one who can produce. Rides-Tilt, Octopus, Rollocan produce, Rides—Tht, Octopus, Roho-Plane. Can use one or two more Kid Rides. For Sale—Crosley Fire Truck and Trailer or will trade for Sunshine Choo-Choo Train. Very low P.C. for Shows and Rides. DICK WILCOX, 12000 N. E. 16th Ave. until March 15th; then 451 Main St., South Portland, Maine.



Whirlwind and Parachute Jump, neither commanded much attention, and Holman, who was on hand, said one of the rides is to be re-engineered before being placed on the market.

The Royal American staff remains the same as last year, with C. J. Sedlmayr Jr., assisting his dad; Bob Lohmar, general manager; Sam Gordon, concessions manager; J. C. (Tommy) Thomas as Gordon's assistant, and Walter Devoyne, secretary-treasurer.

Only veteran RAS staffer who does not figure to go out with the show this year is Joe Pontico, cookhouse operator, whose health will require him to quit the road. George Reinhardt, long-time cookhouse operator, for many years with the Johnny J. Jones Exposi-RAS 17 years.

Bristo, C. I. Smith, Louis Gregory and Mayor C. J. Woodward, of Central Mississippi Fair and Dairy Show, Kosciusko; Alfred Faulk, secretary, Mississippi - Louisiana Exposition, Vicksburg; C. F. Randle, secretary, Pontico County Livestock Show, Pontico; L. C. Wilson, secretary, Union County Fair, New Albany; W. R. Cannady, president, and Manager Barney Smuckler and G. A. McCallin, Mississippi Fair and Dairy Show, Meridian; Pat Dunne, secretary, and John Mercher and R. M. Penny, Tri-State Fair, Corinth; Robert Couch, secretary, and Eugene Syles, H. M. Maier and Tom Dicharer, Monroe County Fair, Aberdeen; Charles Buckwalter, and C. B. Rawlins, Meridian; R. B. Jeffries, secretary-manager, South tion, will take over the cookhouse Mississippi Fair, Laurel; Wade E. for Pontico who has been with the Kennedy, secretary, Forest County Livestock Show, Hattiesburg; J. N. Ballard, manager, and President George Kircher, Yazoo County Fair, Yazoo City; I. M. Nichols,

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14 FAIRS--S CELEBRATIONS STARTING IN JULY--14 FAIRS FEATURING TWO FREE ACTS-11 OFFICE OWNED RIDES-9 OFFICE OWNED SHOWS-40 CONCESSIONS

Opening early in March around Wilmington in area of 40,000 marines and soldiers. Will give opening date and route to interested parties. Can place Concessions of all kind. Can place A-1 Cook House that caters to show people. Also A-1 Bingo, must be up to standard of show. Will give you 32 weeks' work. Will sell exclusive on Frozen Custard, French Fries, Floss and Novelties. All work. Will sell exclusive on Frozen Custard, French Fries, Floss and Novelties. All Hanky Panks open, \$26 week. Due to disappointment want Legal Adjuster with or without Concessions. Want A-1 Mechanic with own tools who can take care of fleet of trucks. Have complete panel front for Girl Show for party with two or more girls. Rex, are you coming back? Get in touch. Zadu wants Working Acts for Side Show, also Annex Attraction; get in touch with Bill McIntyre. Want Electrician who can handle Diesel plants. Want Man to take care of Grind Show; smallest mules in the world. Robert Terrell wants Musicians and Performers for Minstrel Show; all season's work. Want A-1 Billposter who can produce; Jimmy Evans, get in touch. Want Lot Man who can move it on and off lot. Johnny Watkins, get in touch. Want Ride Help on all Rides. Winter quarters now open. Following people contact at once: Tom Smith, Joe Hedgebeth, Ray Hudson, Tom Gossett, Johnny Evans; all people who have worked for me before contact or come on to winter quarters. Dan Donnini, Slim worked for me before contact or come on to winter quarters. Dan Donnini, Slim Cunningham, Johnny Caruso, contact at once. Will book any Grind Show or any new and novel ride, liberal percentage. Can use useful Show People in all departments. Notice, Fair Secretaries and Committees in North Carolina, Virginia, Maryland, Pennsylvania and New Jersey, have a few open dates, get in touch at once. All mail to

FRANK HARRISON, Harrison Greater Shows Wilmington, N. C. All wires to Western Union, Wilmington, N. C



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Broad & Pattison Ave., Philadelphia, Pa. Phone: HOward 2-9886, Fri., Sat. or Sun. evening 6 to 12; Livingston 9-2482 before 10 a.m.

#### OPENING

LAST OF THIS MONTH or about the Middle of March Need Bingo Callers, also Agents. Cass, Ralph and Geo. Walker, let me hear from you. Contact

MARION MCWETHY Box 385 Sarasota, Florida

## WANT TO BUY

Auto and Airplane Kiddle Rides Have Pony Cart Ride for sale or trade. Want Kiddie Ride Help, Answer

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**Tivoli Exposition Shows** WANT

10-in-1 with own equipment. Also first class Cookhouse. Show opening in April. 16 bona fide Fairs and Celebrations contracted. Contact

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20x100 ft. Tent with set of 16-ft. center poles, Top in excellent condition, Price \$150, Contact

MARK WILLIAMS 7600 Northwest 27th Ave. Miami, Fla.



McCallum Named Continued from page 54

gest production jobs on the continent.

In reporting on Hope's availability, Hughes said he had conferred with Charley Yates, the comedian's manager, who confirmed his availability. Hope leaves March 14 for overseas engagements ending with a date at the Palladium in London. He is to return to this country in time for the Exhibition which opens the last week in August. The proffered deal is the same offered previous stars, a guarantee

plus a percentage of the gross. Should the deal for Hope be set, it is almost certain that the William Morris Agency will be out of the booking picture for the first time. Stars booked by the Morris Agency to appear before the mammoth 25,000-seat grandstand included Olsen & Johnson, Danny Kaye and Jimmy Durante.

It is likely that the night show will be cut, both because the 7 to 11 p.m. performance is considered too long and because it would offer the opportunity to shave the nut. The presentation of circustype acts and automobile thrill shows in the afternoon is expected to be continued as in the



past.

Leamington, Ont., 10 years, and Renfrew, Ont., 5 years.

No change in price policy is contemplated for 1952, the Conklins said. Charges in effect for the past few years are in line with what the public can be expected to pay ate prices, with bargain and package rates for kiddle attractions, result in the biggest grosses, they contend.

Altho reportedly in line for a second five-year contract at the CNE, show and fair officials have erty Park, Buffalo, taking his ornot yet signed the necessary docu- ganization to Pomona following ments. It is likely that final arrangements will be concluded this week. The delay in signing has stalled in part the normal booking those shipped to the Coast. procedure of the Conklins. A large

number of American and Canadian nounced his recent marriage to the showmen are anxious to participate former Ruth Cameron of California in the Toronto event and arrange- and Tucson, Ariz. They were marments for showing there usually ried in Las Vegas, N. M., en route play an important part in the west. The new Mrs. Illions operformation of their routes. Patty ates 80 per cent of all food conces-Conklin said that bookings would sions at the Los Angeles County

secretary, Newton State Dairy Show, Newton; J. M. Dean, secretary, Mississippi Exposition, Jackson and Willard Hays, secretarymanager, Neshoba County Fair, Philadelphia.

Representing carnivals were Frank Owens and J. A. Gentsch, of J. A. Gentsch Shows; Danny Arnett, American Eagle Shows; Roy Kirkendahl, Exposition Shows; Ernie Farrow and Al Higgs, Wallace Bros.' Shows; William Pool and Jack Oliver, Gladstone Shows; Hal Dunn and Gus Mitchell, Buff Hottle Shows, and Bobby Kline, Brown & Wallace Shows.

Also attending were George B. Flint, Boyle Woolfolk Agency, Chicago; Bernie Shapiro, Globe Poster Company, Atlanta; John J. Wills, Regalia Manufacturing Company; W. O. Harper, Frisco Lines; L. A. Lurely, Illinois Central Railroad; Martin Zook, Mid-South Fair. Memphis; R. H. Rigby, Madison, Miss., and T. D. Davis, Mississippi REA office.

## Illions at Pomona

• Continued from page 54

that when he had his rides at Dallas in 1946 attendance there was about 900,000. Since Dallas put in its own midway, the gate has grown beyond the 2,000,000 mark. Illions believes that with installation of a permanent, World's Fair type midway at Pomona that the annual's 1951 attendance of 1,078,-000 will eventually top 2,000,000 and that it will become the second or third largest fair on the North American continent.

Except for what the fair itself sold in 1951, Illions will have comfor attractions, they said. Moder- plete charge of the midway, including game concessions and food stands. During the summer he will have exclusive control of amusements.

> Illions plans to continue his operations at Celoron and New Libclose of the Eastern park season. Some new attractions are being installed in those parks to replace

At the same time, Illions anbe accelerated as soon as the con- Fair, including a steakhouse, the

#### Winter Quarters Now Open—Opening First Week in April

SHOWS: Will book any Grind Shows not conflicting. Want Man to handle beautiful Fun House, also Man to handle Monkey Show with or without Monkeys. Have complete Show. Want Man or Couple to handle Life Show. Have complete Show with specimens Want Man to handle Front Gate and Searchlights.

CONCESSIONS: Will book Hanky Panks of all kinds. Have Custard open. Also French Fries. Can use Hanky Pank Agents. Bucky Yearger, get in touch with us.

HELP: Can use Ride Help, First and Second Men. Semi drivers preferred. Also want Builders and Carpenters. Write or wire

> **MORRIS LIPSKY or SAM LEVY** c/o Winter Quarters, Grower's Warehouse, Dunn, N. C.

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## CAN PLACE T. J. TIDWELL SHOW

OPENING MARCH 8, SHRINE BUGLE CORPS, SWEETWATER, TEXAS

Will book Hanky Panks of all kinds. Need Agents for office Hanky Pank. Good proposition for Dope Show; Tracy, wire. Want Man for well framed Fun House, also Snake Show, Book any Shows not conflicting, Can use Ride Men; must drive semis, Long season, good string of Fairs and Celebrations, All answer

T. J. TIDWELL, MGR., Haskell, Texas

## WANT SIDE SHOW PERFORMERS

Who can pitch and furnish their own transportation. We furnish Cookhouse and gasoline. Glass Blowers, Pinheads, Freaks, other attractions, write. State all first letter. Vanteen, write again. Show opens DE LAND, FLORIDA, March 1st.

#### HAGAN-WALLACE CIRCUS DE LAND, FLORIDA

### **10 CELEBRATIONS 10 FAIRS WOLF GREATER SHOWS**

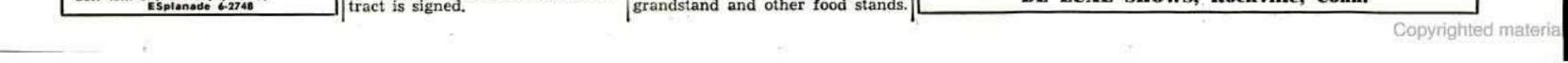
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Now booking Shows and Concessions. Everything open except Popcorn, Candy Floss and Bingo. No Grift or Mitt Camps. P. O. BOX 2725, POWDERHORN STATION, MINNEAPOLIS, MINN.

### FOR SALE OR TRADE

interested in Rides. What have you? Everly super Roll-o-Plane, with transportation if desired; one Electro Freeze Custard Outfit, late model, large capacity, mounted in factory built trailer, fluorescent lighting, open on three sides; one Short Range Shooting Gallery, 6 guns, 10 cases of gallery type ammunition, gallery is portable, special built 12 ft. front, all in lights, ideal for Park or Carnival. The above equipment is in A-I condition, up to the minute and ready for operation. Address all comis in A-1 condition, up to the minute and ready for operation. Address all communications

DE LUXE SHOWS, Rockville, Conn.



Greater Tampa

Showmen's Association

#### THE BILLBOARD

## **Heart of America** Showmen's Club 913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Feb. 16. -The regular business of the club and Ladies' Auxiliary was dispensed with and a pre-Valentine party was given jointly.

Past president Chester I. Levin and wife, Ruth Ann, past president of the Auxiliary, are vacationing in Harlingen, Tex.

#### Ladies' Auxiliary

A pre-Valentine party was held with members of the men's club as guests, total attendance being 102. Bobby Coy was chairman of entertainment committee and Ruby Wooster, co-chairman. Tables were decorated in red and white. Bingo was played and barbecued hamburgers, cake and coffee were served. President Grady Barnes Trio. Joanna Rag- Ruth Martone and President Hugo of the men's club, were seated at head of the table. Invocation was given by Mr. Wilson. Visitors on hand were Mrs. Alice Blake, a former member now residing in Springfield, Mo.; er, Marget Sandell, Lois Crangle, Mrs. Stewart and Bob Morgan. Saturday night square dances are proving profitable. President Martone has a bad ear infecction but keeps going.

### Arizona Showmen's Association

#### 216 W. Washington, Phoenix, Ariz.

PHOENIX, Ariz., Feb. 16.-President Don Hanna called regular meeting to order here February 11. House was darkened and a minute of silence observed in memory of two departed brothers. Thomas P. Armstrong and Walter L. Towers. One new member, Blanche Novick, was accepted Visitors were Jack Weiner, of SLA, and Al Mercy, Greater Tampa Showmen's Association, introduced by Sam Ansher; also Mr. and Mrs. De Silvia, Mr. and Mrs. Farmer en route to the West Coast, and Tony Costello, clown. More pledges for cemetery memorial came in, bringing total to date \$880. Communication was read from V. L. Cush-

## Tampa, Fla. TAMPA, Feb. 16.-No regular

meeting was held Monday (11) due to the Gasparilla Day Parade and the Florida State Fair, with most members keeping busy on either one or the other or both.

Over \$4,100 was raised at the 3101/2 Central Ave., Hot Springs Tuesday night (12) jamboree held at the fairgrounds for the benefit and his Ringling band played for the benefit. Leon Claxton's Revue, along with other performers, provided the entertainment.

Manning the club's float in the Wicks, Evald Erickson and O. J. Weis. Al Stuart drove the car towplayed calliope.

Altho no official meeting was held this week, open house prevailed all week and many out-of-town visitors registered. Included were Mrs. Irma Moore, Raleigh, N. C.; Samuel B. Pocker, Providence; Pat DePalma, Providence: Kenneth Walters, St. Petersburg, Fla.; Stewart N. Wachton, St. Petersburg, Pla.; Eugene Cane, New Orleans; M. Thompson, Knoxville; Alice Swiks, Carbondale, Pa.; Ann Marcaccio, Methuen, Mass.; E. W. Skubuk, Dorchester, Wis.; Mr and Mrs. R. E. Haney, Haslett, Mich.; C. S. Peck, Kankakee, Ill; Paul S. Robertson and Sidney Thomas, Miami; Mary Rooney Wright, Vernon Otto and Charlie Pisher, Muscatine, Ia.; Paul Black, Evansville, Ind.

Also Josie Flynn, St. Louis; Mrs. J. Stiffler, St. Louis; Mr. and Mrs. N. S. Nettles, Atlanta; W. R. Frith, Reading, Pa.; Gebbs Honeycutt, Mrs. Frank Honeycutt, Mr and Mrs. C. O. Buoqe and Bill Page, Wilson, N. C.; D. E. Finerman, Jacksonville, Fia.; Pearl Gooding, Cleveland; Pearl Stockton, Cleveland; Randy Andress, Columbus, O. Anna Hubard, Passagrille, Fla.; Josephine Crain, Passagrille, Fla.; John McIntire, Detroit; Mr. and Mrs. Robert N. Brown, Augusta, Ga.; Mr. and Mrs. Dick Scroggins, Augusta, Ga.; Joie Chitwood, Temple, Pa.; Jack Settle, Birmingham; Mrs. Norman Anderson, Miami; Harry E. Steche, Miami; Prank Zaranti, Chicago; Mrs. Joe Greene, Webb City, Mo.; Edgar G. Hart, St. Louis; Pauline Bolsclair, Iberville, La.; Lucille Thuot, Myriam Thuot and Mrs. J. A. Wilson, Joplin, Mo.; Joe Gooding, Nashville; Jack Eyeriy, Salem, Ore., and Mr. and Mrs. Fred Hollingsworth.

### Michigan Showmen's Association 3153 Cass Ave., Detroit

DETROIT, Feb. 16. - A large gathering attended the regular meeting with President Ben Morrison occupying the chair. On the rostrum were First Vice-President Roscoe Wade: Acting Secretary Jack Dickstein, Treasurer Lou Ros-enthal, and Acting Chaplain Ben inaugurated walfare fund Miller. Past presidents Harry Stahl and Jack Gallagher, were among those present. Bernhard made by Claire Harmon on the Robbins, secretary, sent a letter of theater and show business in genresignation, stating that his insur- eral in Japan. Claire returned Ruth Gottlieb. Ill at present are ance business required all of his after a three year stay in Japan, Albena Hines, Ann Brown, Fredi time. Jack Dickstein was appointed where her husband served with Coleman, Flo Thompson, Joseacting secretary and it is hoped the U.S. Army Counter Intellithat he will accept the appointment gence. Benediction was by Yorla Edna Lasures. for the year.

### Hot Springs Showmen's Association

HOT SPRINGS, Feb. 16 .-- Reguof the cemetery fund. Merle Evans lar Thursday (14) meeting was canceled in favor of the St. Valentine Day dance at the Pines Supper the meeting Wednesday night (13), the board of governors and Club.

Gasparilla parade were Nat Rog- vacant post of second vice-presiers, Bill Kemps, Hal Hall, Doug dent at a meeting of the board of the dais were Treasurer Harry Bush, Eddie Hunter, Bobbie governors. governors.

ing the float and Eddie Lowe on ticket sales for the Wallace & annual financial report. Clark Circus. Doc O'Kelly and McKee welcomed back mem-Bill Crowe returned from a trip to bers Mack Kassow, Sam Peter-Little Rock. Sailor Oliphant and Monty Winslow visited Wallace & Clark Amusement Company of America winter quarters.

> here. Clayton Holt is getting for a Wednesday night (20) bingo around on crutches. Mr. and Mrs. party. Refreshments will be Ira Miller left recently for Temple, served. Tickets will be \$1.50 each. Tex., where Mrs. Miller underwent surgery Tuesday (12). Bill Wilcox is in St. Joseph Hospital.

> Mrs. Spike Malone, Mr. and Mrs. feeling fine and paid a visit to C. L. Reynolds, William Jack and clubrooms. A card was received Scotty Scott.

Woody Gaither to Brownsville, his wife. Shut-in True Perkins Tex.; Mr. and Mrs. Dutch Wilson, wrote, thanking members for Monroe, La., and Mr. and Mrs. Al gifts and letters they have sent. Baysinger, Florence, Ala.

#### Ladies' Auxiliary

to order by First Vice-President patients in his ward. Caroline Holt. On the rostrum were Pearl Weydt, second vice; Ethel Cutler, treasurer; Vivian Zimdars, secretary, Invocation was by Past President Yorla Goldston. Mrs. Delphia Vetter was admitted to membership. Communications were read from Mrs. Jessie Howe, local theater owner, who has been confined to her home with virus pneumonia. The floor advised that a letter of thanks be written to

## National Showmen's Association

Club Activities

1564 Broadway, New York

NEW YORK, Feb. 16 .- In the absence of President Bernard Allen, who was unable to attend Jack Ruback was elected to the general gatherings were con-ducted by Second Vice-President Joseph A. McKee. With him on Dr. Jacob Cohen and accountant Frank Ellis is in town working Herbert H. Levess, who gave the

son, Bill Powell and James Burgdon. Dr. Cohen urged those present to write or visit association members who are ill. Permission was granted the Ladies' Auxili-Viola Fairly is in Levi Hospital ary to use the assembly room

John McCormick has departed for a six-week vacation in Hot Springs. Ben Merson, who was Arrivals here include Mr. and laid up for several weeks, is now from Louis Scherer, who is stop-Departures include Mr. and Mrs. ping at Long Beach, Calif., with Jack Lichter, still at Kingsbridge Veterans Hospital, Bronx, N. Y., received a large package of gifts The regular meeting was called which he distributed to various

> Among those who dropped by recently were Sam Miller, Arthur Sicard, David Solomon, David Brown, Arthur Campfield, Max Gruberg, Steve Libitz, Al McKee, Sam S. Levy, Charles Wertheimer Sol Wahnish, Isidor Reichenthaler, Dan Thaler, Charles Smith and Harry Fields.

#### Ladies' Auxiliary

Mr. McDonald of the Pines Supper was conducted by Vice-President dent; Mrs. William Cowan, third Club for the support and dona- Dolly McCormick in the absence vice-president; Mrs. W. Tucker, V:

### Lone Star Show Women's Club of Texas 3105 Forest Ave., Dallas

DALLAS, Feb. 16 .- Hattie Longchart was in charge of open house at the Baker Hotel. Committees assisting were Margaret Pugh and Marie Obluck, registration; Grace Linder, hostess; Evelyn Harrell, es-cort; Bernice Fain, wine; Corene Greer, Marie Obluck and Edna Hacker, refreshments.

Hattie Mae McFarland presided over the tea service while Helen Schofer poured the coffee. Entertainment was furnished by the land won the door prize, an orchid. Assisting at the tea table were Ida Smith, Helen Schofer, Millie Sepak and Wanda Byrd.

Bar committee included IJa Smith, Bernice Fain, Helen Schof-Mary Ellen Leiberman, Alyne Morency, Virginia McGillvray and Millie Sepak.

Hugh Fowler's ork provided the music for the ball in the Peacock Terrace with Eddie Vaughn and Mrs. Mabel Hammonds taking the war bond prizes.

Due to snow and bad weather, C. A. Vernon and agent, George Smith, were unable to attend the meeting. Mrs. Bertie Vernon was confined with a fractured foot.

The membership was saddened by the death of Jack Knowles, former concessionaire with the Pugh-Murphy-Lindsey organization, who died February 1 and was buried in Showmen's Rest.

## Miami Showmen's Association

236 W. Flagler St., Miami

#### Ladies' Auxiliary

Mrs. Mae Levine, president, presided at the February 11 meeting. Also present were Mrs. man, now with Sonja Henie Ice The Wednesday (13) meeting Harry Schreiber, first vice-presi- Revue.

Plans are under way for the St. Patrick's Ball to be held jointly by the Ladies' Auxiliary and the men's association on Saturday night, March 15, at the large hall in the Pacific Coast Showmen's club building.

#### Ladies' Auxiliary

Second Vice-President Leona Bennet conducted the meeting, with Third Vice-President Pat Crognale, Treasurer Marion Dickstein, Secretary Dottie Miller, Past President Bernice Stahl and Bessie Gallagher on the rostrum. Returning after an illness were Ethel Maskaron and Hilda De Corrado. The regular meetings have been changed to swered by Lucille Dolman, presi-8:30 nm and the board meeting at dent. Clara Company for the stars of Stinson, Ruth Martone and Goldie 8:30 p.m. and the board meeting at dent; Clara Connors, first vice- Fisher were read. Margaret Bitz-7:30 p.m. Cora Polock, Frances president; Fay Prosser, second ner, Tillie Kahle, Daisy Davis and Moran and Marion Todal brought vice-president; Maree Rhodes, Goldie Fisher are on the sick several bundles of old magazines third vice-president; Grace Merkel, to the house committee for resale. President Grace Ziegler, Fay Stone treasurer. Guests, Mrs. Patsy Vanand Sadie Swartz are on the sick list.

3

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## **Glass Pitch Operators** FULL LINE OF NAME BRANDS TERRIFIC FLASH-UNHEARD OF PRICES WRITE FOR PRICE LIST

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Sunbrock's Speedway Orlando, Fla.

tion given at the party there Feb- of Mrs. Bess Hamid, president. treasurer; Mrs. Alberta Mack, ruary 2. A net of \$350 was made Lillian Elkins acted as corresinaugurated welfare fund.

An extemporaneous talk was was present. Goldston. Guest was Viola Fairly's sister, Julia Meeker, who has returned to her home in Kansas.

land. New member Mary Hymes Missing from the meeting were Dorothy Packtman Goldberg and

phine Dunfield, Ray Goldman and

### Missouri Show Women's Club 415A Chestnut St., St. Louis

ST. LOUIS, Feb. 16.-President Jeanette Hart presided at the last meeting. Also present were Margaret Lohmar, treasurer; Babe Weinstein, social secretary; Nora list. Elected to membership were

A birthday cake was presented to Arlene Sidenberg. First prize, donated by Edna Delaney, was won by Lenora Gdynia, and the door prize donated by Jeanette A buffet lunch was served. Also Estelle Hanscome brought a linen attending the meeting were Establecloth and napkins on which telle Regan, Lotis Francis, Flonames will be embroidered at \$1 rence Cobb, Norma Riaff, Gerper name and the cloth auctioned trude and Norma Lang, Clara off later on. Proceeds to go to the Campbell, Ellen Roberson, Gerbazaar. Many articles were dis- trude Donnelly, Helen Germain, played by the chairman of the Minnie Quillon, Mary Thompson, bazaar, Fay Prosser, which have Gene Wolff, Faye Hensey, Lela been turned in to be sold at the Graber, Verna Schantz and

### International Showmen's Association 415A Chestnut St., St. Louis

ST. LOUIS, Feb. 16.-Meeting of February 7 was called to order Peggy Steinberg, Jetta Clancy, Vir-ginia Grubb, Fay Curran, Peggy the rostrum were Secretary Eubby Butler, Dorothy Estafan and Olga Cobb and Treasurer George Re-John Francis, Edwin Schantz

and Joe Smith spoke briefly.

recording secretary, and Mrs. livered the invocation.

Welcomed to their first meeting of the year were Irene Secrest, Jane DeCaro and Clara Silver. Pearl Riding attended her first meeting after a stay in the hospital.

Mrs. Ceasara Buzzle reported that Will Sincely, husband of Ida Sincely, and Rudy Geiger, husband of Dotty Geiger, were operated on and are on the seriously ill list. Mrs. Peggy Minden, chairman of the by-laws committee, reported that all changes in bylaws would be presented to the body for discussion at the next meeting. Mildred Finn was named chairman of the Secret Pal Club. The dark horse was won by Mae Nelson. The officers' party netted \$325 for the mercy fund.

### Showmen's League of America

CHICAGO, Feb. 16 .- Final action on new quarters in the Woods Building was taken at the Thursday (14) meeting and plans are going ahead to move into the new rooms about March 1.

Past President Frank Conklin sent in the membership application of Walter D. Jackson, manager of the London, Ont., Fair and president of the International Association of Fairs and Expositions. Conklin also infos that he expects to attend an early meeting.

Jack Klein is confined in the Dunning (Ill.) State Hospital. Clifthe mend. Louis Belden is still confrom a fractured ankle.

George B. Flint and Andre Duthe first issue of News Flashes, Ernie Lawrence and Clarence Lindsey are back after absences. Bob Mautner is back at his job here in Chicago. Action has been taken to renew the sending of birthday cards to members.

Letters received from Mickie Artikuski, now serving with the Army overseas. His address is Corporal Mickie Artikuski, A.F. 9187, Hq. 7011th Personnel Procurement Squadron, APO 69, c/o Postmaster, New York, N. Y.

# Vivonas Set 1952 Junket; Bow March 22

IRVINGTON, N. J., Feb. 16.-Following their return to local headquarters this week from attendance at a number of State fair meetings, John and Morris Vivona, owner-operators of Vivona Bros.' Shows announced that the org will launch its 1952 season at Newberry, S. C., March 22. Among stands contracted are repeat dates at fairs in Leaksville and Lumberton, N. C .; Union and Georgetown, S. C., and Washington, and the Our Lady of Mount Carmel Celebration, Roseta, Pa.

Maneuvering for a good, workable route, with economic transportation in mind, the Vivonas altered the shows' course a bit to invade some new territory this season. Fairs added to the intinerary include those at Cambridge, Md., Gratz and Leighton, Pa., Christiansburg, Va., and Camden and Bishopville, S. C.

Principle interest at quarters centers on the construction of new fronts and arches and general remodeling and improving of equipment. The Vivonas said that the midway will be enlarged by the addition of a number of new rides, including another Ferris Wheel purchased from Robert K. Parker.

Sebastian (Babe) Vivona will handle the purchasing department again, with W. R. (Red) Hicks general agenting the shows. Leo Reilly is special agent; Tommy ford Darling is back in the Hospi- Carson, business manager; Kathtal for Crippled Adults, Memphis. erine Riley, secretary-treasurer; Clayton Holt advises he is well on Arthur H. Riley, construction and maintenance superintendent; fined. Lee A. Sullivan is recovering Anthony Masiello, mechanics and transportation; F. O. (Tarzan) Banks, paint department, and mont report they will start soon on Herbert Rogers, artist and decorator.



Doc Anderson wants Colored Musicians-Piano, Trumpet, Sax and Drums; 6 fast-stepping Girls who can sing and dance, must be young and capable; 2 good Comics, Sam Rhodes, write; Blues Singer, Dancer. All write, don't wire. State lowest salary as this is office show. Open near Dallas, Tex., March 29th, with Shafer's "Just for Fun Shows." All address E. C. "DOC" ANDERSON

1308 Park Ave. Columbia, S. C.



#### Ladies' Auxiliary

Regular meeting was held evening of February 11. It was called Gdynia, sergeant at arms; Faye to order by President Lucille Dol- Davis, secretary, and Rose Brown, man and was opened with the chaplain. Cards and letters from Lord's Prayer and allegiance to the the Masonic Home, Esther flag. Roll call of officers was ansecretary, and Peggy Forstall, Faye Tinsley, Shirley Myers and Mrs. Rosemary Eisner. deberg, Mrs. Harman, Mrs. Oblen

and Sunshine Jackson were introduced. Elsie Sukor was reported ill with the flu; Mae Allman is in the hospital for an operation on her eye; Reilley Castle was reported improving and will soon be Hart was won by Verna Schantz. home.

bazaar later in the year. Gladys Teresa Sidenberg. Mackey again announced that any lady bringing in three or more new members would be given a paid-up card for 1953, and the

member bringing in the most rein-statements will be given a special prize. President Lucille Dolman called on the following members and guests for short talks: Lydia Tripp, Minnie Spring, Betty P. Coe, Celeste. Edith Walpert introduced gan. her guest, Ella Schockster, from the Chicago club.



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# Winter Quarters

## Virginia Greater

SUFFOLK, Va., Feb. 16.-Aided by good weather, work here has been running smoothly. Paul Cross, George Gillespie and William Smith are repainting the Ferris Wheel and Red Underwood is doing the same for the kiddle auto and train rides.

the sprucing up of the office will be the free attraction. Shows' wagon, light plant and new van trucks, with Russell Peek and Tommy Kinder wielding the brushes. Jimmy Tomas and his assistant, Clyde Thomas, are reconditioning truck motors, and Bob Milligan's crew is rebuilding the Whip.

Mrs. Ronnie Prue and her two children returned to quarters after spending a few days in New York with relatives. Recent visitors included Dr. L. C. Holland, Tommy Poplin, Harry C. Taylor and Bill Lail. Manager Rocco Masucci tendered personnel here excellent business and beautiful a spaghetti dinner Sunday (10)

cessions readied for the road and will check in soon. Mike, Ike and Leo Matina, of the midget troupe, are vacationing with their friend Bill Wentz, Springfield, O., hotel and nitery operator.

### American Beauty

PERRYVILLE, Mo., Feb. 16 .--repairing rides. H. W. Bartholo-mew and Joe Sharp, co-owners, purchased another Ferris Wheel.

Harold Eutah is starting his fifth year as lot man. Mr. and Mrs. Monk Hill are in their fourth year with pony ride. Loyal Staley and Johnnie Glassburn, concessionaires, will be on hand for their here last year after 12 years, has Mills and Levelland, Tex.

## James H. Drew

WAYNESBORO, Ga., Feb. 16 .-Owner James H. Drew Jr., is expected in local quarters soon. The fair at Parkersburg, W. Va., has been added to the route. Event is to be held on the new fairgrounds in that city.

Equipment stored here will be moved to Dunbar, W. Va., next W. (Bill) Murray is directing month. Willander Bros.' Circus opening is scheduled for April and the season will continue until the middle of November.-A. C. HILL

From the Lots

## **Prell's Broadway**

FORT PIERCE, Fla., Feb. 16.-Org opened here February 11 to weather. The show is playing a new location and is again working un-H. W. (Hap) Arnold reports der auspices of the American Le-from Tampa that he has his congion. Some of the shows and personnel were omitted in last weeks' issue as the Girl Show, Stars on ciation of Fairs and Expositions Parade, Jack Galluppo manager, featuring Vickie Allen and company. Side Show is managed by the Chalkias Brothers.

The cookhouse is owned and operated by Jack Galluppo, with Vir-ginia Bennett, manager, and Bob Burch chef. Mr. Hoffman joined Fair and Rodeo, Cleburne; Ameras 24 hour and banner man. George ican Indian Exposition, Anadarko, Corwin, talker on the Motordrome, Dan Scott, mechanic for the past is also publicity director. Joe Stiy

# Covington, La., **Elects Menetre Prez**

COVINGTON, La., Feb. 16 .--Tammany Parish Fair, revived third season; and L. Helzer, cook- elected Ralph Menetre as president for 1952. Ralph Guichard

# JUST DON'T DOUBLE DATE

LONDON, Ont., Feb. 16 .--J. W. (Patty) Conklin, Canadian showman who had just been awarded a five-year midway contract by the Western Fair here, devoted most of his talk to the local Kiwanis group Tuesday (12) to the opening of Polack Bros.' Eastern Circus which opened at the Arena on the same day.

Conklin noted that he has been a guest of the local civic club on a number of occasions and felt that he might be repetitious in talking of his own amusement enterprises and so welcomed the opportunity to plug another entertainment (and noncompeting) unit.

# Hammond Books **Texas Annuals**

HOUSTON, Feb. 16. - Bob Hammond Shows, which open their 1952 season on local lots March 8, completed their route of fairs at the annual Texas Assomeeting in the Baker Hotel, Dallas, February 3-5.

Manager Bob Hammond said that the shows have been signed to provide midways at Fourth of Okla., and Cen-Tex Fair, Temple; Comal County Fair, New Braunfels; Gillespie County Fair, Fredericksburg; Montague County Fair, Bowie; East Harris County Fair, Baytown; Polk County Fair, Livingston; Trinity Valley Fair, Liberty, and Anderson County Fair, Navasota, all in Texas.

Org also holds midway pacts for reunion celebrations in Covington, Decatur, Granbury, Valley

# WITH THE LADIES

# Gowns, Jewels Sparkle At Gala Tampa Ball

TAMPA, Feb. 16. — Striking owns and jewels were worn by he ladies who attended the third nnual banquet and ball of the reater Tampa Showmen's Assogowns and jewels were worn by the ladies who attended the third annual banquet and ball of the Greater Tampa Showmen's Asso-ciation here Sunday night (10) in race Hotel.

pleated net. Mrs. Helen Julius, only recently recovered from an operation, had to forego dancing but she was striking in a ballerina length coral net with sequin trim. Mrs. Gertrude Weiss wore a lime nylon net.

Others in attendance; together with a brief description of their gowns, included Mrs. Virginia McGee, black velvet and silver lame; Mrs. Betty Rogers, black with rhinestones; Mrs. Pettyann Sciortino, green taffeta and rhinestones; Mrs. Geraldine Gaughn, black taffeta with red taffeta trim; Mrs. Florence Rubin, white net with white and gold-checked bodice: Mrs. Evewhite and gold-checked bodice; Mrs. Evelyn Clain, wine velvet with stole; Mrs. Helen Pields, gray net, sprinkled with irri-descent sequins, and Mrs. Betty Bazinet, strapless black velvet.

#### **Chooses Satin**

Mrs. Lloyd Serfass, black satin and gold brocade; Connie Austin, white nylon and silver lame; Mrs. Martha Wagner, black taffeta; Mrs. Al (Hattie) Wagner, white nylon net, with solid irridescent sequin bodice; Mrs. Lela Howey, tomato red taffeta; Mrs. Ruth Winters, sky-blue nyion net; Mrs. Arlene Cooper, navy taffeta of ballerina length, and Mrs. Sue Walters, gold velvet and net.

Mrs. Vera Hauck, lavender taffeta and net; Mrs. Carol Abraham, blue taffeta; Mrs. Susan Stewart, blue lace and chiffon; Mrs. Pearl Gooding, changeable taffets with eton jacket; Mrs. Johnny Enright, black crepe; Mrs. Rex Barnes, brown wool with checked bodice; Mrs. Mary Delaney, Kelly green gown with nylon net and scquins: Mrs. Essie Avery, strapless black and white crepe; Mrs. Edna Meadows, black velvet and net trimmed with rhinestones; Mrs. Carolyn Reid, orchid nylon net with silver lace, and Mrs. Bessle M. Gause, navy taffeta suit.

#### **Orchid Linen**

Mrs E. M. White, orchid linen with purple duster: Mrs. Eddie Young, printed crepe embroidered with sequins; Mrs. Esther Young, gray and coral nylon net; Mrs. Myrtle Jeter, jet on jet sequins and net; Mrs. Maude Veneer, gray nylon net with changeable sequin trim; Mrs. Amelia vellow lace over taffeta; Eglie neid nere the second week in Zacchini, cocoa-brown lace; Mrs. Duenna Norman, black lace over pink satin; Mrs. Edmundo Zacchini, blue nylon and lace gown; Mrs. Dixie Gordon, champagne net with white sequin trim; Mrs. Joy Purvis, white net and silver and white brocade; Mrs. Evelyn Kleider, ballerina length gown of champagne taffets with gold lace trim, and Mrs. Gloria Pierson, white and gold lame Mrs. Marie Waver, purple and lavender silk shanbung; Mrs. Jean Davis, black velvet with white lace collar; Mrs. Grace Fillingham, green taffets with gold lame; Mrs. Dottie Moore, white net sprinkled with silver sequins; Mrs. Kay Yennie, turquoise faille; Mrs. Vera Hancock, orchid net over taffeta; Mrs. Nell King, black velvet with pink and black net trim, and Mrs. Mickey Wenzik, hoop-skirted gown of yellow and gold.

velvet flower; Mrs. Kittle Burkhardt, black nylon and chantilly lace; Mrs. W. B. Myers, the Palm Room of the Tampa Ter- black crepe with chantilly lace bodice; Mrs. Hazel Fox, peacock blue with bead and race Hotel. Dolly Young, president of the Ladies' Auxiliary, wore a Nettie Rosenstein original of pink with an overlay of black accordion-McDonald, black crepe with dotted nylon; Mrs. Betty Kelly, charcoal gray gown of orlon, in ballerina length, and Mrs. David Fineman, black taffeta.

#### **Orchid Wool Ballerina**

Mrs. Dolly Praiser, orchid wool of bal-lerina length; Mrs. Mildred Allen, black taffeta with blue bodice; Mrs. Sis Campi, black velvet; Joyce Bordman, black taffeta with chantilly lace stole; Mrs. Ann Dernoga, cocca crepe with pearl and gold bead bodice; Mrs. Lois Sedimayr, ballerina length gown of red and white accordion-pleated chiffon; Mrs. Hazel Maddox, varigated print with gold trim; Mrs. Lorraine Brady, flesh nylon net with white sequin and bead trim; Mrs. Kitty Parino, white jersey gown with gold sequin bodice, and Mrs. Laura Sedimayr, royal blue taffets with silver sequin and bead trim.

Ida Cohen, navy blue taffeta; Mrs. Willie Atcheson, black faille with corded trim; Mrs. Marie Cahey, gun-metal chantilly lace, in ballerina length; Mrs. Monica Baress, Kelly green of ballerina length with se-quin trim; Mrs. Betty Hartwick, white nylon with gold and white-striped bodice; Mrs. Claire Applebaum, gown of black and gold with rhinestones and sequin trim, and Mrs. Geri Mays, cream satin.

Mrs. Esther Kunz, satin dotted failee with lace trim; Mrs. Gert Hodges, nylon net with brocaded silver and black bodice; Mrs. Edna Ford, black velvet and blue net with rhinestone trim; Mrs. Brace, white embroldered georgette with black velvet trim; Phyllis Brace, white nylon net and rhine-stones; Mrs. Reba Baskin, white net gown with red velvet cummerbund; Mrs. Mary Dennis, aquamarine nylon net with white chalk sequins; Mrs. Virginia Shumway, moss green and gold lame, and Mrs. Bertie Perrot, white taffeta and bead trim.

## Marlinton Books Thriller, Races

MARLINTON, W. Va., Feb. 16. -Pocahontas County Fair, to be

house, is here for his second season. Mr. and Mrs. F. N. Francois, of Kelly-Miller Circus, visited .-MRS. H. W. BARTHOLOMEW.

### Universal Amusement

VALDOSTA, Ga., Feb. 16 .--Work is progressing rapidly in quarters under the supervision of Ralph Sandlin, electrician and supervisor of transportation. Show will open for seven days in Barwick, Ga., beginning February 23.

New fence has been added to the Rocket and all rides and trucks have been repainted. Owner Luther Sandlin has gone to Tennessee and Kentucky on business. Show will play Georgia, South Carolina, Tennessee and and 25 concessions. L. H. Mack is busines- manager.

### Mid-Way of Mirth

TRENTON, Ill., Feb. 16.—Shows are scheduled to open the last week in March. Becky Garrett is secretary and Rosie Davis will handle press. Staff and ride foremen remain the same under the new management. The Carl Popes Reging Exec Retires will have bingo and penny pitch. Ed Khron, has his popcorn stand here. Charley and Ann Kahle will be back, the former as electrician, and latter photo and short range galleries. Frank Lavall is lot superintendent. Mr. and Mrs. Becky Garrett bought a new car. —ROSIE DAVIS.

was named vice-president; Oliver J. Hebert, secretary, and Herny Mayfield, treasurer.

Buff Hottle Shows have been signed to provide the midway at the September 25-28 fair this year, with other entertainments yet to be contracted.

Fair built a new grandstand, track and several buildings for last year's revival, but plans are now to add more buildings for this year. Long-range plans are to develop the plant into a community recreation center for year 'round use for presentation of athletic events, Menetre said.

## San Antonio Scientists **To Hear Circus Talks**

SAN ANTONIO, Feb. 16.-Col. Virginia, carrying 7 rides, 5 shows C. G. Sturtevant, historian of the Circus Fans' Association, and Tom Scaperlanda, Southern vicepresident, will speak here Wednesday (20) at a meeting of the Scientific Society of San Antonio.

> They will discuss circuses and the CFA, and will show colored films. Local circus fans are invited to attend by the science group.

REGINA, Sask, Feb. 16.-H. A. (Harry) Maltby, a director of the Regina Exhibition Association since 1928 and president in 1942, has resigned from the board and will make his home in Victoria, John Francis and family and the B. C. At a board meeting he Les Hendersons visited. John and was given an honorary directors' button and an engraved cane. The writer returned recently from Maltby retired recently as mana visit with relatives in Kentucky. ager of the T. Eaton Company, Ltd., store here.

**Royal Midwest Gets** Iroquois, III., Cele

FINDLAY, O., Feb. 16.-Royal Midwest Shows, with quarters here, Thursday (7) were awarded the midway contract at this year's July 4th Celebration in Iroquois, Ill., July 4-6, marking the 12th time in the last 20 years that they have held the pact. The shows were given the contract at a special meeting held by the town board to consider applications for the celebration.

Board members said that fireworks displays, free acts and special events will be presented each of the three days. Royal Midwest was represented at the meeting by Owner-Manager Roxie Harris; his son, Nip Harris, general manager, and Bud Birchman. Formerly known as the Bunken Picnic, the Iroquois celebration has been held on the banks of the Iroquois River for 80 years.

American

Carnival Ass'n, Inc.

-By MAX COHEN-

#### In Blue Lace .

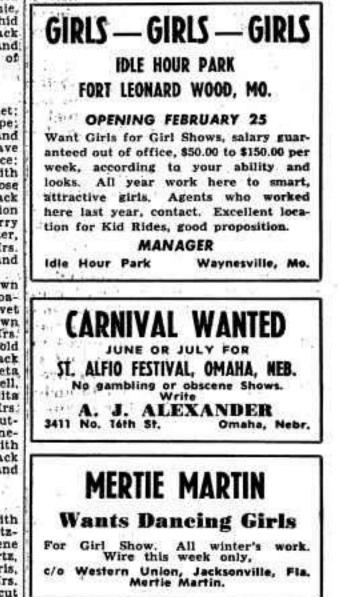
Mrs. Madge McDougal, blue lace and net; Mrs. Audrey Annin, white tucked crepe; Mrs. W. H. Walker Jr., gray satin and fringe with rhinestone trim; Mrs. Dave Murphy, gold crepe with gold sequin bodice: Mrs. Robbie Pendino, champagne net with irridescent sequins; Mrs. Rosie Hunter, rose and pink nylon; Mrs. Rachelson, black taffeta with rhinestone clip; Mrs. Marion Fernandez, jet on navy taffeta; Mrs. Harry Porton, black moire gown; Dorothy Jester, black net with printed bodice, and Mrs. Kathy Laurel, navy wool with navy and white striped trim.

Mrs. Frances Deemer, black taffeta gown with fuchia collar; Mrs. Prayne, cocos-brown lace; Mrs. Ruth Clapp, wine velvet and taffeta; Mrs. Sally Brown, black gown, of tucked chiffon and chantilly lace: Mrs. Betty Hutcheson, black crepe with gold lame bodice; Mrs. Doris Coulston, black checked satin; Mrs. Lois Hansom, taffeta ribbon on nylon; Mrs. Kathryn Cantrell, white faille and black taffeta; Mrs. Lolita Kemp, white chiffon and gold sequins; Mrs. Tate, black crepe with jet beads and but-tons; Mrs. E W. Wells, white with rhinestones; Mrs R. C. McCarter, blue with rhinestones; Mrs. Leona Parker, black chiffon over taffeta with sequin trim, and

Mrs. E. I. Soskis, white chiffon with irridescent sequins: Mrs. Neta M. Gruetzmacher, black taffets with net; Mrs. Irene Beatly, cocoa-brown lace; Mrs. Schartz, black chantilly lace; Mrs. Tillie Morris, black crepe and net with lace bodice; Mrs. Gyp McDaniels, periwinkle blue with cut Personnel membership cards for

August, has completed most of its attraction plans, officials announced. Joie Chitwood's auto thrill show will come in for two shows

August 12 to be followed by three days of harness racing. Big car auto races, produced by Sam Nunis, will be featured August 16.



# **ROYAL EXPOSITION SHOWS**

Everglades Fair, Belle Glade, Fla., February 25-March 1; Daytona Beach Legion Fair, March 3-8; Orlando Legion, Fair, March 10-15; Venice, Fla., Fair, March 17-22; Mulberry Phosphate Fair, March 24-29; Melbourne Legion Fair, March 31-April 5, then to Georgia industrial towns. Booking Shows, Rides and strictly Merchandise Concessions for these spots. Key West, Fla., this week; then as per above route.

## MODEL SHOWS STRATES

Want Wagon Builder, man who can weld. Two more Show Carpenters. Can place Foremen for Ferris Wheel, Caterpillar, Looper and Dark Ride. Also Fly-o-Plane. Winter quarters now open. Top salaries. Can place Rock-o-Plane and Spitfire. Can place any good money-getting Grind Show, Will finance any outstanding attraction and furnish wagon for same. (To avoid duplications, have for sale Rocket, Hiball and Fly-o-Plane.) All answer: DAVID B. ENDY, General Manager, Strates Model Shows, Savannah, Ga.

# BOOKING NOW

#### For NORTH DADE FAIR AND EXPOSITION

at Miami, Fla., March 15-22

Two Saturdays and one Sunday at Dade County Armory 7th Avenue and 28th Street

This is an inter-faith project. Script books being sold in all churches and Jewish centers to be good on all rides, shows and concessions. The biggest ever on the East Coast.

Will book Rides, Shows and Concessions of all kinds except grift.

Wire or write this week, Colored Fair, Homestead, Florida.

### BARNEY TASSELL UNIT SHOWS

P.S .- For space in exhibit building contact Frank Williamson, c/o Williamson Motors, 5705 N. W. 27th Avenue, Miami, Fla.

Mount Pleasant, Tex., Elects '52 Directors

ticularly steel and aluminum.

and the legalization of bingo.

ber have already been issued.

this year are available and a num-

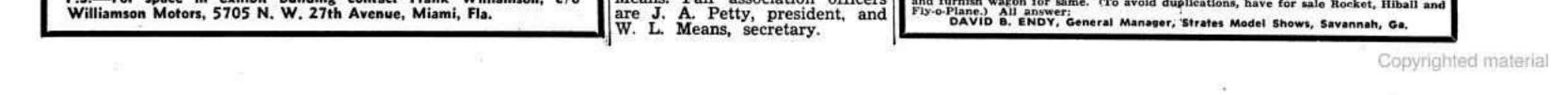
Office of Defense Mobilization

has requested that show owners dispose of all scrap materials, par-

MOUNT PLEASANT, Tex., Feb. 16.-Titus County Fair and Dairy Show recently elected directors for 1952.

They are John B. Stephens, Floyd Thomas, A. C. Anderson, Gus Presley, J. A. Petty, Sam Williams, O. L. Colley Sr., W. M. Driggers, C. E. Lee, Bob Sandlin, T. C. Walker, H. B. Wilson, L. H. Wilson, Otis McMinn and W. L. Means. Fair association officers

Mrs Jo Quinn, midnight blue. ROCHESTER, N. Y., Feb. 16 .-Informal conferences were held Selects Chiffon with members present at the New York meeting of fairs in Albany, February 4-5. Most important topic discussed was tax legislation



# Ontario Assn. **Elects Ross '52 President**

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TORONTO, Feb. 16.-H. A. Ross, of Mount Forest, was named president of the Ontario Association of Agricultural Societies at its annual convention here. He succeeds George W. Boyer, of Bracebridge.

Other officers named were Herb Corbett, of Dundalk, and Howard Giles, of Almonte, vice-presidents; F. A. Lashley, Toronto, secretary; M. B. Cochran, Almonte, treasurer, and J. R. Herrington, Richmond Hill.

The association welcomed H. J. Gramlich, general agricultural agent, Chicago and Northwestern Railway System, Chicago, as their guest speaker at the Friday (8) dinner.

Following dinner, guests were entertained by acts furnished by the Gus Sun Agency, Detroit. These included Al Vardi and Company, novelty musical; Ray Samuels, emsee and with Madeline in dance act, and Itonia, contortionist.

# Calgary Ex To Build New Mutuel Plant

CALGARY, Alta., Feb. 16.-Construction of a new parimutuel plant and jockeys building at the fairgrounds will get under way here as soon as weather permits, Maurice E. Hartnett, general manager of the Cal-gary Exhibition and Stampede, Ltd., announced.

The pari-mutuel plant will be built on the site of the present buildings at the East end of the grandstand, but will be more spacious and modern in every. detail. More room will be pro-

# **DO TELEPHONES** GIVE 3 RINGS?

SARASOTA, Fla., Feb. 16 .--They used to call it the "Tinga-Ling" show; now Ringling has loaned its name to the telephone company. When the Peninsula Telephone Company was included some weeks ago in a new nationwide system which permits dialing of long distance calls, an exchange name which could not be confused with other Florida town names was needed. Manager Taylor C. Scott explains that that's when the phone company selected "RIngling" as the exchange. A Sarasota number now might be RIngling 0-0000.

# **Philly Plans** To Operate Crystal Pool

PHILADELPHIA, Feb. 16. the recent death of Norman S. Alexander, park's president and general manager, the stage has been set for the city to take over Crystal Pool.

Park Amusement Company. Bob Irwin, park company lawyer, is working out details of the projected lease with Frederic R. Mann, city's recreation commissioner.

With the city taking over the operation of the pool, it will help ease a civil rights issue which was scheduled for the courts. Crystal Pool had been operated in recent year on a club membership basis and it was charged that this merely served as a screen to bar Negroes from the pool's facilities. Pool had been picketed in the past by various groups and the local chapter of Chilliwack, B. C., the American Civil Liberties Union had been pressing the issue with the management for Moves to Week-End

# Likelihood Seen **For Publication** Of Park History

CHICAGO, Feb. 16 .-- Likelihood that W. F. Mangels' history of amusement parks and rides will be published by the National Association of Amusement Parks, Pools and Beaches appears strong, NAAPPB Secretary Paul H. Huedepohl said this week.

The manuscript now is being rewritten by Alan MacNichol, of Playland, Rye, N. Y., and Mac-Nichol has been conferring with Mangels. The manuscript has been studied by officers and directors of the NAAPPB.

Huedepohl said that a tentative plan calls for the book to be sold to NAAPPB members and others, tho no final plans have been made.

Mangels prepared the history in connection with his post on the historians committee of NAAPPB and custody of the parks museum. It traces history of the business, individual parks and ride builders and touches on allied phases of Crystal Pool, adjoining Woodside show business, including carni-Park and operated by the park vals. For it he has collected a mass management, may be leased by of photographs and sketches illusthe city as a public pool. With trating development of parks and rides. Among decisions still to be made is one involving the number of illustrations to be used.

# Plan is for the city to lease the pool from the Philadelphia Packs Signed For Wheeling

NEW YORK, Feb. 16.-Tom Packs Circus again will furnish the show for the Osiris Shrine at Wheeling Stadium here July 28-30. Packs has provided talent for the last four Shrine events. Circus will come here preceding a fiveday at Pittsburgh for the police fund. The same Shrine executive committee that handled last year's show will repeat this season.



**COMING EVENTS** 

ALABAMA

ARIZONA

27-29.

- Sale. March 4-7. Louis Gilbreath, Box

- Lansing-Hobby Show, March 25-28. L. Verne Slout, Vermontville, Mich.
- MINNESOTA Minneapolis-Shrine Circus. Feb. 28-March 8 Noel Van Tilburg, 1023 Wash Ave., S St Paul-Shrine Circus. March 10-16. Wal-ter T. King, Masonic Temple.

MISSISSIPPI

Greenwood-Delta Livestock Fair. March 12-15. E. H. Blackstone. Port Gibson-S. W. Miss. Fat Stock Show Feb. 28-March 1. E. C. Newman, Box 506 Quitman-Clarke Co. Livestock Show. Feb. 27-March 1. J. A. Gibbs.

NEW YORK

Jamaica, L. I .- Auto Sport Show in Armory. March 4-8. New York-Gift Show, Feb. 25-29. William

E. Little, 200 Fifth Ave. New York (Bronx)-Am. Legion Rodeo, Kingsbridge Armory. Feb. 22-March 1

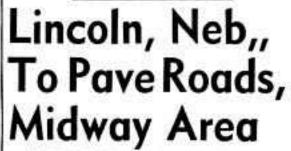
**Pool Managers** To Get Copies Mobile-Mardi Gras. Feb. 20-26. Iris Bethune, Battle House. Mobile. Mesa-Jaycee Rawhide Round-Up. March Of Platt Talk Phoenix-Phoenix Rodeo, March 21-23. W B. Griffith, 1021 N. First St.

CHICAGO, Feb. 16 .- Reprints of the talk given at the November convention of the National Association of Amusement Parks, Pools and Beaches by Vernon L. Platt, of Somerton Springs, Philadelphia, are being prepared by the assoclaiton.

Secretary Paul H. Huedepohl said that about 200 copies would be forwarded to Platt for distribution among pool operators.

In the talk, Platt complained of federal tax discrimination in favor of municipally operated pools and called for concerted action by commercial pool operators in battling for an amendment. He pointed out that city pools now are exempt from the federal 20 per cent admission tax while the commercial pool still must collect it. He also said the new law exempts numerous other athletic amusements from the tax on the grounds that they are healthful, and he called for commercial pool operators to cite the equal health benefits of their swimming facilities.

Huedepohl said that the full proceedings of the November convention have been transcribed and now are being edited for publication. He pointed out that a number of the talks included, among them being the Platt speech, should prove of value and interest to NAAPPB members. The pro-ceedings booklet will be mailed to members upon publication.



LINCOLN, Neb., Feb. 16.-Nebraska State Fair, as a part of Gordon Kibbler. ew York-Nat'l Sportsmen's Show, Grand its general plant improvement program for 1952, will pave all roads within the fairgrounds and will hardtop its midway area, Ed Schultz, secretary, announced. In addition, two new restrooms are to be constructed for the use of patrons. A third will be built for the use of midway personnel. Contract has been let for road curbs, gutters and catch basins, Schultz said, and all improvements are skedded to be finished by the opening of the racing meet here August 8. Fair dates are August 31-September 5.

vided in the betting area in front of the mutuel booths.

The project is expected to be completed in time for the Stam- Hodgenville, Ky., pede race meet in July.

riding contest for 1952 has been upped \$500 to \$3,500 as a means of retaining interest in the event and keeping top-ranking cowboys at the show until the last horse has been riden. Top bronks will be reserved for the finals, which will be run off on the last day of the show for a purse of \$1,500, to be made up of the \$500 increase plus \$1,000 in entry fees.

Much of the riding stock, including Brahma bulls, will again be provided by Verne Elliott, U. S. rodeo promoter. Buddy Heaton, rodeo clown and bullfighter, has been inked.

## Portland, Ore., Sets 1952 Plans

PORTLAND, Ore., Feb. 16.-Duane Hennessy, manager of the Multnomah County Fair, recent'y on AGVA's unfair list some years erate under the national code of announced that the premium ago but never received formal fair practices, meaning AGVA is book for the '52 fair at Gresham, notification of the action. His last to hold all money due acts. The August 18-24, will go to press brush with the union came Octothis month.

"Stronger emphasis will be he produced at Baltimore. Acplaced on agriculture this year," Hennessy said. "I am recommending to the county commissioners that additional equipment be made available for grange and 4-H displays.'

Hennessy also re-appointed six superintendents to head the major departments.

## '51 Food Show Nets Cincy Zoo \$16,000

CINCINNATI, Feb. 16.-Com-mittee in charge of the 1951 Food and Home Show at the Cincinnati the Alcidos and Sol Solomon. Zoo reported profits of \$17,930, of Kibbler claims that the rub comes which \$16,000 was given to the from the fact that neither of the zoo for improvements. The re- acts belonged to AGVA, tho he did maining \$1,930 will be used by the not know it at time of payment. committee in promoting the 1952 He held that when he signed the show. Show attendance of 204,523 showed a slight increase over 1950 6 it was imperative to get his show figures.

some time.

Purse for the saddle bronk Elects New Officers

HODGENVILLE, Ky., Feb. 16. -W. L. Ferrill has been elected August 15-16. president of LaRue County Fair here August 27-30.

Thomas Miller, treasurer.

CHILLIWACK, B. C., Feb. 16 .-Chilliwack Fair, for years a midweek event here, will move to Friday and Saturday this year, the board of directors has announced. Dates have been set for

Eleven new directors added to the board are W. S. Day, Jack Ray Ragland has been named Vowels, A. I. Andrews, Mrs. J. C. first vice-president; Will Mor- Brannick, Mrs. R. E. Brown, Mrs. rison, second vice - president; G. Green, Reeve W. T. Richard-Weber Shipp, secretary, and son, Harry Creber, F. Reichel, Dick Berry and W. Standevan.

Advised of Kibbler's statements,

as quickly and as pleasantly as

possible. In rebuttal, they claimed

that when he signed their basic

case of the Hadacol Caravan mix-

booking agencies held money due

**False Death Report** 

due the two girls, Kibbler was

placed on the unfair list and noti-

fied in 1947 after some delay due to

the fact that he was falsely re-

On the matter of the Alcidos

and Solomon, an AGVA rep said

that the two merely were de-

linguent members of the union

but immediately returned to good

standing following the Baltimore

involved that they would not let

On the point of Kibbler sign-

that the promoters of too many

rodeo"here.

to contest or settle the claim.

AGVA said that on the money

Central Palace, Feb. 16-24. Sheldon Fairbanks.

New York-Int'l Flower Show, Grand Central Palace, March 16-22, Clifford Lowther, 157 W. 58th St.

New York-Nat'l Antiques Show, Madison Sq. Garden. March 10-16. Norton Yarmor, 97 Duane St.

- New York-Int'l Motor Sports Show, Grand Central Palace. March 29-April 6, Fred Pittera.
- Rochester-Shrine Circus, Week of Feb. 25. Elmer Raithel. 334 East Ave.

#### NORTH DAKOTA

Valley City-N. D. Winter Show (Agrl. Fair) March 3-8. A. M. Paulson, City Hall.

#### OHIO

Canton-Canton Home Show. March 4-9. Harry LaBreque, 307 Cleveland St. Cleveland-Home & Flower Show. March

- 1-9, Ralph P. Stoddard, 520 Leader Bldg. Cleveland-Sportsmen's Vacation & Boat Show, Public Hall, March 28-April 5.
- A. W. Newman. Toledo—Toledo Blade Home & Travel Show. March 8-16. Milt H. Tarloff, 505 Spitzer Bldg.

Youngstown-Home Show. March 25-30. Charles W. Moore, 209 Terminal Bldg.

OKLAHOMA

- Oklahoma City-4-H & FFA Livestock Show, March 17-21, E. A. Deming, 107 L. S. Exchange Bldg.
- Oklahoma City-Greater Okla. Home Show, March 23-30, Jack Wright, Biltmore Hotel.

#### PENNSYLVANIA

Harrisburg-Central Pa. Builders' Show. March 3-8, J. L Barren, 2501 N. Front

Philadelphia-Motor Boat & Sportsmen's Show. Feb. 29-March 8. Clinton Smullen, 511 Harrison Bldg

RHODE ISLAND Providence-Farm & Home Congress & Flower Show, March 4-7, Wm. H. Cotter

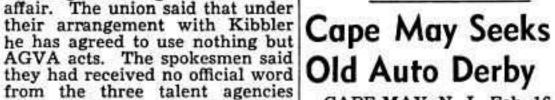
Jr., Univ. of R. I., Kingston TEXAS

- Amarillo-Amarillo Fat Stock Show March 3-7. W. M. Gouldy, Box 586. Dallas-Dallas Home Show, March 22-30.
- H. P. Van Horn, 2109 Live Oak St. Lubbock-South Plains Jr. Fat Stock Show. March 17-19. Robert G. Geoffroy.
- Mercedes-Livestock Show. March 6-10. Carl A. Blassig. San Angelo-Fat Stock Show & Rodeo. Feb. 28-March 2. Ralph Trolinger, Box 712.
- ported dead. AGVA admitted that he paid the \$274 and that they were still holding it, waiting for Kibbler to decide if he wanted San Antonio-Livestock Expo. & Rodeo Feb 15-24 W. L. Jones. Box 1748 Shamrock-St. Patrick's Day Celebration. March 17. Chamber of Commerce.

#### WISCONSIN

Milwaukee-Milwaukee Sentinel Sports & Vacation Show, Feb 15-24, Chas. D. Collins.

Milwaukee-Home Show. March 15-22. John J. Roache, 606 W. Wisconsin Ave.



CAPE MAY, N. J., Feb. 16 .-- To give the resort a head start on AGVA hold the cash for the the coming season, the Greater Cape May Chamber of Commerce named a committee to try ing under duress, the union to bring the spring meeting of spokesmen said that 90 per cent the Antique Automobile Derby of their agreements were obtained in such fashion. Their claim was here.

Getting the Derby to Cape events tried to stall until they May would attract visitors, Chamber officials pointed out.

## Swift Current Cele To Build Track, **Increase Capacity**

SWIFT CURRENT, Sask., Feb. 16.-Grounds improvements, to include increased seating capacity and the building of a racetrack, are planned for the site of the annual Frontier Days' celebration.

Long-range plans include an improved rodeo arena, more sanitary facilities, additional fencing, a new exhibit building, race barns, livestock barn and beautification of the grounds.

Permanent name for the fairgrounds now is Kinetic Exhibition Grounds. The Kinetics are a young men's club which started the Frontier Days celebration in Swift Current and sponsored it until their disbandment as a club. Event is sponsored by the Chamber of Commerce and City Council and is directed by a board of governors.

The first year of Frontier Days under Chamber of Commerce sponsorship, 1951, showed a profit of \$13,000, the first in three years, according to Irving Hansen, board chairman. A budget for 1952 of \$28,000, to show a surplus of \$7,-500, has been set. Show dates are July 1-2.

## Madisonville, Ky., **Elects Boggess Prexy**

MADISONVILLE, Ky., Feb. 16. -E. T. Boggess was elected president of Hopkins County Agricultural and Industrial Fair at the recent board meeting here.

A. O. Johnson was named vicepresident; W. H. Cox, secretary, and Hammond Kington, treasurer. Fair is to be held the last week in August.

union pending final settlement of the matter. Kibbler said he paid it but heard no more about the matter. Further charges were to the effect that two AGVA reps came on the rodeo October 6 and obtained from Kibbler \$950 in wages and \$29 in insurance money for two acts appearing at the event,

union's basic agreement October rolling, making the ratification a

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# AGVA-Rodeo Friction Looms

fied to hold the money. On the | matter of duress. He said that he

other hand, AGVA has asked to then was taken off AGVA's unfair

Kibbler claimed that he had the AGVA spokesmen said that they

backing of all three agencies in wished to settle the latest matter

Kibbler said that he was placed agreement he was bound to op-

ber 6, 1951, opening day of a rodeo up was recalled, when several

cording to Kibbler, at that time acts and collection was confused.

#### Continued from page 57

hold the cash. The Monday meet- list.

ing will deal with that situation.

refusing to meet AGVA's stipula-

**Unfair Listing** 

AGVA sent him a telegram seek-

ing \$274 in wages due Topsy Boyd

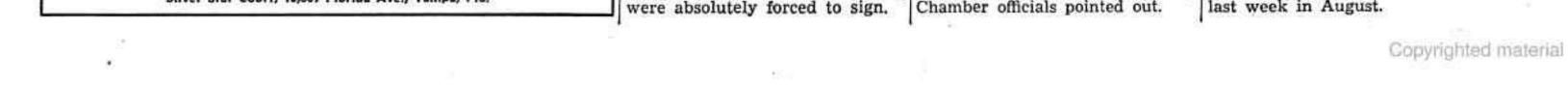
and Darlene Mercer, two fems

who had worked in a Kibbler

girl show in 1946. The money

was to be held in escrow by the

tion.



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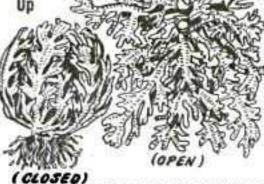
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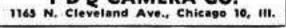
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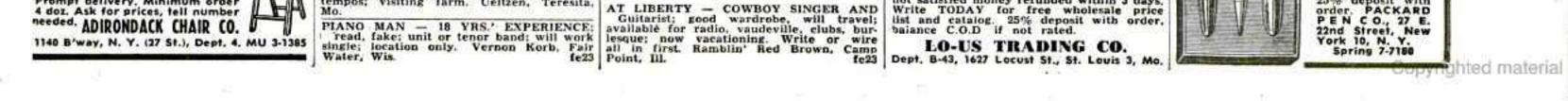
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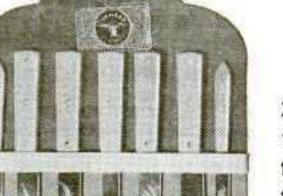
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Write Buyers' Service Department, 2160 Patterson Street, Cinself-addressed envelope.

### New York

years, has decided to move up- used for leftovers, for the space town in the heart of the novelty is saved in the containers being and toy district. Their new home together. Each holds nearly two will be located at 26 West 23d cups of food and is easily removed Street (fourth floor), where they from a durable, non-tarnishing will occupy larger quarters. Mills rack. Available also in sets of claims that their prices challenge four. . . . Fair workers should be any competitor's in the lines of interested in the Wunder-Weaver novelties, gifts, sundries, toys and being offered by Carol Beatty housewares.

trade gold-plated charm bracelets ments easy. Small pieces of with 10 charms to the bracelet at patching and fray edges are \$6.60 per dozen. . . . Ideal Toy aligned over the damaged area. Corporation has ready its 1952 Frayed ends are grasped with line of inflatable beach balls, swim special needle-like tweezers that rings, novelties and wading pools. Dealers, jobbers and distributors are asked to write for the company's free catalog. . . . Modern

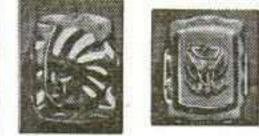
Pen Maufacturing Company, Inc., is plugging its three-piece writing sets composed of hooded point fountain pen, mechanical pencil and guaranteed ball pen, avail-

manager for Globe Distributing Company. The company is pushing Wiggle Wabbit, a soft rubber cinnati 22, O., for a complete list item that wiggles when a lever is of addresses of sources of supply turned, and Funny Bunny, a hand mentioned in this column. To puppet. Rubin is pointing these expedite handling, please enclose to the Easter trade. Satisfactory Sales has closed shop. . . . The Refrigarranger is being offered by Walter Thomas. The item adds shelf space to the refrigerator. Six Mills Sales Company, after 36 clear plastic containers can be Company. The item makes re-Dave Feldman, Inc., offers the weaving of burned or torn garpush the ends thru the fabric where they are unnoticeable on the underside. Instructions are included with each order.

## Pittsburgh

**Preferred Distributing Company** has name watches for men and





## HEAVY MEXICAN RINGS

In six different designs. Also all branches military rings. Rings with side ornaments: \$4.50 per dozen; without side ornaments: \$3.50 per dozen. In all sizes. Attention please: On orders under \$25.00 add 5% to cover shipping charges. We also sell Mexican embroidered jackets and men's silver, and silver and gold buckles and tie holders, and Mexican hand-tooled men's belts and wallets. 25% with order, balance C.O.D. Accounts opened for well-rated firms.

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PEARL SALES CO. P. O. BOX 675 EL PASO. TEXAS





# **Pipes for Pitchmen**

### By BILL BAKER

#### "RETURNED HERE . . .

Texas on which we visited Mrs. Bennett, E. J. (Doc) Franklin, Doc framing Happy Heller's Magical M. E. Etling at La Marque," let-ters Mrs. Robert Noell from Clearwater, Fla., headquarters of Miller and my pop, J. S. Roach. Noell's Ark. "Mrs. Etling is fail- In addition to me and my hus- small illusions to illustrate Bible ing fast and still wants 'flower band, our roster includes Bubs truths. Then I use the old can money' sent to the Damon Run- and Hellon Roach, R. E. (Bobby) box for the closer. I'm consideryon Cancer Fund. We also spent and Velda Mae Noell, Robert E. ing building a 'sawing the a day at the Ben Davenport Wal- Noell Jr.; my brother's chimp, woman in half' attraction and lace Bros.' Circus quarters at Bobo; our nine chimps and one will as soon as I can get a good Gonzales. Later we visited Capell gorilla, M'Jungo, two pythons scriptural application to it. I Bros.' Circus at its Louisiana and two baboons. In Dr. Yerkes' pledged \$5 a month or so ago to quarters. We also visited with census report on gorillas, the two the never-started Red Kelso Gladys (Killem) Gillem, former we lost, M'Bam and Golly Gal, Fund. At that time I said, "When lady wrestler and now a lion top the list on page 146 of her we are dealing with human mistamer; C. O. McClung, pythons, book." and Mike Mackey, chimps. Dutch Dueferne recuperated enough to WHAT ARE YOU . . . make the trip to Florida after all, gadget and coil workers doing? no sense in fiddling while Rome but he has been pretty ill since Let's have some word from you burns. I should know from my his arrival. We heard that Harry on what's cooking in your neck own human nature that there is E. Moore was en route to the of the woods. South. Motoring along U. S. Highway 90 en route home, we "I'VE BEEN . . saw a preponderance of hitch- reading the book, 'Barnum,' by an idea that I believe will fit hikers. Looks like depression M. L. Werner and I find that the the cause of the fund and fit our days and I'm scared. Some of the 'Prince of Humbugs' lost a for- human natures much better. old-timers we'd like to see pipes



ASSORTMENT OF -OF OF NOVELTY CHINA SALT & PEPPERS

from include Whitey Johnson, last week from a 10-day trip to L. G. (Chappie) Chapman, Ed

turing on his big mistakes, etc," scribbles Henry H. Varner, one of that." this columns more consistent contributors, from his Akron head-quarters. "I wonder if all of us can't learn a lesson from the swamped us. How many of us get caught with merchandise that is outmoded? Let's have some pipes from Roy Wallace, Kid Carrigan and Doc Fear. When we are at our best emotionally, we meet our public with more aptitude."

DID ANYONE . . work the Fat Stock Show at Fort Worth, January 25-February 3? How was business?

GEORGE W. MILLER . .

THE BILLBOARD

#### nan and family, Mr. and Mrs. Gene Krieg, Dave Feltman, Clara Haydon, Charla and Mrs. Carolyn Meikenhaus, Curly Little and Mr. and Mrs. Mel Gruenberg.

#### LEO F. HELLER . . .

secretary of the Showmen's Testament Fellowship, writes from farm, Thousand Oaks, Calif., are Romeo, Mich.: "I've been busy Dick Clemens and Ann Gates, Romeo, Mich.: "I've been busy ery we are coming pretty close to God and we had better not let this idea fizzle.' Now there is no such thing as organizing the habitual itinerant. I say that lovingly and without malice. I have tune in the clock manufacturing Frankly, too much organization business and regained it by lec- can make a neurotic out of a fellow and we must guard against

SHERWOOD R. HITCHCOCK . . . well known to pitch exponents working Los Angeles and San clocks or any other item that Francisco for the past 15 years, died at the home of his fatherin-law in Boelus, Neb., recently. Hitchcock worked cards and mice on the Coast for many years and in 1942 entered the wholesale novelty business in San Francisco with his widow, Dorothy. They remained in that field until 1949 when they went to Salome, Ariz., because of his ill health. Dorothy is making her home with her father in Boelus.

MR. AND MRS. AL SEGAL . pens from Goldsboro, N. C., that hosted a large gathering of pitchwhile passing thru the Eastern folk at their Howard Beach, L. I., caught Polack Bros.' Western portion of the State recently, he met Frank Prevo, Ralph Negary, Melvin Luther, Dr. W. Y. Rowe, Cecil Smith, G. W. Lassiter and Eddie Foy. He also says he met David, Jean Gregory, Jack White, Maurice Zulanch, Lee Budd, Rose and Saymour Jacobs Mr and Mrs. Cecil Smith Correst and Eddie Foy. He also says he met



MERCHANDISE

#### • Continued from page 59

Betty and Noble Hammiter, Nellie and Bosie Dutton, Mildred Welbes and Mary and Cheerful Gardner.

John Brott, CFA of Santa Rosa, Calif., moved to Oakland, Calif., where he manages the Western Auto Supply store. He's also vicepresident of the J. M. Christiansen tent. . . . Richard Lunsford, recently inducted into the Armed Forces, returned to his home in Greencastle, Ind., to pick up his equipment. He then took it to Fort Custer, Mich., where he and his wife presented their trampoline act for the Battle Creek, Mich., March of Dimes show and at a camp show.

Mr. and Mrs. H. R. (Rube) Ray are at Waelder, Tex., and will be with Tiger Bill's Wild West Show with banners, concessions and Pit Show. In the performance, they will work dog, juggling and clown acts. . . . Sarasota, Fla., and the Ringling quarters won prominent mention on the Groucho Marx radio and TV shows when a couple, after failing a question about the location of Sarasota, was the Chamber of Commerce's guest in Sarasota. The couple posed for photographs with John **Ringling North.** 

Frank Ellis will be general agent of Wallace & Clark Circus. Last year he had concessions on Cole & Walters Circus part of the season. . . Johnny Fulghum, Richmond, Va., fan, will be on the Kelly-Miller advance this season. . . . Merle Evans visited Joe Simon, former Ringling bandsman and now a theater exec, in Memphis. . . . Raymond Duke, clown and former agent, is to be with the Tiger Bill Wild West Show.

Dr. H. H. Conley, Chicago fan,







1

Laura Mannerini.

Chet Nairne and daughter, Henry Kelly-Miller, will be with Clyde with Hagen Bros.' Circus.





MERCHANDISE

74

FEBRUARY 23, 1952





Jackson,

lackson,

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Johnson,

Johnson,

Johnson.

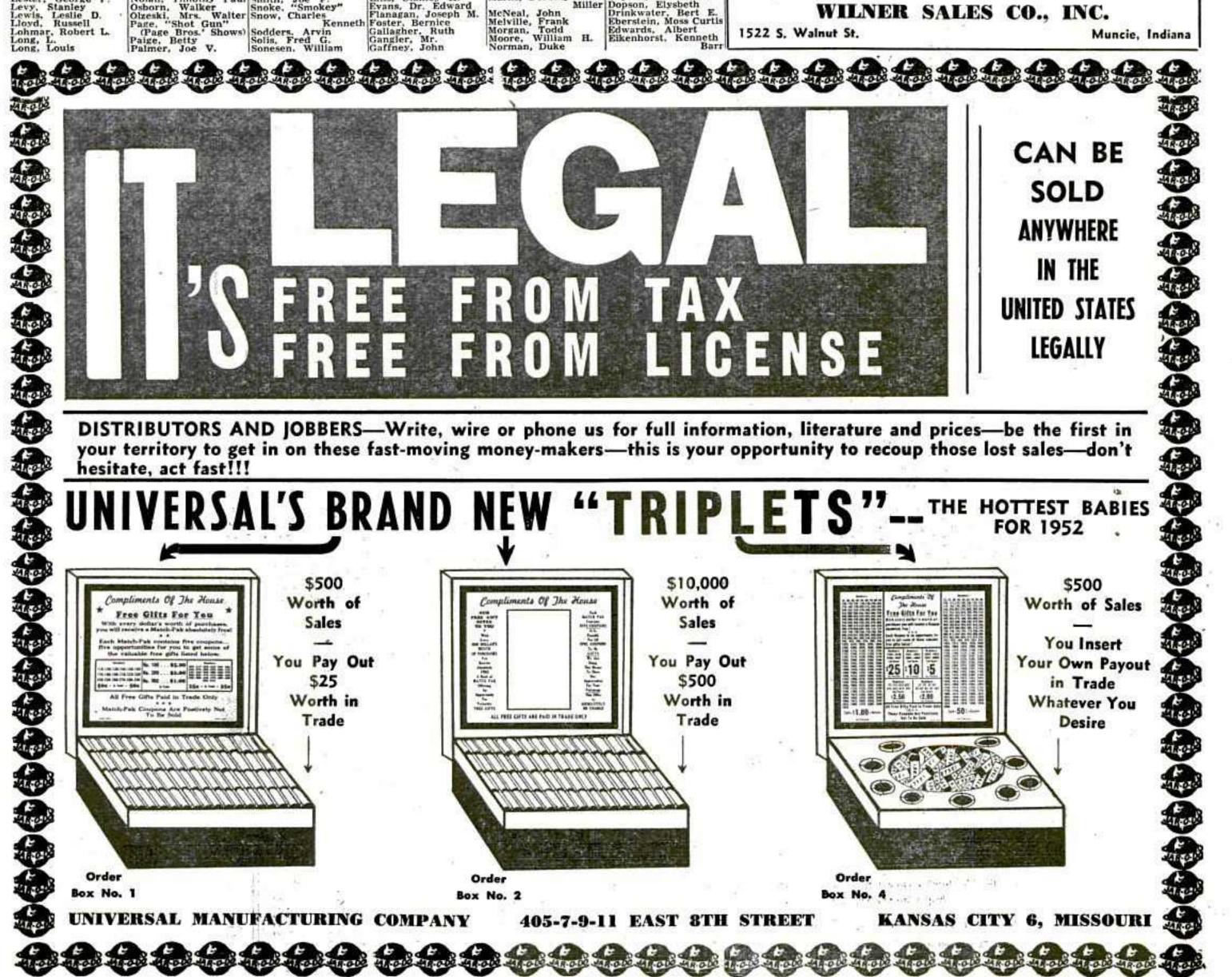
#### THE BILLBOARD

#### SALESBOARDS

75

B

Tate Norman Francis Vold "Boots" Wilford Wilford Marie M. t W. Parker, Dewitt Parker, George Parker, R. W. Parker, R. W. Show) Show) Show) Spencer, E. Spencer, Joe Spitzer, Mrs. Vicky Stack, Dick Stafford, Mack Stallings, Floyd Stanley, Dick Stanley, C. Spencer, Joe Spitzer, Mrs. Vicky Stack, Dick Stallings, Floyd Stanley, C. Wagner, William J. Stanley, Robert B. Saegheney, Hamido Kelley, Mrs. Haywood, Lee Hemphill, Robt. Hennessey, R. W. Henshaw, Joyce Wahl, Eddie Owen, J. Waliace, Terry Webb, J. E. Webb, Mary Westover, W. E. Wetherbee, Harold Long, William J. Josephine Starkey, John Kelly, Mr. & Mrs. Stevens, Don Bill Stewart, James M. Waite, Kenneth Walker, George Otis, Johnny Alvin Waite, B. A. Looney Jr., Mathis Watson Parnes, Sid Perry, William J. Perry, Lou Pine, Dorothy Shapiro, H Kelly, Kitty Kelty, Ted & Kelty, Ted & Krieger, Albert W. LaStall, Miss Jenee Lee, Miss Toni Lehr, Fred Leigh, Edward Littlefield, Jack Leslie, Capt, Guy Shepherd, Marie Walker, Melvin Louck L,eone Wall, Peggy Walsh, Ray Sims, James "Ansonia" Shoemaker, Robert Henson, Kenneth Herbert, Harold W. Louis, Lorene Richard McAlister, Tate Richard McAllister, Norman Whalen, Robert A. (Cook House Man) Prout. Mary C. Smith, M. A . Stafford, Charles Taft, Paul Thornton, R. R. Vigus, Clarence Wacker, Ione Florence Sublic, Miss Dorothy Rector, George J. Redway, Tommy "Hats" Walters, Samuel Guy Herman, Al H. Walton, George McBride, Gerold Hern, Henry Stanley, Dick Stanley, George G., Bessie Stanley, Richard B. Stanley Shows Ward, John R. Shows Ward, Odis F. Renton, Al Regulds, C. W. Redway, Tommy "E Renton, Al Redway, Tommy "E Toll, Jack Taylor, Robert R. Thompson, Larry Hill, Frank Hill, Stacey E. McBrown, Johnnie McCabe, Jr., Wilford Pendergrass Hines, Earl Meclellan, Fred M. Peters, James McCloud, Delbert W. Peters, Iona Louise McDonnell, Elizabeth Petrantis, Mike Redington, Joe Reynolds, (Mrs. Duke Wright) Hoberto, Naida Todd, Bobble Trent, Louise Turner, Elwyn Tuttle, Robert Hinzman, D. L. (Doc) Hitchcock, Ernest V. Hoard, Glenn J. Leslie, Capt. Guy Logsdon, Walter Lunzer, Richard John Wardino, S. Washburn, G. H. Watkins, Jr., Elmer Watson, John B. Webb, Amos Steinberg, Joe Stemm, Clyde Stenfer, G. A. (Sheeley, Whitie N. JAR DEALS McCormack, D. (Button) Hodge, Willard Lee Washington, Ruby Lee Weintraub, Michael Weiner, M. Mrs. Whitmer, Ken Wilcox, Lorin Zeno, J. J. Rozelle, Joyce Rubertino, Frank Rustino, Louis Runion, Jason S. Hoffman, Cleo Hoffman, Joe Hoffman, John W. Hogan, Jack Holbrook, W. R. Honeycutt, Claud Verno Phillips, Ernest Phillips, Everett McDonough, Bernard Joseph Stephenson, Richard McCoy, Penny McDonald, Kenneth McDonald, Tommie McGuire, Arthur R. Weinberg, Louis Weiner, Sam Weiss, Bennie Wendell, Bud & Ivey West, Forrest W. Joseph McGinley, Horace McHenry, L. C. McLain, Mrs. Steve McLane, Mrs. Ora. McNeal, Scotty McRae, Malcolm B. McVicker, James Madden, A. F. Madison, James Mahon. Jack Cleve Mahs, Geo, Louis Maitland, Ray Vallette Franklin Curry Sternner, Al and Bruc Stewart, Loretta Stockton, Louie hillips, Mrs. Hepsy Pierson, William Pisarsky, Edward Rubinstein, Irving J. MATCH PAK DEALS Ryan, Johnny Streeter, Don Styles, Russell McGuire, Arthur R. McKissock, A. McManus, Mack Mac Eachern, R. A. Marino, J. P. Marsh, Joseph L. Martin, Clyde Martinelli, Micky John Styles, Vernon Honeycutt, Red Hood, Mrs. Mary E. Hoole, Jack frs. Sugar, Bob Fred ummers Silas Westerman, George W. (Shrine Circus Pitsenberg Jr., Mrs. PUNCHBOARDS MAIL ON HAND AT Westlove, Mrs. Opal Whatley, Mrs. B. F. Whatley, Byron F. Pittman, Jerry Londe Horne, Ray N. Hornsby, Joseph Horrell, Chas. S. Howard, Eddie Eugene Swain, Lefty Pointer, Erwin PREMIUMS & CHICAGO OFFICE Swank, Harold Dean Taylor, Clarence Pond, Edwin Sutton Whatley, Frank Whatley, J. W. White, Jimmy Martin, Ray J. Martin, Robert Allen Mellor, Robert 188 W. Randolph St. Make BIGGER Poracki, Stanislaus Post, Wesley E. Herchell Archie Post, Wesley E. Prewitt, Loretta Prgelomski, Chester Primrose, C. S. Pruitt, Mrs. Joe Purvis, Mrs. Francis Ramsey, Mark Randi, Bob Rankin, Roy Lafayette Rayelli, Blanche Taylor, Wm. Allen Terrell, Harry Ardell Thebo, J. M. Williams, Al F. & PROFITS WITH Chicago 1, Ill. Howard, Jay R. Howel, Otis Middleton, Odell Middleton, Odell Miller, George E. Miller, James R. Mitchell, Wayne J. Mofield, Mrs. Janes Moore, Miss Lucille Morgan, Miss Jackie Murphy, J. J. Neal, Leonard & Cork WRITE FOR Galentine Thebo. J. M. Thibeault, Edward F. Thomas, Deane Thomas, H. W. Thomas, James Earl From Ithaca) Mandy, Ernie Mangas, Hiram Manly, Harold Everett Fingers H. Marks, Frank Marks, Frank Markowe, Don Marshall, George Marshall, Water Hoyt, Fred (From Curry Jean Loucke, Leonne Panachek Chuck CIRCULAR Allen, Jean Williams, Edward F. Williams, Mrs. Glendon Anderson, Ralph Benner, Larry Huber, Melvin Huffman, Jack Perez, James J. Jr. Bray, Harry Maricle, R. A.
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If interested in any special kinds of boards, specify.



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turn out that amount in the entire

**Relief** in Sight

ness, NPA will expand its efforts

for spot assistance to obtain ad-

justments in allotments, NPA Administrator Henry H. Fowler

Fowler stated NPA also would

expedite the processing of appli-cations for certificates of necessity

for rapid tax amortization from

small firms and would continue

to assist in deciding the use of a pool of controlled materials. These were set aside to help man-

ufacturers who face a shutdown

because of low allotments of ma-

terials and an inability to secure

**New Portland** 

announced.

defense work.

Meanwhile, it was indicated the

COIN MACHINES

THE BILLBOARD

# COPPER STILL TIGHT 2d Quarter Allocations Set; Aluminum Upped 25%

WASHINGTON, Feb. 16. - The lished for the game industry are copper. This is one product National Production Authority steel, 50 per cent; copper mill which has been in constantly short notified manufacturers of amuse-ment machines this week that 35 per cent, and 30 per cent for past six months. They pointed their aluminum allocation for the second quarter of 1952 will be 25 per cent of their 1950 base period, compared with the 20 per cent allocated in the initial quar-tions this issue.) the period cent for products (for out that factories, which could easily turn out 1,000 games monthly if the materials were available and allocations per-mitted, will be hard pressed to ter. Other metal quotas for the

76

# Williams Ships **Distribs** New **Baseball Game**

CHICAGO, Feb. 16.—First ship-ments of Williams Manufacturing Company's Deluxe World Series were made this week to the firm's distributor network, sales man-ager Bill Ryan announced. An all skill game, it has a nickel, dime New President and quarter single coin chute.

advance and score as hits are made. Altho there is no limit to number of balls, the average time for the game is but 50 seconds. Sole factor determining length are three "outs."

During play, balls are batted by the player and hits and runs are scored. When a ball is hit a base runner travels the paths on the (Continued on page 93)

While most of the manufac-April-May-June period estab- turers were relieved to learn that first quarter. the new allocations were not

drastically cut, as they were from the fourth guarter of 1951 comsame game plants which have pared with the first three months been hard pressed to keep their this year, the consensus was that full staffs busy in the face of less few if any more games would be output and but minor defense made in the coming period. This contracts, will have improved was based on current trend toward changes for aid under the federal government's expanded program two or more player games now coming off the production lines as to help small business. Altho the well as new type single player newly formed Small Defense games which require considerable Plants Administration is chiefly responsible for aid to small busi-



NEW YORK, Feb. 16. - Local game operators elected Barnet Tannenbaum, of the Edward Cue Ball Corporation, as president of the Associated Amusement Ma-chine Operators of New York MULL CITY PLEA Thursday (14) at a meeting spiced by an abortive attempt to unseat the group's present administration.

About 85 routes were repreented at the confab, held at the Henry Hudson Hotel, which saw an opposition slate voted down and the administration candidates elected. The controversy, it was under-stood, concerned itself largely with the association's relations with two trade unions, each of which had signed up substantial PORTLAND, Ore., Feb. 16.— 500,000 coins per year to the num-numbers of industry employees Three Circuit Court judges this during the past year. Teddy week took under advisement a years. In the fiscal year 1951 been wiped out,' Mrs. Ross ex-Blatt, attorney, represented the (Continued on page 93)

# **Calendar for Coinmen**

**FEBRUARY 23, 1952** 

February 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y. February 21—Progressive Music Guild of South Jersey,

monthly meeting, Walt Whitman Hotel, Camden, N. J. February 25—Amusement Machine Operators' Association,

monthly meeting, Mandell-Ballow Restaurant, Baltimore.

February 25-Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.

February 25-Central States Phonograph Operators' Asso-

ciation, monthly meeting, 621 Main Street, Peoria. February 26—Western Vending Machine Operators' Asso-ciation, monthly meeting, Unique Cafe, Los Angeles. February 26—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York. March 3—Illinois Amusement Association, monthly meet-ing 208 North Madison Street Bookford III

ing, 208 North Madison Street, Rockford, Ill. March 4-Central Association of Music and Coin Machine

Operators, monthly meeting, Bellerive Hotel, Kansas City, Mo. March 6-Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

March 6-Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

March 6-Washington Music Guild, Inc., monthly meeting,

3110 M Street, Washington. March 10—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.

March 10-Wisconsin Phonograph Operators' Association,

monthly meeting. Site to be announced. March 11—Automatic Phonograph Owners' Association, Sheraton Gibson Hotel, Cincinnati. March 11—California Music Guild, monthly meeting, 311

Club, Oakland.

March 12-Music Operators of Northern Illinois, monthly meeting. Site to be announced.

March 13-Michigan Automatic Phonograph Owners' Association, monthly meeting, Maccabees Building, Detroit.

# Mint Director Tells **Congress Coin Needs**

ending June 30, 1953. Indications of what this proposed stepped-up coin production would mean to the coin-hungry city plea to dissolve a ruling Mint deliveries were 1,522,678,000 plained. which restrains the municipality coins; in 1950, 494,963,000 coins; attempted to ease the shortage by

WASHINGTON, Feb. 16. - In said the requested funds would an attempt to solve the mounting permit production of about 1,700,shortage of pennies, nickles and 000,000 coins in the current fiscal dimes in the face of still rising year, and approximately 2,000,public demand, especially 1-cent pieces, Director of the U. S. Mint Mrs. Nellie Tayloe Ross is asking an economy minded Congress for supplementary appropriations to proximately two billion coins in assure delivery of \$1,638,500,000 in 1953 will meet the demand of that new coins to the public in the year. . ." She qualified this esti-fiscal year ending next June 30, mate by pointing to the "abnormand sufficient funds to deliver a ally high" demand for coin since like amount in the fiscal year the Korean War, and added that the Mint for years "thought" it could catch up with demand. The difference between the coins produced in fiscal years public can be seen by comparing 1952 and 1953 and the amount the planned deliveries of 1,637,- delivered "will provide restora-Without the supplementary apfrom enforcing its ban on digger and in 1949, 995,769,000 coins. In propriation for this fiscal year machines. that production would total 1,325,der, obtained by Raymond and releasing a total of 937,461,656 000,000 coins compared with the 1,700,000,000 made possible with added funds. Out of the 1,325,stributor, continued in In a report to a House appropri-(Continued on page 93) ations subcommittee, Mrs. Ross (Continued on page 82)

# GOOD TURNOUT **Opening Fete** Launches New **Uni-Con Firm**

KANSAS CITY, Mo., Feb. 16.— Uni-Con Distributing Company, formed by a recent merger of the United Amusement Company and By International Consolidated Distributing Company, formally opened its doors today (16). Event was celebrated with an open house for operators, manufacturers and fellow distributors which continues thru Sunday (17) night.

As the initial day's festivities got under way, virtually every major factory in the coin machine industry was represented by one or more staffers and operators

(Continued on page 86) 'assisting.

# **Open House Held**

PHILADELPHIA, Feb. 16. -About 150 operators and distributors attended an open house at the local headquarters of the International Amusement Company Monday (11) to mark the firm's recent purchase of the Scott-Crosse facilities (The Billboard, February 2).

Abe Witsen and Sal Groenteman, partners, hosted the event, with Harry Hunn, Sid Goodman and and their families were arriving Morris Jacobs, of the sales staff,

# SHUFFLEBOARD SURVEY **Maintenance** Keys

# **Operating Success**

This is the second of a twopart feature on Shuffleboard operations. The first article appeared in the February 9 issue.

DETROIT, Feb. 16.-Emphasingle factor in building and holding business, Maurice J. Feldman, of the Central Coin Machine Exchange, has built his service department upon tested operating practices. Experience with other coin-operated amusement games in the past is the background up-on which his present system is based.

Upon shuffleboard itself, incidentally, rests the present fate of the amusement branch of the coin machine business in the Motor City, since almost no other games are allowed. Experience of the past dozen years, indicates that games here will move in pro-

longed cycles under good conditions.

Skeeball had an unusual period of successful acceptance here, from before the war until about sizing proper maintenance of equipment as the most important single factor in building and the fore, and it is the belief of (Continued on page 86)

# Digger Suit Near Decision

Meanwhile, the restraining or-Elsie Bowe, of the Portland Crane coins. Company, and C. W. Tammen, digger distributor, continued in

#### Why Needed

POLICE LAUD CHARITY WORK BY BALT. OPS

BALTIMORE, Feb. 16 .--The Amusement Machine Operators' Association of Greater Baltimore has been lauded by the Baltimore police department for its co-operation in helping needy families.

In a letter, suitable for framing, William L. Hartung, police lieutenant in charge of Police Boys' Clubs, wrote to Irving Goldner, president of the operators' association: "It is with deepest gratitude

that I extend, on behalf of all concerned, to each of your members, sincerest thanks and appreciation for the generosity which made it possible to distribute baskets to 130 needy families."

The letter also contained a special note of thanks for the help and kindness of Geraldine Burns, the association's staff secretary.

# **Coin Export Show New Dollar Gains**

WASHINGTON, Feb. 16 .- With | purchasing games, with the valu-Canada the only country account- ation exceeding \$10,000, was Beling for all types of equipment, a total of 1,959 units, with an aggregate value of \$389,165, were exleased by the Department of Com-merce. The dollar figure repre-sented an 8 per cent gain over the previous month when 2,241 coin machines, valued at \$351,511, were exported.

Canadian companies spent ALLIED SETS \$125,365 for 985 games, venders and jukes with games proving the major attraction. A breakdown of Canadian purchases showed \$70,577 was spent for 495 amusement pieces, plus \$32,337 for 283 venders and \$22,451 for 117 juke boxes. The only other country

gium (209 for \$13,509).

#### Leading Buyers

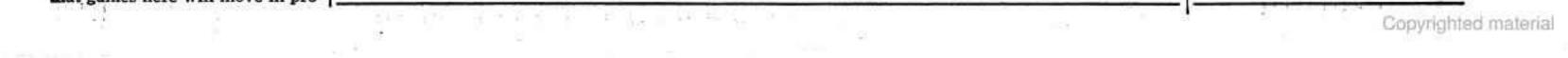
In the music field the principal buyers of music machines were ported to foreign operating and Cuba, 113 units for \$72,505; Venedistributing companies in October, zuela, 90, \$50,450; Belgium, 34, according to official figures re- \$17,835, and Switzerland, 21, \$12,-

CHICAGO, Feb. 16.-Allied Coin Machine & Premium House announced the winners of its three prizes for operators who filled out address cards at its booth at the CMI show last week. Contest was on a free draw basis with the first three cards drawn, winners in that order.

First prize, a fishing kit, was won by W. E. Maskeny, Maskeny Vending Company, Dearborn, Mich. The second prize, a set of deluxe beer mugs, went to George S. Jlynn, Dubuque, Ia. R. H. Curland, Curland Sales, Chicago, won an electric clock, third prize.

**Coin Machine Exports** October, 1951

Country Canada	No. 895	Value \$125,365	No. 117	Value \$22,451	Price \$191	No. 283	Value \$32,337	Av. Price \$115	No. 495	Value \$ 70,577	Price \$142
Cuba	113	72,505	113	72,505	631		100100.				
Venezuela	90	50,450	90	50,450	561						
Belgium	263	31,344	34	17,835	524				229	13,509	591
Switzerland	21	12,199	21	12,199	581						
Other Countries	627	97,302	127	48,883		104	19,710		346	28,709	
TOTALS	,959	\$389,165	502	\$224,323		387	\$52,047		1,070	\$112,795	



# MUSIC MACHINES

#### FEBRUARY 23, 1952

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

Hammergren to Pay Wurlitzer Over \$200,000

## **Reveal Interest** In Distributors, **Brokerage Firm**

CHICAGO, Feb. 16. - M. G. (Mike) Hammergren, formerly vice-president and sales manager pany, has been ordered to pay Wurlitzer \$218,000 in accordance Service School with an out-of-court settlement of a three-year-old lawsuit brought against him by the juke box manufacturing firm.

Meantime, the federal government issued a warrant for Hammergren's arrest following his indictment on tax fraud charges, involving \$96,000 of alleged unreported income. The two-count indictment was returned in Buffalo by a grand jury.

U.S. Attorney George L. Grobe (Continued on page 81)

# **Redd Appointed AMI** Distributor In New England

GRAND RAPIDS, Mich., Feb. 16 .- Redd Distributing Company, Inc., of Allston, Mass., owned by W. S. (Si) Redd, has been appointed distributor for AMI in five New England States.

Jack J. Mitnick, AMI's Eastern representative. Redd's territory includes Boston, and all of Massachusetts, Maine, New Hampshire, Vermont and Rhode Island.

### JUKE BOX GETS ROLE IN MOVIE HOLLYWOOD, Feb. 16 .--A juke box has a featured role in one of the scenes of the new RKO movie, "Clash by Night." The voice coming from the juke box is that of Tony Martin singing "I Hear a Rhapsody."



CHICAGO, Feb. 16 .- A weeklong service school for operators and servicemen on the Wurlitzer 1400 phonograph and automatic their work to attend the Washingvolume level control was set for Monday (18) at the Coven Distributing Company here.

Joe Jrdlicka, of Wurlitzer's North Tonawanda, N. Y., factory, was to conduct the sessions to start at 9:30 a.m. daily. The school ends Friday.

During the sessions, typical problem situations will be posed and solved by the operators and servicemen under the guidance of the instructors.



last week that nickels put into juke Announcement was made by boxes are not subject to the • Continued from page 18 State's sales tax. Cook's opinion pointed out that Levine, "only 2,500, at the most, might have to be made by the juke another copyright bill-the so neither the operator of the juke are members of the American Sobox nor the location owner would ciety of Composers, Authors and 97,250 independent copyright which has been subject of two be responsible for paying the Publishers, and only a handful owners who are not ASCAP or The Redd company will handle sales tax on any part of the gross belong to other performing rights Broadcast Music Inc. members. proceeds from coin operated juke societies."

# March MOA Meet Called Off; Exec Com. Sets Meet May 6-7 **Proximity to Bryson Bill Hearings** Forced Cancellation, Miller Says

March 3-5, has been canceled.

Instead, George A. Miller, presi- ton to testify. dent of MOA, said a meeting of the association's executive committee has been scheduled tentatively for May 6-7 in the same city.

Miller said the March meeting was called off because of its proximity to the Bryson Bill hearings which ended in Washington last week. Too many operators, he said, had to take time off from ton sessions and could not be expected to leave their work again three weeks later to be in Chicago.

#### Meeting Called Off

Miller announced the cancellation of the March meeting and the tentative date for the executive committee meeting Monday (11) when he stopped in Chicago on his way from Washington to the West Coast.

The possibility that MOA's said it was suggested that such a March meeting might be post- convention-exhibit be held by the poned was not unforeseen. At the MOA in the autumn. time the original MOA conven-

CHICAGO, Feb. 16 .- The an- business-election meeting set (The score, but he said the question nual business meeting and elec- Billboard, January 19), Miller intion of officers of the Music Op- dicated there was uncertainty erators of America, originally about the March meeting because scheduled to be held in Chicago of the large number of operators who might be called to Washing-

It was understood that the entire MOA membership might be

#### No Exhibits

the MOA at the May meeting. Some major record companies had taken space in Chicago's Palmer House, where the March meeting was to have been held, despite the fact MOA had announced it would not sponsor any exhibits.

Miller reported that, during the Washington hearings, he found considerable sentiment for an MOA convention and exhibit. He

Miller emphasized that no detion-exhibit was called off and the cision had been made on this



The attorney, who also represents the Automatic Music Operagroup, then built his argument on

presumably would arise at the May executive committee meeting and could be settled at that time. He emphasized repeatedly that the MOA executive committee meeting in May was only tentatively scheduled, and that circumstances or factors might arise which might force another post-

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Continued from page 18

foes of the bill, which proposes royalties on juke box use of disks. Bulk of the correspondence is from individuals directly interested in the legislation. These include composers, publishers, writers, juke box operators, tavern keepers and juke box distributors.

The subcommittee is uncertain when the bill will be deliberated in executive session. Members plan to digest the hearing record exhaustively. In any event, a speedy decision is not in the works because of the controversial nature of the bill and because of the big volume of correspondence as well as testimony. Expectations are that the subcommittee will give priority to action on box operator to any of 77,250 to called "manufacturing clause"hearings in the life of the present Congress.

the new Model D, AMI Hideaways, Amivox remote speakers, boxes. wall boxes and related auxiliary items. It also operates a service on any rental leases, the person tors' Association, a New York and parts department for operators.

ing is planned for this time but the State revenue department. | complied with, royalty payments that Redd is now playing the entire AMI line for operators. Redd's main office and showrooms 540 Main Street, West Springfield. Mass.

## Atlas Music Sets 3d Service School At Ft. Des Moines

Des Moines Hotel, Des Moines, nounced this week. Thursday, February 14, for Iowa operators.

began at 9:30 a.m., were super- are doubled. NPA said this will vised by Phil Moss, Des Moines bring both first and second quarmanager for Atlas, and were ter allocations to 30 per cent of conducted by Reed Whitney, See- the base period on copper, and 25 burg district manager, and Lloyd per cent on aluminum. Davison, Moss' field engineer. A buffet lunch was served.

schools most of the time was remain at 50 per cent. devoted to the Seeburg 45 r.p.m. 100-selection juke box.

Typical on-location problems to the level of that to be permitwere posed for the operators and ted radio and TV manufacturers then solved by them under the in the second quarter, according guidance of the instructors.

However, the opinion held that renting out a juke box must collect 13 per cent of the rent from Fisher's statistics, and declared:

Mitnick said no special show- the lessee and remit that tax to "If the statute was to be literally

tions were raised for juke boxes

because the industry took only a

small segment of the total ma-

terials available, and also because

it was important to keep the industry producing in the event it

were needed for defense manu-

Altho prospects for third quar-

ter allocations rest on many con-

tingencies, foremost of which are

defense needs, NPA officials said

chance of being kept at current

**Disk Firms** 

MIAMI, Feb. 16 .- Seven record

firms have been admitted as as-

sociate members of the Amuse-

ment Machine Operators Asso-

was taken at AMOA's regular

The disk companies are the

Southland Record Company,

Coral Music Shop, Mercury Dis-

tributors, Stone Distributors, Pan-

American Distributing Corpora-

tion, Florida Record & Music

Company, and Seacoast Distribu-

monthly meeting.

Join Op Assn.

facturing.

levels.

7

tors.

# are at 298 Lincoln Street, Allston, and a branch-office is located at 540 Main Street, West Springfield To Get More Metal

WASHINGTON, Feb. 16. - The ever, only partly off-sets the juke box industry will receive drastic material slashes imposed additional allocations of scarce on juke boxes earlier for the materials for production in the first quarter (The Billboard, No-CHICAGO, Feb. 16 .- Atlas Mu- current quarter, and allocations vember 17) since radio and TV sic Company conducted the third for the second quarter of 1952 allocations were dropped from in a reries of service schools will equal this increase, the Na- the first quarter (see separate on Seeburg equipment at the Fort tional Production Authority an- story this issue). NPA spokesmen said the alloca-

Manufacturers will receive notices next week that their allo-The all-day sessions, which cations of copper and aluminum

No change, however, will be made in steel allocations to the Moss, said that as in the previous industry. NPA explained it will

they felt allocations had a good The increased allocations bring the juke box industry's quota up to NPA officials. The hike, how-

# Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

WILLFUL SELF-IMPAIRMENT. ASCAP selling itself down the river on juke box bill policy (Music Department).

COLUMBIA PAIRS UP HIT SIDES. Diskery recouples eight hot sellers back to back (Music Department).

TITLE ILLUSTRATIONS PROVE HYPO. Juke box test shows more plays with decorative strips (Music Department).

DISKERIES EXPANDING AND DEBUTING. Abbey, Coral add artists; several newies ready for bow (Music Department).

And other informative news stories as well as the Honor Roll

It is obvious that the problem of

making reports to the independentsongwriter is not an insignificant and neglible one, but on the contrary would impose a most serious and insupportable burden of investigation and fact-finding upon the operator."

license arrangements would be Jersey elected Frank Collis presiimpracticable under terms of the dent at its 1952 special election bill. He said it would create "enormous problems" for the operator.

"Assuming that he (the operator) had a license arrangement with ASCAP and BMI which would cover the works of some 2,500 authors and composers," asserted Levine, "he could still be subjected to blanket license demands from each of the 10's of with Max Gallner, president. Anthousands of independent songwriters, any one of whom could incidentally insist upon the literal compliance with the statute. Such spearhead the formation of the a situation would be intolerable, quite apart from the fact that the entire sum of blanket fees could very easily exceed the statutory his achievements as president of rate provided for."

# Jersey Group Elects Collis

CAMDEN, N. J., Feb. 16.-The Levine also claimed that blanket Progressive Music Guild of South meeting in the Walt Whitman Hotel here. Other new officers are Dan Glickman, treasurer, and Dave O'Dell, secretary.

Formed in 1946, the group has won several commendations from communities served by its members. In January a branch guild was organized for better service in the southern part of the State other branch will be created this spring to aid seashore resort operators. Gallner is expected to new unit.

In addition to his election as secretary, O'Dell was praised for the guild in 1951.

# Evans Shows New 100, **Picks Several Distribs**

CHICAGO, Feb. 16. - A pilot in six or seven weeks and that model of the new 100 Selection deliveries on either the 45 r.p.m. H. C. Evans Century Juke Box or 78 r.p.m. 40 Selection Jubilee and three samples of the firm's models would start in two weeks. new 40 Selection Jubilee model Featured on all the new mawere displayed at the Morrison chines is a service door located on Hotel here concurrently with the the lower right hand side of the Coin Machine Institute Convention.

Les Reick, manager of Evans' music division, said several distributor appointments were made during the three days the new machines were on exhibition but that Ops Service Kit ciation of Dade County. The action they would be announced later.

The new Century, a handmade model specially brought out for display in conjunction with the CMI Convention, drew the most attention.

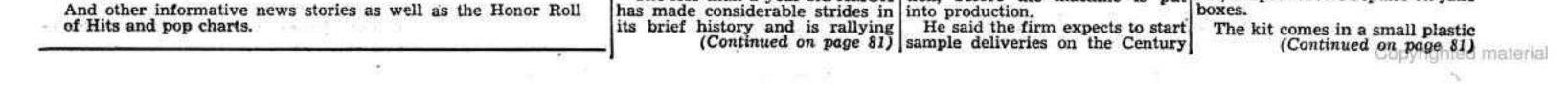
Dick Hood, president of Evans, said several refinements will be made in that portion of the Century cabinet holding the title-selector panel, and in the interior decora- for an operator to make immedi-

(Continued on page 81)

# Wico Shows New

CHICAGO, Feb. 16 .- The Wico Corporation, component parts suppliers for coin machines, showed its 1952 line featuring a new service kit for phonograph operators at the Coin Machine Institute Convention.

Officials of the firm said the kit contains everything necessary The less-than-a-year old AMOA tion, before the machine is put ate, simple service repairs on juke boxes.



#### MUSIC MACHINES

#### THE BILLBOARD

#### **FEBRUARY 23, 1952**



MR. OPERATOR:

A limited number of parts for

PACKARD

PHONOGRAPHS

AND

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# THE BILLBOARD Index of Advertised Used **Machine Prices**

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, 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.

WALL BOXES	For this week's prices	consult the us	ed machine ad	ivertisements	in this issue.
available from	AMI	1.1	0+		
manufer - All Provident and some		Issue of	Issue of	Issue of	Issue of
WURLITZER FACTORY		Feb, 16	Feb. 9	Feb. 2	Jan. 26
WORLITZER FACTORT	Hideaway	- 395.00		395.00	375.00
	Model A	295.00 299.50	295.00 375.00	299.50	295.00(2)
		375.00		295.00(2)	350.00 375.00
Every conceivable kind of	Model B	445.00	429.50 445.00	375.00 449.50	445.00 449.50
이 이 이 방법은 이 방법을 위해 수 있었다. 이 이 방법을 위해 가장 방법을 위해 한 것을 위해 한 것을 수 있는 것을 얻는 것을 얻는 것을 얻는 것을 수 있다. 것을 얻는 것을 얻을 얻을 얻을 수 있다. 것을 얻는 것을 얻는 것을 얻는 것을 얻을		115100	127.30 113.00	110.00 111.00	450.00 495.00
EQUIPMENT, SUPPLIES AND SERVICES	Model C.	499.00 529.50	499.00 545.00	495.00 499.00	499.00 525.00
has been sold in The Billboard.		545.00 549.00	549.00	545.00(2)	545.00
	NR 10 200 000 000		1.000000000	549.00 549.50	10144030020
What Do You Have To Sell?	Rolloway	and the second	Sector Sector	345.00	arrow www.eec
Write BOX 666	Singing Tower	49.50	49.50	49.50	49.50
2160 Patterson St. Cincinnati, Ohio	the state of the s				



TL

		Course Care			
	ONIT TT	40	OTT	TICTO	OBT
-	ONTV				

AIREON Coronet 400		ssue of Feb. 16 \$79.00		Issue of Feb. 9 79.00		Issue of Feb. 2 79.00		Issue of Jan. 26 \$79.00
and the second second second				90.00				1052
Coronet 500		159.00 49.00		159.00 49.00		159.00 49.00		159.00 49.00
Fiesta	67	47.00		47.00		69.00		47.00
Super Deluxe		49.50				GAL S		12
CHICAGO COIN								
Hit Parade 45	125.00 1	65.00		150.00				
MILLS			1.00					
Constellation		149.50						
Empress	39.00		39.00	69.50	39.00	50.00 69.50	39.00	69.50
Throne		69.50		69.50		69.50		69.50
PACKARD					÷.			
Manhattan	89.00	100.00	100.00	119.50	89 00	100.00	100.00	119.00
	109.50			150.00		149.00		119.50
Pla-Mor No. 7		99.00		99.00	75.00	99.00	$y \approx 1$	
ROCK-OLA								
Commando		39.00		39.00		39.00		39 00
Deluxe				60.00				
Magic Glow		299.50				299.50		299.50
Master	10.00	69.50	(0.00	69.50	10.00	69.50 79.50	40.00	69.50
Playmaster	69.00	79.50 69.50	69.00	79.50 69.50	69.00	69.50	64.00	69.50
Premier Rocket 50-51		07.50		97.39		01.30		495.00
Standard		69.50		69.50		69.50		69.50
1422	89.50	97.50		9.00(2)	and the second sec	9.00(2)	99.00(2)	1. 10. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.
2		9.00(2) 109.50 9.50(3) 150.00		119.50 150.00		110.00 145.50 150.00	119.50	150.00
1424		129.50	-	9.00(2)	14	9.00(2)	10	9.00(2)
1426	15	0.00(2) 165.00		175.00		14.00121	Q 198 <del>8 (</del>	100233010
1428 1432-1951 Model		285.00 595.00				595.00		279.00
SEEBURG								
Classic	29.50	49.00	29.50	49.00	29.50	49.00		49.00
Colonel	29.50	49.00	29.50	49.00	29.50			49.00
	-					49.50		
Envoy	29.50	39.50	29.50	39.50 59.00	29.50 49.50		39.50	59.00
Gem	29.50	59.00 34.50	29.50	1000000000	29.50		34.50	49.00
Gen	27.30	49.00		49.00		49.00		
H-146 M Hideaway	159.00	159.50 179.00	159.00	179.00		150.00 159.50	149.50	159.00
	221					169.00		
		100.00			17	79.00(2)		
H-147-M Hideaway H-148 M Hideaway	219.00	199.50 229.50	219.00	249.00	219.00	199.50 249.00	219.00	249.00
N 246 M Hidson	170 00	249.00 219.00	170.00	210.00	100.00	300.00	179.00	210.00
H-246 M Hideaway	29.50		29.50	219.00 59.00	29.50	1	114.00	59.00
Lo Tone		79.50		79.50		59.00 79.50		79.50
M-100-A		750.00		699.50		699.50	699.50	1.
Major		49.00		49.00	49.00			49.00
Plaza	82 92 58 58 58 58 58 58 58 58 58 58 58 58 58	34.50	212624	34.50	SISE/	34.50	Datasta	34.50
Regal	39.50	and the second s	39.50	49.00	39.50		39.50	49.00
Rex		34.50		34.50 39.50	39.50	34.50 49.50		34.50
46	125.00			149.50	54.50	49.50		37.30
46 Hideaway		129.50		129.50				
48	249.50	295.00	249.50	275.00				
146	0.000000000	-average from the second	10-1-00000	165.00				
144 11	130 00	159.00	179.00	139 50	1.2	10 00 01		139 00

146 M.....

139.00 159.00

179.50

139.00 139.50

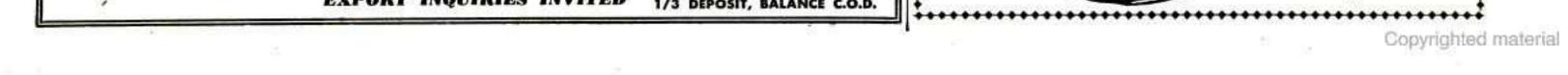
159.00

139.00(2)

150.00 159.00 169.00 179.50

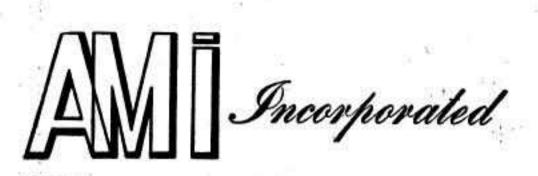
139.00

NO		ONLY 40-SELECT	A) 14 2027 17-54,000	147 M		1 150.00 1 189.00 2 249.50 2	15.00	169.00	139.00 185.00 189.00	135.00 1 169.00 1 179.50 1 199.00 2	175.00	139.00 169.00 199.00 199.50 215.00
I,U		ION PHONOGRAP		147 S 148 M		1 289.	49.00	295.00	149.00 300.00 9.00(2)	2 149.00 1 285.00 3 289.	249.50	149.00 175.00 225.00 289.00 299.00
	10 - 11 - 11 - 11 - 11 - 11 - 11 - 11 -	EDIATE DELIVER Evans <sup>,</sup> JUBILEE 40/45		1941 RC Spec 1947M 1949 100 Rec	ial	17	59.00 39.50 50.00		59.00	59.00 1 7	350.00	59.00
		lecords—40 Selections—45		8800				2	139.50		65.00	•
		EVANS' JUBILEE 40/78	8	WURLITZE								07,05978
		LVANS' JUDILIIII 10/10 lecords—10 Selections—78		CM-41 CM-61 CM-71			24.50 24.50 24.50		24.50 24.50 24.50 49.00		24.50 24.50 24.50	24.50 24.50 24.50
							59.50	200523.0	59.50		49.00 59.50	49.00 59.50
51	MAKE	YOUR COMMITMENTS NO	OW ON					49.00		49.00		49.00 69.50
55	1	OTHINIT V 400	11-			49.00		49.00		49.00	49.50	49.00 49.50
		ANS' CENTURY 100		700			34.50 89.50 99.50	89 89.00 99	34.50 (.50(2) (.50(2)		34.50 .50(2) .50(2)	34.50 65.00 89.50(2) 69.50 89.00 99.50(2)
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DETRO 10217 GRAND R	APIDS, MICH.	SYSTEN All Equipment In and Ready for 1		C. 1017		159.50 1 1 300.00 3 369.00 3	89.00 25.00 75.00	179.00 195.00 310.00 369.00 379.50	199.50 327.50 375.00	325.00 3 369.00 3	179.00 189.00 358.00	250.00 175.00 199.00 199.50 325.00 349.50 350.00 369.00(2)
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SEEBU	09 g	WURLITZER	PACKARD	15	1			Γ	SEE	PAG	E 4	5
148ML .	\$289	1080\$179 1100\$369	Manhattan Model 7	\$149	TITU	ro	n	5	~	-		
1465-M .	\$149 \$139 WAYS	1015\$179 10 750E's\$ 69.50		1 1	GHTY	NACESCO.	507 BP				)	
H148M H246M	\$249	1400, NewWrite	3W7-156 (5-10-25-3 wire)	\$44.50	ASON why juke h	5731 DR 107 D		will			デ	
ROCK-C		AMI Model C\$549	3W2-L56 (5c—3 wire)	\$17.50 "liv 195	ve with" 2 Juke I	The Bi Box Spe	llboar cial	rd's for		E L	T/	2
1426	\$159 \$99	Model A\$295	W1-L56		nths I months!	and mon		1		N	L	11
			Write @ Wire @ P			3	1			1		Ŧ
	1	EXPORT INQUIRIES INVITE	1/3 DEPOSIT, BALANCE	C.O.D.	an a					Harrison	Barren	



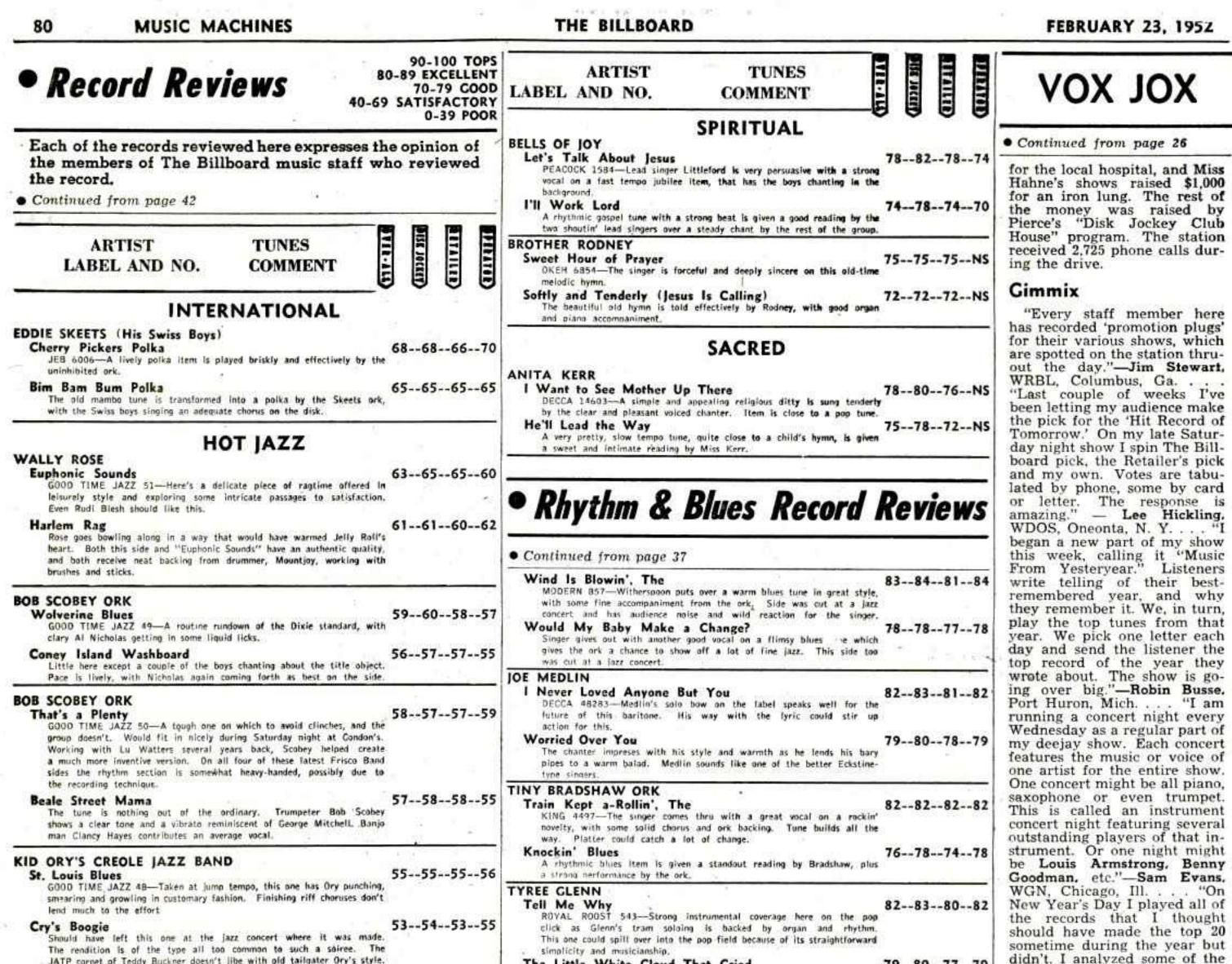


with this stalwart performer always building up your health, physical and fiscal!



#### OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN





JATP cornet of Teddy Buckner doesn't jibe with old tailgater Ory's style.	The Little White Cloud That Cried 79807779 More of the same here, the the material doesn't lend 'tself to the in-	didn't. I analyzed some of the reasons why I felt they did
• SMALL SPOTS PAY OFF! SMALL SPOTS PAY OFF! SMALL SPOTS PAY OFF	Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as well as does the top side.         Image: terpretation as the terpretation and	not."—Joe Ryan, WALL, Mid- dletown, N. Y "The Bald- Headed Boy" of "Pete's Platter Parlor" Monday thru Friday, is having a baby-naming con- test. It is pulling a lot of mail, so much in fact that the offices have moved into the hall. In two days the program has pulled 600 letters and cards.
RISTAUCRAT S-45	THE TRENIERS (Gene Bilbeaux Ork) It Rocks! It Rolls! It Swings! 80807882	We might add that the station has only been on the air for 60 days." — Pete Tripp. KOSY, Texarkana, Tex.
Day by day the Ristaucrat S•45 is receiving more at- tention from Operators who have found that the small locations can pay off! Col-	A fast moving, rather flimsy blues is sold in good style by the singers, with effective ork support. IMMIE RUSHING I'm So Lonely KING 4502—An attractive bluesy ballad is sold well by the singer	FOLK TALENT
lections are steady and profitable, because the S•45 requires little attention and practically no servicing. Try	In one of his better performances. Ork lends strong support. Etching could catch some coin. Hi-Ho-Sylvester Rushing is competent on this routine blues tune which has some bright touches, but not enough to make it stand out. BIC BOB DOUCHERTY ORK	• Continued from page 36 show Cindy Coy has re- placed Happy Ison, who has gone
the S•45 in small spots for NEW profits. Contact Your Distributor Today	Big Bob's Boogie DECCA 48276-Doughtery and the ork pound out a rousing instrumental boogie with lots of drive. Ridin' the Riff Doughtery fronts the ork with his honking tenor on an instrumental riffer with a big beat. Plano and drum solos are guite ordinary.	to WVOW, Logan, W. Va., at WPDX, Clarksburg, W. Va <b>Uncle Ezra</b> is doing the morning shows at KCMO, Kansas City, Mo <b>Cass Cades</b> is the h.b.
RISTAUCRAT, Inc. 1216 E. WISCONSIN AVENUE APPLETON, W 15 SEE PAGE 4	Country & Western (Folk)	disker at WKHM, Jackson, Mich. Pinky Vidacovich is the h.b. spinner at WWL, New Orleans. 
IJ /	Continued from page 36	Shannon Grayson on King Smokey Smith, KRNT, Des
MIGHTY GOOD REASONS	BILL HALEY (The Saddlemen) Juke Box Cannon Ball HOLIDAY 113—Bouncy and lively, this semi-novelty number is sold strongly by Haley. Use of a train whistle is cleverly worked into the arrangement. Might spin well in rural jukes. Sundown Boogie Haley gives one of his own numbers a ride here. It has plenty of spirit, but most of the disk sounds a bit muddled.	Moines, guested at the Cowtown Jubilee, Kansas City, two weeks ago, with <b>Rusty Gabbard</b> (MGM), who is now at KLEE, Houston. Bob Neal is now doing a half-hour show weekly over WMPS, Memphis, sponsored by Columbia Records Larry
"live with" The Billboard's 1952 Juke Box Special for months and months and months!	JIM EANES They Locked God Outside the Iron Curtain DECCA 46403—Eanes and the chorus are adequate on this rendition of a new country novelty about an iron curtain country without God. I Cried Again An old-fashioned and unimpressive country weeper is told competently and sadly by the simper. G9696969 65656565	Carothers, KMOX, St. Louis, re- ports that CBS biggies have forced him to do pop music on his all-night shows. Cards from listeners will help bring country and Western disks back to his five-hour show.
SO. CALIFORNIA JUKE BOX ROUTE IN SAN JOAQUIN VALL	KING 1951—Thomas is adequate on a cute country bailed with a pleasant melody and a weird title. Wheel of Fortune The tune now moving up in the pop field receives a fair performance	Ray Armond has started as country disker at WARL, Arling- ton, Va., according to Jane Powell, station librarian. Cliff Rogers, WARK, Akron, O., reports that Bill Monroe, Carl
Probate of estate forces sale of old established business. Consisting Phonos, 362 Wall Boxes, 38 Telephone Music Loc. Complete with record library. Completely furnished office and shop, 2 Dodge try income over \$90,000. Will sell for wholesale inventory, \$62,750. Can be for \$25,000 cash. Will finance balance if desired. BADGER SALES CO. 2251 WEST PICO BLVD., LOS ANGELES 6, CALIF. Phone: DUNK	125 latest studio and icks. 1951 be handled ARCADE AR-101-Singer is convincing as he runs thru a typical country weeper staked out to a firm, slow beat.	Smith and Moon Mullican did ca- pacity at the 2,500 seat armory January 27 for two shows Al Brock has Jimmy Taylor, son of the gospel writer, A. B. Tay- lor, arranging for his band at WTAL, Tallahassee, Fla



#### THE BILLBOARD

#### 81

# Evans' New 100

Continued from page 77

cabinet. The entire coin mechanism is fastened to the door and to service the machine an operator merely unlocks and swings the door out. The coin box is located on the floor of the box inside the Inc., displayed several samples door. Hood said this feature elimi- of its 45 r.p.m., 40-selection, counnates the necessity for an operator ter-model juke box at the Coin to stick his head inside a machine Machine Institute Convention in order to check the coin mechanism and make collectons.

mechanism in all models is housed tion. in a full-view rounded picture window made of glass. In the 100 the records are stacked vertically across the back of the machine and in the 40s are stacked vertically along the left side of the box.

Running above and along the length of the record stack in the 100 Selection machine is a red plastic panel which lights and indicates the number of the selection being played.

glass window frame extends over the selector title panel which is recessed at an angle underneath it. A light in the bottom of this front portion of the window frame lights the titles.

Hood said that the title-selector panel on the finished Century will be dropped back at a greater angle than the one displayed at the Morrison for better visibility.

The Century's selection panel consists of two vertical banks of buttons, numbered from 0 to 9 and located in the middle of the title strip panel. To make selections of more than one digit, for example 39, a customer pushes button number three and the number nine.

The picture window of the machine is hinged to swing upward so an operator can change records and the title-selector is hinged to swing downward so that title changes can be made.

Recessed underneath the titleselector panel of all models is the speaker grill consisting of alternating chrome and red strips. Colored lights play on the grill from the top of the recess. The cabinets of the new models come in a variety of light and dark finishes including limed oak and walnut.



CHICAGO. Feb. 16.—Ristaucrat here and officials of the firm reported they are busy expanding The record holder and player the firm's distributor organiza-

> Joe Cohen, general manager, said some distributors were signed up but that Ristaucrat had hoped to get a few more for operations within the United States. In addition, he said, Ristaucrat also is anxious to line up Canadian distributors.

Ed Marheine, president of Ristaucrat, said that sales are now ahead of production and that for On the 40 Selection models, the the first time his factory has been operating on an overtime basis.

> Marheine said the firm's export sales-thru the Trans World Trading Corporation of Chicago are increasing with shipments being made to South America, Switzerland, Belgium, Italy, Cuba and Puerto Rico.

The company's juke box comes in either blond or mahagony cabinets and features an automatic restacking device. Besides its juke box, the firm makes several models specifically designed for either large or small factories, offices, clubs or stores.

# Wico Shows Kit

 Continued from page 77 box easily carried in a general tool box and contains, among other things, different size relay switches, assorted contact points and switch blades, files and a

contact switch assembly tool. Wico also showed its kit to convert to 40 selection play any wire-less or three-wire, 78 or 45 r.p.m. 20-selection wall box which plays off Seeburg equipment. The conversion lists at \$22.50.

Wico officials at the exhibit Richard V. Manhardt and Elmer included Harry Wiczer, general

Continued from page 77

would make \$5,000 bail in Chi- 000. The court took into consideracago and be ordered to appear tion also that company was willbefore the Federal Court in ing to accept \$218,000 in place of March.

The government has charged Hammergren with filing false income tax returns in 1945 and 1946. The indictment alleged Hammergren reported income of \$38,796.64 for 1945. Actually, the indictment alleged, Hammergren's income for 1945 was \$118,794.64. The indictment charged Hammergren reported income of \$83,176.80 in 1946 instead of the \$99,176.80 the government alleges he earned.

#### Settlement Ordered

Hammergren's settlement with the Wurlitzer company was ordered in U.S. District Court, Chicago, by Federal Judge J. Sam Perry. The court found that Hammergren owned a substantial financial interest in Music Acceptance Corporation, without the knowledge of Wurlitzer. Hammergren, the court said, caused Music Acceptance Corporation to be founded.

MAC acted as a broker between Wurlitzer distributors and finance companies which took paper on the wholesale purchase of juke boxes. MAC, the court found, 'received a portion of the finance charges as commission."

#### **Had Distributor Interests**

In addition, the court said Hammergren participated in distributorships without Wurlitzer's knowledge.

"The defendant (Hammergren)," the court found, "also joined in partnership ventures with certain of plaintiff's (Wurlitzer) distributors and others and thru them engaged in operation of phonograph routes." The judge said Hammergren engaged in the purchase and resale of such routes, and likewise profited from financial interests in the businesses of a large number of Wurlitzer distributors.

These deals were unknown to the Wurlitzer company, the court record showed, until Hammergren resigned from the firm, Septem-

said in Buffalo that Hammergren made profits amounting to \$218,a full accounting, and Hammergren was willing to pay that amount."

> Hammergren, who now resides in Minnesota, was most recently in the vending machine business as national distributor for the three-selection SuperVend drink machine. He is president of Super-Vend Sales Corporation, 134 North La Salle, Chicago, but the firm is not presently active in the vending machine industry. Super-Vend was not involved in either the lawsuit or the income tax action.

# **Hold 2-Day Service** School in Houston

HOUSTON, Feb. 16.-More than 75 operators and servicemen attended a two-day service school on Seeburg phonographs sponsored by the Houston branch of the S. H. Lynch & Company.

Operators and servicemen from Houston, Galveston, Beaumont, Orange, Port Arthur, Lufkin, Bryan and other South Texas towns attended the sessions held last week. Classes were in the evenings and were conducted by Gil Semonin, Seeburg factory sales representative.

# 7 Disk Firms

#### Continued from page 77

to its side every segment of the coin machine industry in Greater Miami. It has been successful in working out an improved schedule of commissions for game and music operators, and generally has brought about healthier conditions for the local coin machine industry than existed for many a year. Willie Blatt is AMOA president.

ber 3, 1948. The court found that lich, Atlas Amusement Enter- Phillips were Tom Johnson, a

# Hammergren Pays Over 200G Coin-Operated **Hospital Radio** Shown at CMI

CHICAGO, Feb. 16. - The Philtain Electric Division of the O.K. Stamping Corporation, Fort Wayne, Ind., exhibited the firm's coin-operated radio for hospitals at the Coin Machine Institute convention.

Gene Phillips, general manager, reported that 3,000 to 4,000 installations of the radio have been made in some 50 hospitals across the country.

The radio is finished in white and features a pillow speaker attached by a cord to the radio. The back of the radio is hinged to swing upward for servicing. A patient receives an hour's play for a dime. The radio is attached to the bed stand by means of a separate clamp. All beds in hospitals using the radio are fitted with the clamps and a radio is merely slipped into the clamp when a patient requests one.

The firm contacts hospitals, signs leases with them allowing use of the radios and then installs them. After the lease has been signed the firm finds an operator to take over the machines for economical use. Hospitals usually are covered about 75 per cent with the radios.

However, Phillips said that during the show the firm started lining up agent-distributors on a nation-wide basis to handle leasing arrangements with hospitals and appointed some six men. He said there are a few territories still open.

Most of the radios to date have been installed in hospitals in Ohio, Indiana, Michigan and California. Maternity wards have proved to be the best location within a given hospital.

Besides the hospital radio, Philtain also manufactures another coin-operated model with built-in speaker for use in motels. At the meeting, Irving Lem- Handling the exhibit along with

Engel, of the Vic Manhardt Com-pany, Evans distributors in Mil-ager, and Orville Boiler of Grand Hammergren's contract. waukee, helped display the new Rapids, Mich., Wico salesman for models.

Michigan, Indiana and Illinois.

"It appeared," the court records mittee for the next four months, F. A. McGuire, president of the pointed out, "that Hammergren replacing Duke Luker.

the deals were in violations of prises, also was drawn by lot as supervisor; Allan Tremper, who

RMC

a member of the Executive Com- handles the firm's advertising, and firm.

# Full of Rock-Ola Teatures THAT REALLY SELL MUSIC! \* To help you make more money – all phonographs are set at the factory for 1 play for 10¢ – 3 plays for 25¢ – Easily changed for other combinations desired.

STRAIGHT LINE SINGLE BUTTON SELECTION



THE BILLBOARD

82

Communications to 188 W. Randolph St., Chicago 1, Ill.

**VENDING MACHINES** 

# Sirup Concentrate Growing **Factor in Cup Operation**

# Report 25-30% Supply, Cost Saving; Mfrs. Disagree on Sales to Ops

(Part one of a two-part series) CHICAGO, Feb. 16 .- With the use of sirup concentrates becoming a factor in cup vender operation, some soft drink manufacturers have recognized a new form of self-competition for the operator's business.

# **Tax Reduction** To Key Calif. **Tobacco** Meet

LOS ANGELES, Feb. 16. -Southern California Association of to effect better machine operation, Tobacco Distributors announced using up to 1 ½ ounces of sirup per that Harold K. Levering, member serving. The finished drink is one of the Legislature, would be a part sirup, five parts carbonated speaker during its meeting water. Wednesday (26) at the Chapman Park Hotel,

Levering, said to be a top authority on tax reduction in California, will talk on the need for lower taxes. During a question and answer period to follow his speech, the cigarette tax situation in the State will be discussed (California is one of the seven States which does not have a cigarette tax).

Arch Riddell, of SCATD, re-(Continued on page 85)

# New Northwestern Waterproof Gasket

A number of these firms are and 16).

permitting concentrate sales with a tongue-in-cheek attitude. The centrates, or do so only to a few operators, by-passing promotion of such sales.

Operators claim the use of concentrates effect a 25-30 per cent saving in flavor cost. Usually, they use a lower baume (24-27)

Still too spotty and uncertain | Concentrates start off at about as yet (thus it cannot be called a \$6.50 per gallon, range up to \$12. trend at this date) concentrate Extracts are in the upper price usage nevertheless is posing a new bracket, require the operator to problem for the beverage maker. add his own sugar and chemicals, While many have shrugged off its but offer the highest cost-peruse as inconsequential, others- drink savings as only one ounce is including some major firms—have during the past year offered sirup concentrates and extracts to the operator. (The Billboard, February 9

Using concentrates and extracts, operator-cost per gallon of finend means: the reason whatever the form demands. Other com-panies refuse outright to sell conused and price of the flavor.

Three "Con" Factors

Two of the major factors acting as deterrents to more widespread use of concentrates as an operator item, and to manufacturer promotion, are:

(1) Manufacturer's loss of quality control.

(2) Indecision as to the use (Continued on page 85)

# NAMA Area Confab **Top Shelf in Chi**

# Goldman, Darling at Record-Attendance Meet; Open Discussion Period Crackles

CHICAGO, Feb. 16.-The first National Automatic Merchandis- value of attending area meetings ing Association area meeting, for by Goldman, Kiley detailed the

Following a brief address on the

# MATCHBOOK ADS Forbes Feted LIGHT WAY TO NEW LOCATIONS

MIAMI, Feb. 16. - Matchbook advertising is resulting in new location leads for Stanmar, Inc., cigarette operation here.

The company is offering, thru red-and-white colored matchbooks placed in its venders, a \$10 reward for information leading to the installation of a cigarette machine anywhere in Greater Miami.

The outside cover contains in large letters the words "\$10 Reward," and refers the reader to the inside of the matchbook which states: "\$10 reward for information leading to installation by us of a cigarette machine." Blank lines are provided for "location name, location address, your name, your address."

Lenny Baitler, of Stanmar, says the stunt is pulling many replies, each of which is investigated carefully.

**Readers** Digest

**Goes National** 

In Vend Test

NEW YORK, Feb. 16.-Readers Digest, which has tested two magazine venders for more than a year, has begun delivering a "substantial number" of machines to its distributors in a move to extend its experimental program on a national basis.

Altho the publication is understood to be anxious to push its vending venture even further, those of many creeds MORRIS, III., Feb. 16.—The Control of the largest operator in the largest oper

# At \$100-Plate

# **Charity Event**

NEW YORK, Feb. 16 .- Nearly 300 cigarette operators, tobacco distributors and manufacturers attended a testimonial dinner Thursday (14) honoring Matthew J. Forbes, managing director of the Cigarette Merchandisers' Association. Paying \$100 a ticket, they contributed a substantial amount to the current fund-raising drive benefiting the work of the American Fund for Israel Institutions.

Those attending the event at the Waldorf-Astoria Hotel saw Hyman Oriel, tobacco distributor, present



MATTHEW J. FORBES

a silver plaque to Forbes "in recognition of his sincere devotion to the cause of many cultural, social welfare, educational and traditional institutions in Israel, and with profound appreciation of his unselfish endeavors in making a better life for his fellowman, both among his own people and among

its Model 48 vender. W. G. NAMA members and non-mem- (6) accounting and cost ratio thought unlikely that the manudesigned to offer added protec- present for the early dinner and tion for machines in outdoor later participated in an informalocations.

face of the gasket. When com- keeping the meeting at a high inpletely sealed after application terest level. He was aided by to the globe it prevents seepage NAMA president Aaron Goldman, of water into the merchandise, G. B. Macke Corporation; C. S. according to Greiner. The "all- Darling, executive director, and weather" gaskets are 75 cents directors Herg Geiger and Arthur each.

tive open-discussion session.

Schultz.

Greiner, sales manager, said it is bers attended, most of whom were study; (7) employer-employee re- facturer will be able to secure

(Continued on page 85)

The new gasket is applied to the globe by placing a coating of adhesive around the inner sur- Chairman and discussion leader, Bernard J. Kiley, Airport Vend-ing Company, was instrumental in Take Near \$2 Mil.

> NEW YORK, Feb. 16 .- Vend- the six-month tally well ahead ing and service machines spotted of the similar period a year ago, on stations of the city-owned with beverage machines racking transit system grossed \$1,935,-685.86, after city sales taxes, dur-ing the last six months of 1951, gobbling coins at a rate that may 1951), was \$3,740,261.94, a record well set a new record high once gross at the time. the figures for the fiscal year are totalled.

Figures just made available by the Board of Transportation show

# VENDING WINS MINT DIRECTOR

The vending machine industry drew special praise from director of the U. S. Mint, Mrs. Nellie Tayloe Ross, for its efforts to keep pennies, nickels, and dimes in circu-lation and thereby ease the coin shortage.

In testimony before a House Appropriations Subcommittee, made public this week, Mrs. Ross said she had written representatives of the vending machine industry "pointing out it was to their special interest and the interest of the general public to keep the coins in circulation and to empty their ma-chines frequently." She added that the mint "has had many responses."

Subcommitteee C ha i rman Rep. J. Vaughan Gary (Dem., Va.) remarked to Mrs. Ross that a "continuing campaign of that kind-probably not as intensified as you conducted it last year-would, perhaps, have some effect in keeping the matter before the public.'

Northwestern Corporation has in- turnouts in the history of such ment liaison; (3) legislative; (4) built by the International Muto- president of the American Fund. troduced a waterproof gasket for meets in this area. Seventy-four sanitation; (5) annual convention; scope Corporation, but it is They told of the many cultural (Continued on page 85)

Again the operator-contractors

turned in to the city about 25

per cent of all the revenue it re-

ceives from concessionaires work-

ing the stations, train yards and

garages. The city treasury bene-

fited to the tune of \$646,570.57

from commissions on vending ma-

and educational institutions supported by the fund, singling out for specific mention an agricultural school that conducted the first growing experiments in Palestine.

Departing from usual custom at such affairs, a good part of the meeting was given over to entertainment, with Myron Cohen as (Continued on page 85)

# Indevco in Move; Preps New Models

NEW YORK, Feb. 16.-Indevco, Inc., this week moved its executive offices to 806 East 141st Street, completing a step toward consolidating manufacturing and sales activities under a single roof. Executive headquarters formerly were at 101 Park Avenue. The new location is a three-story building with about 15,000 square feet of floor space.

The firm is continuing in production its liquid - concentrate coffee machine, listing at \$695. American Chicle, the single and its dual coffee-soft drink venlargest contractor, with exclusive der, offered at \$995. Coin chang-

merchandise machines, again did Alexandre Zvengintzov, executhe bulk of the business. Its tive, said Indevco is completing thousands of venders (primarily development work on two new penny equipment) are operated coffee vender models for intro-

# chine grosses. rights to the operation of all dry- ers are optional at extra cost. WASHINGTON, Feb. 16.-(Continued on page \$5) duction soon.

Martin Given 21-State **DuGrenier Cig Distrib** 

CHICAGO, Feb. 16 .- A further | Florida, according to Martin. broadening of its operator sales move was seen last week in Arthur H. DuGrenier's announcement of the James H. Martin ments that he is stressing oper-Company here as distributor for ator business in this area. its cigarette line for almost half of the nation.

Martin, who was reappointed Midwest distributor for the Du-Grenier line last October in what was refused such coverage then. was purported to be the manufacturer's first break in its direct sales policy (adopted in December, 1951) originally covered only eight States. With his increased territory, the operator-only sales have plugged hardest on the firm's theme is being re-established in location sales program, are con-all Midwestern and Southern tinuing active (The Billboard, States from North Carolina thru February 2).

Officials at DuGrenier could not be reached for additional details, but Martin repeated earlier state-

At the time of his reappointment, Martin was reported as requesting a national exclusive on the DuGrenier cigarette line. He With the 13-State increase in his distributorship last week, he has almost 50 per cent of the country.

DuGrenier's East and West Coast distributors, however, who

# Dire Need for Coins, **Says Mint Director**

#### Continued from page 76

for production, 916,000,000 would After the war they began to debe pennies; 128,000,000 would be cline, and by 1950 only a halfnickels, and 171,000,000 dimes. billion coins were shipped from Quarters would be produced at the mints into channels of trade. 75,000,000 and 50-cent pieces at With the outbreak of the Korean PRAISE FROM 35,000,000, the Mint said.

#### Mint Plans

are made by Congress for the and drastically increased to a fiscal year 1953, the Mint plans point where a billion and a half to produce 1,379,000,000 pennies; coins were required in the fiscal 191,000,000 nickels; 260,000,000 year 1951." dimes: 116,000,000 quarters, and 54,000,000 50-cent pieces. This estimated production compares to actual 1951 fiscal year output of 865,990,570 pennies; 40,845,462 nickels; 161,741,557 dimes; 72,013,-352 quarters, and 17,229,837 50cent pieces.

In testimony before the subcommittee Mrs. Ross said that has failed to meet the requirepublic demand for coins had ments." Banks and other busitripled since the outbreak of the ness people have complained," Korean War, and explained that Mrs. Ross said, and "the banks variations in the country's coinage requirements "sometimes are cities they were out of coins." unpredictable and drastic." She added:

rapid, whether up or down. But methods in the Denver Mint enas a general rule, supported by abled it to produce pennies at Mint experience, at times of peak such low cost that they could business activity, when employ- pay high shipping costs to other ment and income are high, the parts of the country and still procoin demand is large, and in times duce at less than the Philadelphia of slack business it declines. For and other mints. "But," he added, example at the beginning of World "the relative efficiency of Denver War II requisitions amounted to is much less on a 10-cent piece about 1½ billion pieces a year. than on a 1-cent piece."

aggression in 1950, which was attended by a sharp increase in If the requested appropriations business activity, orders suddenly

#### New Personnel

Mrs. Ross told the subcommittee that the Mint has increased production by adding additional em-ployees within budget restrictions, and by "improving manu-facturing processes," but "the output during the first six months (of fiscal year ending June, 1952) were rationing coins and in many

Assistant Director of the U.S. Mint Leland Howard told the sub-"Changes in demand are usually committee that new production



VENDING?

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Advance Vending Machines

**Operated from Coast to Coast** 

and 20 Foreign Countries

'SILVER-KING" Vendors

**Built for professional operators** 

5¢

PISTACHIO

NUT

VENDOR

'CHARM

KING"

BALL GUM

VENDOR

NEW

ROTARY

"SUPER-

VENDOR"

Factory Distributor Of

14 . . .

# **Top Economist Calls City Cig** Levies Unfair

ROANOKE, Va., Feb. 16.-The city cigarette tax should be included among those levies least warranted and most unfair, according to Dr. William H. Stauffer, a nationally known economist. Concluding a thoro analysis of the local tax structure, Stauffer said his findings indicated the questionable nature of the city's cigarette tax. The 2-cent levy was imposed in 1947.

Reporting to the city council, Stauffer termed the tax a "nuisance" and called for its repeal. "From a standpoint of justice and equity, the unfairness of this (cigarette) tax as a municipal revenue source can be readily demonstrated," he declared. "The federal tax is 8 cents a package the Vendall machine. . . . thus the combined levies are

equivalent to 50 per cent of the cost of a package at prices in Roanoke."

There is no State tax.

# Venders' 2d Quarter Metal Quotas Held

WASHINGTON, Feb. 16. - The National Production Authority notified manufacturers of nonrefrigerated vending machines this week that their second quarter allotments of scarce metal will approximately equal those of the first quarter.

Metals in question include steel, copper and aluminum.

Percentages of materials allocated in the second 1952 quarter compared to that used in the base period production were the same for the non-refrigerated vender manufacturer, with the exception of aluminum. The figures are: 50 per cent for steel; 30 per cent for copper brass mill products; 35 per cent for copper wire; 30 per cent for copper foundry products, and 30 per cent for aluminum.

# Belvend, Harmon Merge Sales Forces; Doyle Heads Combine

CHICAGO, Feb. 16 .- In a joint | displayed at the recent Cleveland announcement this week, Belvend | convention. Manufacturing Company and Harmon Enterprises revealed the join- being pilot-tested in high traffic ing of their sales departments under Frank Q. Doyle. Doyle had preparatory to inaugurating volpreviously headed only the sales ume production. Belvend and division of Harmon.

Introduced in Cleveland last for immediate delivery. November, Harmon's Venz hot beverage machine is said to still beverage machine is said to still vend's Jolly Boy program and be undergoing development while their new Chlorophyll gum maon test operation. At the time chine are not included in the of its introduction, the vender merger. The Jolly Boy program was not offered for sale, nor were will continue as a planned busidefinite committments made as to when it would be available or Good Humor operation. This proat what price.

The Vendall candy vender, introduced in the present model during November, 1950, has since seen only sporadic delivery. It Schleppy, Belvend vice-presi-dent." is being contract-produced for the Vendall Company, Chicago, by Glascock Bros.' Manufacturing Company, Muncie, Ind. Belvend is the national distributor for

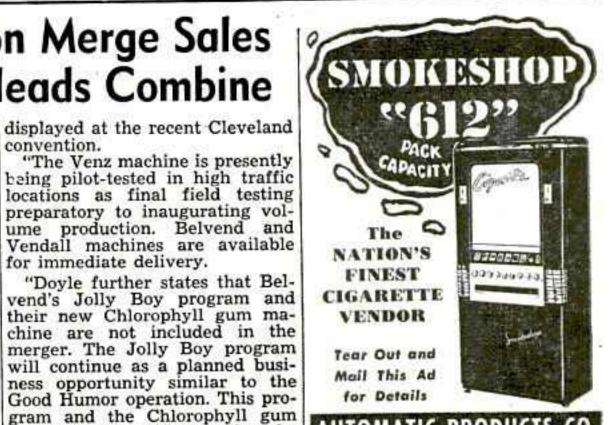
Following is the official an-nouncement of the sales department merger:

"Bel Hall, president of Belvend Manufacturing Company, Inc., and Frank Harmon, president of Harmon Enterprises, Inc., jointly announced today (12) the consolidation of the sales forces of the two companies.

"The consolidation which becomes effective immediately, will provide streamlined sales coverage for both companies. Frank Q. Doyle will head the combined sales organizations as national sales director.

"Frank Doyle states that the prime purpose of this consolidation is to enable distributors and salesmen to offer a more complete package of the products of both companies to the industry.

"Package will consist of the Belvend ice cream machine, Vendall candy bar vender, Belvend bulk merchandise vender and the Venz multiple hot drink vender

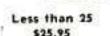


#### AUTOMATIC PRODUCTS CO. machine will remain under the 250-8 West 57th St., New York 19, N.Y sales management of Ronald E. PLaza 7-3123



FOR N. W. TAB GUM VENDOR

\$17.35 EA.



\$25.95

VENDING MACHINES

83

THE BILLBOARD

计输行分数 化丁基 法行法 化分子分子 建丁丁烯

GUM" (100 to the Pound) or regular 15/16" size. Nut and Ball Gum, Candy, Charms Vendors, 16-5¢ U.S. and Foreign Coins. "Hot-Nut" Vendors. Designed for sales compelling eye appeal,

VENDS NEW LARGE SIZE 7%" "SUPER

#### SILVER-KING CORP. Chicago, Ill. 622 Diversey Parkway

\$1,000 PER WEEK

is NOW being made by our boys. If YOU are a PRO-**MOTION SALESMAN** who can sell thru Bus. Opp. ads, WRITE OR WIRE for full information about our NEW .. EXCLUSIVE VENDING UNITS . . . for our AU-THORIZED DISTRIBU-TORS. IMMEDIATE DE-LIVERY for your sales. This is HOT.

Vendomatic Sales Co. 2808 Tampa St., Tampa, Fla.

4

# FOR SALE **Music and Licensed Pin Ball Machine Route**

Established 20 years in Scranton, Penna. About 75 Music and 100 Games. Annual collections over \$60,000. Cash price about \$50,000. Apply

BOX D-146 Cincinnati 22, O. c/o The Billboard

BRAND NEW



Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed. 1/3 Deposit, Balance C.O.D.

.75 Lots of 5 \$9.50 Ea. Lots of 10 \$9.25 Ea.

MODEL Lots of 25 1¢ or 5¢ \$9.00 Ea.

BLOYD MFG. CO. VALLEY STATION, KY.



#### **3d Quarter Pic**

NPA officials who predicted allocation quotas in the third quarter saw the materials situation then as "possibly a little better supplies of steel," except for structural and plate steel. Copper will continue tight, with build its self-service unit by the perhaps a little easing later in the year, it was held.

NPA cut the vending industry's aluminum 25 per cent, with the warning that copper and stainless steel would be the most difficult materials to obtain.

#### Look for Improvement

The first six months of 1952, NPA predicted, would see the most difficult phase of the metal supply picture. Barring a deterioration of international relations after that time, the materials situation could improve noticeably, it was stated.

Approximate amounts of scarce materials alloted to vender manufacturers during the first 1952 quarter were: stainless steel, 26,-947 pounds; alloy steel, 15 tons; carbon steel, 2,183 tons; brass mill copper, 16,036 pounds; wire mill copper, 12,353 pounds, foundry copper, 4,688 pounds, and aluminum, 215,512 pounds.

# Coffee Industry Sets Ad Program

NEW YORK, Feb. 16. - Pan-American Coffee Bureau will launch a record advertising program for 1952 in April, themed to the growing consumer trend to daily time-out-for-coffee.

Advertising copy will urge factory and office workers, housewives and students to "take time out for coffee. Give yourself a coffee-break . . .

The nation-wide campaign will feature full-page color ads in Life, Saturday Evening Post and half-page ads in four leading women's magazines. Radio coverage will consist of spot announcements five days a week over 119 stations in 84 major cities.

Special promotion copy may be made available for vender operators and other retailers and timate of \$31,000,000. Tax returns 220 Broadway, New York 38, N.Y. O restaurant owners thru their are in for the first two-thirds of

# Coin Cleaner **Output Snag**

CLEVELAND, Feb. 16 .-- U. S. Hoffman Machinery Corporation, which manufactures commercial dry cleaning equipment and last summer introduced its coin-operated Valeteria, is finding both materials and phone company co-operation on the "scarce" list. Originally, Hoffman hoped to

scores, but production has only been a few units so far. The phone The first quarter of this year, company is not putting in lines fast enough, either. Two lines are allocation of steel, copper and needed for each unit; one for communications and the other to actuate the locks.

Hoffman's Valeteria is a coinoperated cabinet designed as a depository for soiled and cleaned garments. The customer uses the built-in phone to place his cleaning order, leaves the clothes locked in the cabinet. A dispatcher picks up the clothes, takes them to the cleaning plant, after which they are returned to the Valeteria. Picking up the cleaned garments, the customer again phones the cleaner, who opens the locker by the second phone line, after the correct fee has been deposited.

# Cadbury-Fry Sets **Promotional Offer**

NEW YORK, Feb. 16 .- A new one-shot promotion, offering nickel vending bars at \$2.20 per 100, and dime bars at \$2.10 per 50, has been made by Cadbury-Fry (America). Harold Cum-mings, president, said the offer is good for one order per operator, regardless of size, with subsequent orders reverting to the established price of \$2.50 per vending carton.

He also stated the firm is planning to expand its use of radio time in its 1952 consumer advertising program.

# Pa. Cig Tax Receipts

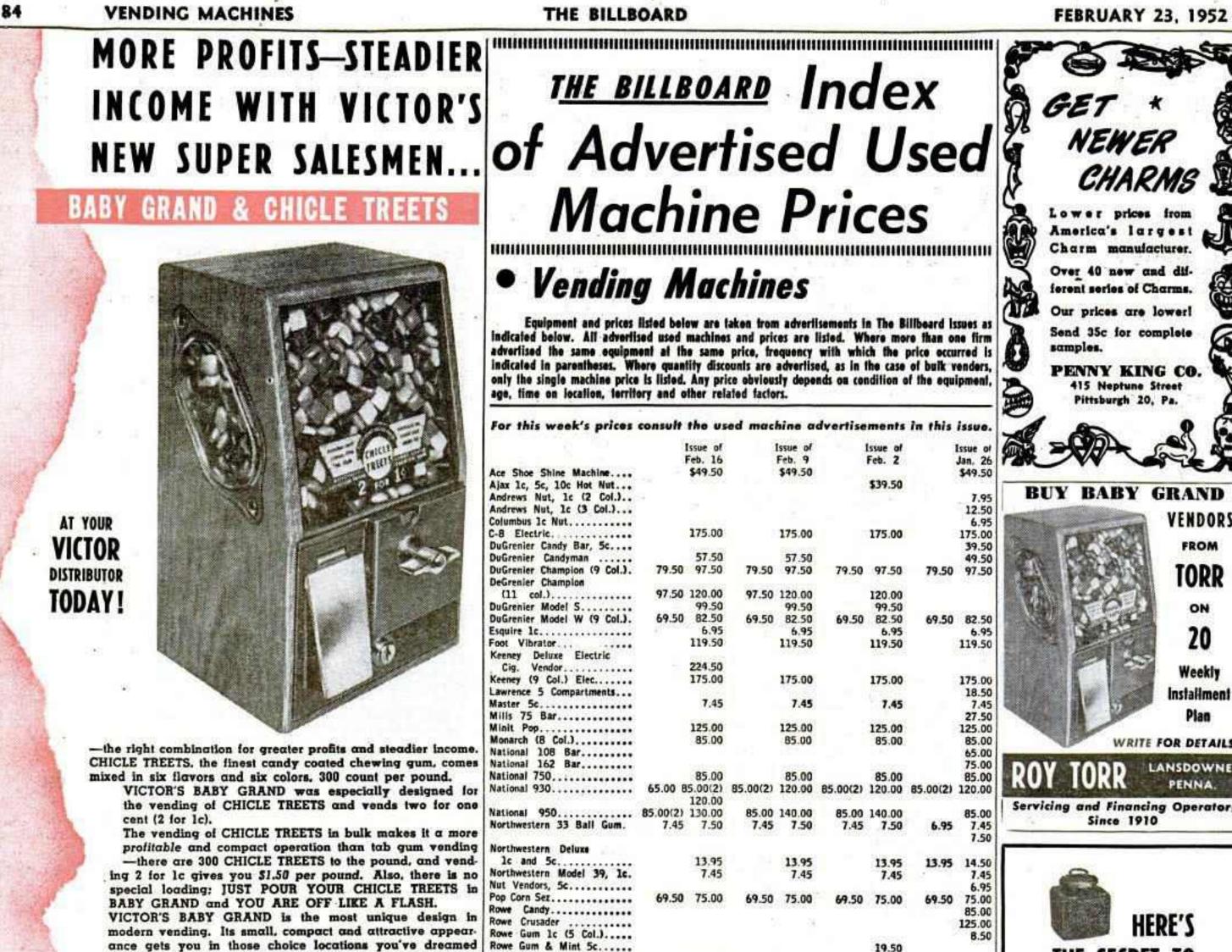
PHILADELPHIA, Feb. 16 .-Cigarette tax collections in Pennslyvania are failing to measure up to estimates given to the 1951 Legislature. Collections of the 4cents-a-pack cigarette tax totaled \$30,104,746 in the eight-month period of 1951, compared to an esthe past year.











ance gets you in those choice locations you've dreamed about. The cabinet is of solid oak and finished natural.

**BUY BABY GRAND** VENDORS FROM TORR ON 20 Weekly Installment Plan

WRITE FOR DETAILS LANSDOWNE. PENNA. Servicing and Financing Operators Since 1910

BABY GRAND holds 51/2 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.

# JUMBO

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.

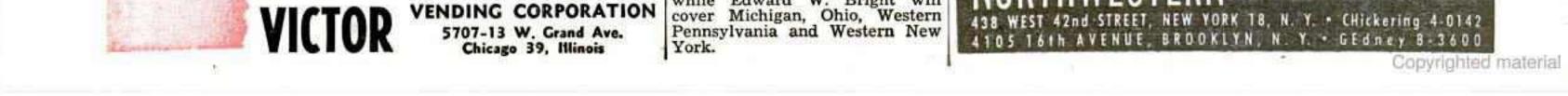
JUMBO 100 IS TRULY A MASTERPIECE. Its strong, sturdy appearance with colorful styling attracts attention beyond compare.

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.



Rowe Imperial (8 Col.)..... Rowe President..... 65.00 135.00 145.00

Rower Imperial (6 Col.)....

Rowe Royal (6 Col.)..... Rowe Royal (8 Col.)..... Rowe Royal (10 Col.)..... Silver King Sc Nut..... Silver King Bulk, 1c or 5c ... Siros Brush-Up..... U. S. Candy Vendor..... Uneeda Candy (5 Col.)..... Uneeda, Model A (6 Col.).. Uneeda, Model A (8 Col.).. Uneeda Model A (9 Col.)... Uneeda, Model E (6 Col.)... Uneeda Model E (8 col.).... Uneeda Model E (9 Col.) .... Unceda (9 Col.) Model 500

		100 10 A AP 10			
Inceda (9 Col.) Model 500	50.00	97.50	100	97.50	
ineeda (15 Col.) Model 500	79.50	85.00	79.50	85.00	
		90.00		90.00	
Inceda Pak, Model 500.				0.05072500	
(7 Col.)	50.00	130.00	61	30.00	
-Select-It		49.50		49.50	
ictor Model V Globe 1c					
ictor Topper					
LBN:					

80.00

85.00

95.00

99.50

85.00

90.00

7.45

50.00

99.50

75.00

99.50

99.50

92.50

99.50

99.50

80.00

ada.

110.00 125.00

85.00 110.00

# **Chase Candy Appoints** 2 New Sales Managers

ST. LOUIS, Feb. 16 .- Chase Candy Company announced the appointment of Tom Page and James Hubert as sales managers for the Northeastern and Southwestern sales divisions.

Page's territory includes 16 States, Indiana and Michigan and south thru Virginia, with headquarters at Columbus, O. Hubert covers eight States, including Kentucky with headquarters at Atlanta.

# W. Va. Cig, Beverage Tax Receipts See-Saw

CHARLESTON, W. Va., Feb. 16.—The State's 4-cents-per-pack cigarette tax produced \$618,256 in January, State Tax Commissioner C. H. Koontz announced. December receipts were \$651,026. Koontz said January collections under the penny-a-bottle soft drink tax amounted to \$219,799, compared with \$172,391 the pre-



Pennsylvania and New York; Herbert J. Sanders will cover Wisconsin, Iowa and Minnesota, while Edward W. Bright will

		-	19.50			THE SECRE	T TA
85.00	99.50	85.00	99.50	75.00	85.00		1 10
		3645-05526			99.50	DIC DDATI	TC IN
85.00	145.00	85.00	145.00	85.00	93.50	BIG PROFI	NI (I
	90.00		90.00		90.00		DINC
	125.00		125.00		125.00	BULK VEN	DING
	85.00		85.00		85.00	TORONO CONTRACTOR	Cland No. 2 WW
					6.95		44
	7.45		7.45		7.45		Share and
	50.00		50.00		50.00		
	99.58				99.50		
	75.00		-75.00		75.00	SIMPLIFIED	
				24		CEDVICE S	No. 100
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			MARCHER.		9675970	MEANS	the state of the s
	80.00		80.00		80.00	CONTRACTOR AND	
	80.00		80.00		85.00	MORE	1.1
1	97.50	50.00	97.50		97.50	MONEY	
79.50	85.00	79.50	85.00	79.50	85.00	MONEY	4-12
	90.00		90.00		90.00	LESS	A. 1945
	130.00		130.00		130.00	WORK	
	49.50		49.50	45.00	49.50	ABOARDINGSAM MORE MARKED	
			8.50	11/2012/2	No. MARCIN		
			9.00		- 20	25	

19.50

New N. J. Cig Ruling

SALEM, N. J., Feb. 16 .- Salem

County Judge S. Leap ruled that

the State cannot confiscate ciga-

rettes being transported thru New

Jersey even if it appears they are

meant for "bootlegging" into Can-



The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes un 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.





Sirup Concentrate

# NAMA Area Confab

Continued from page 82

Lationships; (8) group insurance; coverage under the association's (9) public relations.

Ernie Fox, chairman of NAMA's 1952 convention and president of Austin Packing Company, reported that 150 member firms have contracted for \$3 million





group insurance program.

1.11.1.1.1.1.1

Fred Brandstrader, NAMA legislative counsel, present to answer questions on tax and other legal matters affecting operators, stated that most 1952 legislation will be directed at the municipal level. He urged operators to report instances of unfair taxation in their municipalities and cited the tabling of a \$15 vender tax in Evanston, Ill., largely as a result of NAMA activity.

#### Cup Goal

Dick Cole, a director in NAMA's cup vending division, and vice-president of Cole Products, Inc., stressed that an important goal was the creation of a national code in cup dispensing, eliminating many of the confusing and contradictory regulations in different cities.

To date, he said, there was no trend away from the nickel soft drink in cup vending; exceptions continue to be dime machines in most theaters and odd-cent pricing in bottle machines.

Sparked by Kiley, the question and answer session explored dime versus nickel candy sales, oddcent bulk beverage operation and bulk vending sanitation.

Two factors, one existing and the other a "future" consideration, were advanced by candy operators present as alternatives to "going dime."

#### Five or Dime?

With current prices on vending counts down to a new low, \$2.72 and \$2.65 in many instances, average per bar cost of 234 cents means that higher cost (per bar) dime candy at least for the time being is not a profit answer. The approximately 12 per cent decline in nickel candy cost over the past month, operators claimed, was due to increased offerings of discounts, free case deals, etc., by manufacturers.

The second factor, availability of large capacity candy equipment (230 bars and over) for use in volume locations would cut service cost and permit continued profits on nickel merchandise.

of brand names on operatorprocessed concentrates.

Continued from page 82

A third factor is problem of dollars and cents. Sirup producers naturally stand to realize a higher profit on the sale of finished sirups.

A program setting up a control system on the quality of finished sirup, and thus permitting full use of its brand name, has been adopted by at least one firm, Dad's Root Beer Company. This requires the operator to agree to send a minimum 8-ounce sample of each batch of sirup made to the firm. There, it is tested for baume, purity, etc., and if not found satisfactory, the operator is

warned not to use the sirup. Various other companies, feeling quality control too uncertain when sirup is made off their premises, refuse permission to use their brand names; others, for this reason, maintain a straight "no concentrate sales" stand.

Next week, a second article will detail who offers what in the concentrate field, per gallon cost by representative firms, and statements on concentrate usage by officials of leading beverage companies.

# **Tax Reduction**

Continued from page 82

vealed that Levering had authorized the association to announce follows: the details of his bill for reducing taxes to the 1943-'49 level. The bill, already drafted, will be introduced at the budget session of the California Legislature, conven-ing March 3. It includes provisions that sales tax be reduced from 3 per cent to 2½ per cent and franchise tax rates be reduced to a straight 15 per. cent.

Riddell stated that all segements of the tobacco and candy industry are invited to attend the meeting



emsee. Charles Greene, of the Continued from page 82 Charles S. Greene Company, was chairman of the dinner committee, material allotments to permit which included among his operator large-scale production. associates Arthur Gluck, Rowe; Sid Bruck, Long Island Tobacco; Joe Colucco, New York Cigarette Service; Aaron Gosch, Supreme Cigarette Service; Max Helicher, Just Rite Vending; Harold Jacobs, Kings County Cigarette Service; Al Miniaci, Paramount Cigarette Service; Lou Price, Country Enterprises; Har ld Roth, National Vending; Gustave Stern, Cigarette Service, and Max Weiss, M. W. Vending.

# Half-Year Subway Take

#### Continued from page \$2

city taxes, if any, for the six- 876.72 for the same period. month period follows:

Machine	Gross
1c Gum\$	547,907.23
5c Gum	101,029.28
1c Candy	136,445.24
5c-10c Candy	117,511.48
5c Cracker	35,208.10
lc Peanut	106,460.10
1c Scales	57,606.83
5c Tissue	106.65
5c Cashew	239.50
10c Sen-Sen	2.083.07
25c Cigarette	6,169.80
1c Gum (busses).	185.54

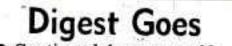
The cigarette machines, only a few of which have been placed, are located in spots accessible only to transit employees. The penny gum machines on busses are undergoing a test, with a larger placement expected if the experimental units prove productive.

vender contractors are ABC Vending, with 96 machines; Automatic Canteen, with 158, and Chick's Vending, with 165. A fourth contractor, Interborough News, was added during the past year to supply equipment in nonstation locations for employee use. Income breakdown, less taxes, for the drink contractors

ABC Vending ....\$177,131.59 Canteen ...... 256,307.97 Chick's Vending. 293,040.80 Interborough News 12,296.70

Interborough's machines, vend milk, orange and grape drinks and hot coffee.

the underground locations also contributed substantially to the total. The Nik-o-Lok Company



under a sub-contract by the In- | reported income of \$17,079.26 for terborough News Company. A the six-month stretch, and the breakdown of its business, less American Locker Company, \$68,-

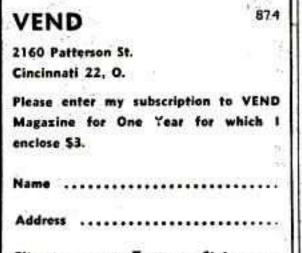




"The Magazine of Automatic Merchandising"

"Received my first copy of VEND and I sure am pleased. It's a great magazine for a fellow who is new in the line."

> FRED KEMP Brookyn, N. Y.



A number of operators declared they would purchase large capacity candy machines when and if they were offered by manufacturers. This gave rise to reports by several other candy operators that a new 275 bar candy vender was currently being tested in outlying areas by Canteen Company.

Another adverse factor affecting dime bar sales, one operator pointed out, was that there was no guarantee that dime candy would remain at the present wholesale price level. If it went up, it would be "the old nickel story over again -only worse."

Cup venders would continue at a nickel indefinitely, it was agreed by attending beverage operators. As an indication of this, Cole told of an experiment with the 6-cent price in South Carolina. Recently Cole-Spa cup venders were ordered shipped to that State with odd-cent mechanisms; later, following drastic declines in sales, they were changed to straight nickel operation, with the operator absorbing the State tax.

Bulk vender sanitation inspec-

Ball-Gum, Inc. announces

NEW "Charm & Ball-Gum"

Package! Saves You Time & Money!

Operators . . . no more laborious sort-

ing and counting of charms-sensational new service gives you 25 lb. case of Champ Ball Cum (210, 170 or 140)

COMPLETE with 4 bags of Professional

Mix Charms of correct quantity and

tions have been stepped up in Chicago recently, it was reported by a large operator in this field. Specific requirements cited by in-specting agents are globe interior and hopper cleanliness. Employment of one-use disposal paper tissues to wipe globe interiors, instead of cloths, was asked.









quality.

Company distributors will handle machine placement and service during the coming phase of the test, it was said, as the publication attempts to solve the special merchandising problems which are expected to show in machine sale. A spokesman stated that the mechanical problems of magazine yending have been overcome. The Mutoscope vender holds about 70 copies of the magazine.

# **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

DUBUQUE, IOWA

410 MAIN STREET



Merchandise List.

1/3 Dep., Bal. C.O.D.

NORTHWESTERN SALES & SERVICE

# SHUFFLEBOARD SURVEY

# Maintenance Keys **Operating Success**

#### Continued from page 76

86

prosperity.

#### Serviceman, Kingpin

in the proper operation of the route, Feldman believes, and he must be far more than a collector. Speedy servicing of a route must be forgotten, and careful attention to every requirement of the some later date. individual location must be paramount. He must be a combination of collector, serviceman and public relations ambassador.

One serviceman, at a minimum, is assigned to this task on certain days each week, when he is

relieved of emergency calls. Equipment, in addition to a standard kit of tools, includes a buffer or polisher, a level, and carried out on every trip.

When the serviceman makes his call, weekly, he checks the board to see that it is level, and also checks it with a straight edge, to see that it is true. Special wrenches are used to operate the adjusting controls located underneath. Little trouble is normally experienced in this connection, but a few locations seem to have liceman or collector has an asspecial problems, caused perhaps by local atmospheric conditionstoo much heat or dampness.

#### "Must" Service

One "must" on this service call is a complete waxing and cleaning of the board, followed by polishing with the buffer. The gutter up, since each man has his own especially requires attention. field of specialization and can de-There is a widespread practice vote attention to it without being among players, when more wax momentarily distracted by the is wanted, of taking the easy problems of the other field.

alert operators that proper con-|abrasive, instead of providing duct and support of the business a smoother surface as intended. can give it a long period of local For that reason, careful attention to the gutters is essential.

A full check-up of the lighting The serviceman is the kingpin system is made on each stop, and the scoring mechanism is lubricated. Any other noticeable problems are also corrected. Close attention to such factors obviously will save many a service call at

On this weekly call, the serviceman is under no pressure of time from the office. The average call will take at least 45 minutes, A thoro waxing of the surface sometimes an hour, so that the is a weekly chore that must be man can make about 8 to 10 stops performed on every active board. a day on a properly spaced route under normal conditions.

#### Co-Operation

When he stops, in addition to working on the machine and making the collection, he is instructed to note conditions and personal hand vacuum cleaner, an electric events around the location. Perhaps the owner's wife is in the a complete set of light bulbs, coils, hospital, or his son is graduating fuses and minor parts. This is from high school-each event may call for some recognition, if only flowers or a box of candy, from the central office. This human touch is usually appreciated, and is only possible thru the careful training of the serviceman to Members of the Oregon Bottlers do a thoro job.

This is best accomplished, in Feldman's experience, by having the men work in pairs. The servsistant, who usually does the cleaning and work on the board, while the first man handles the collection details and talks things over with the location owner, the bartender, and others. This makes for a more efficient operating set-

course of scooping some loose Special service on emergency trative assistant wax out of the gutter, instead calls is maintained, with a 24. Bottlers, He said: of bothering to spread it from hour telephone service tie-in. Each serviceman on the route calls in hourly, and the route is so laid out that his progress from one spot to the next can usually be spotted from the office almost to the moment of his arrival. In this way, when a man is needed for special service, he can readily be located, and it is a Feldman point of pride that practically every service call has been taken care of within an hour.

# **KEY LOCATIONS** DECLINE IN ORE.

PORTLAND, Ore., Feb. 16. -The Oregon Liquor Control Commission reported this week that establishments permitted to sell drinks on their premises have shown a decline in number with a resultant reduction of locations for amusement games and music machines.

The commission said there were 2,510 on-premise drinking establishments in 1941, or 2.3 per 1,000 population. At the end of 1951 there were only 2,481 such establishments, or 1.63 per 1,000 persons.

Oregon's population during this 10-year period showed a 40 per cent increase.

The number of such establishments in Portland dropped from 804 in 1941 to 795 at the end of 1951, while the city's population jumped 22.34 per cent.

# **Kahrs Elected** President of **Ore.** Bottlers

PORTLAND, Ore., Feb. 16.of Carbonated Beverages, many of whom operate their own vending service, in annual convention here this week elected Henry D. Kahrs president. Kahrs is vicepresident of the Coca-Cola Bottling Company of Oregon and manager of the Portland plant. He succeeds Deral Jones, Salem, as association president.

Other officers elected were William Unrath, of Roseburg, vicepresident, and Gerald Murray, for the work they have done dur-Eugene, secretary-treasurer.

F. Baker, of Washington, adminis- here. trative assistant for American

# **DSA Holds 1st** '52 Meet, Finds Play on Rise

DETROIT, Feb. 16 .- A healthy condition of the local shuffleboard industry was indicated in discussion of trade problems by operators at the first meeting of the Detroit Shuffleboard Association this year. General report, as summarized by executive director Fred Chlopan, showed the volume of play about 10 per cent ahead of a year ago.

This optimistic outlook was strengthened by contrast with the returns from average tavern locations and other retail businesses. Figures prepared this week by The News of Detroit, newspaper house organ, showed a drop in business of 6½ per cent for the third quarter of 1951—the last period available - compared to 1950. Amusement business in general slumped 33½ per cent.

Taverns, grouped together with soft drink business making a detailed analysis impossible, showed a gain of 31/2 per cent in the same period, but apparently slumped in the next four months. Figures were based upon percentage computations from official sales tax returns.

A program of promotional effort for the industry to build summertime play was proposed by Michael Benson, president of DSA. Details have not been worked out, but are expected to be given serious consideration at the March meeting. It was realized that the summer slump constitutes a genuine problem for the industry, and that some institutional promotion might accomplish the objective of equalizing seasonal conditions.

Special commendations were given Chlopan and John C. Westerdale, director of league play, ing the past season on organiza-Convention speaker was Thomas tion and promotion of leagues



# BETTER GIVE THEM DOLLARS

WASHINGTON, Feb. 16 .-The seemingly innocent child's piggy bank is looming as a threat to good business in the coin machine and other industries. Discussing the serious coin shortage of the Mint with Mrs. Nellie Tayloe Ross, at a recent hearing of a House appropriation subcommittee, Rep. Benjamin F. James (R., Pa.) said: "Even when a youngster is born it really attracts some coins into its piggy bank.

"The children get interested as soon as they can

talk," Mrs. Ross replied. "Even before," continued Rep. James "their uncles and aunts address themselves to the kid's welfare." Then both Mrs. Ross and Rep. James agreed that the piggy bank problems will get worse "as the population grows."

Adman Soellner, Noted Artist, **Dies Suddenly** 

OAK PARK, Ill., Feb. 16 .- Oscar D. Soellner, 62, passed away at his home here Monday (12). He had handled advertising work for Keeney, Bally and in the past 15 years for Exhibit Supply Company.

Tho he spent many years in the advertising end of the coin machine industry and knew most of its leaders in the past two decades, Soellner's life was art and for many years he had been recognized as one of America's leading artists. In that period he was awarded scores of prizes in competition with recognized artists from all parts of the world. Tho he specialized in oils, he was also well known for both etchings and water colors. In addition to living here he had a summer home in the artists colony at Grand Detour. Ill. He was a member of the Palette and Chisel Club, Chicago. Soellner is survived by his widow, Emelie: three daughters, Mrs. Dorothy Peters, Mrs. Ruth Marr and Mrs. Rita S. Nito; two brothers, Otto and Jack, and two sisters, Mrs. Arthur Baumann and Mrs. Harry D. Binks. Interment was at Woodlawn Cemetery, Chicago.

the can provided. The powdered wax which is deposited in the gutter, if it remains too long, becomes dirty and acts like an

RECONDITIONED and **PERFECT** USED EQUIPMENT enco Binga Roll ..... Bally Hi Roll United S/A Express United 2 Play S/A Express United Double Shuffle Bally Speed Bowler 174.50 74.50 Baily Baseball Genco Shuffle Target ..... 199.50 Genco Baseball 49.50 Univ. Twin Bowler 64.50 Wurlitzer 750E 99.50 Wurlitzer 1080 199.50 1422 Rock-Olas 124.50 Seeburg 100 (78) 775.00 WANTED Quote Best Price



CITATIONS **One or One Hundred** Wire Lowest Price HEATH DISTRIBUTING CO. **243 THIRD STREET** MACON, GEORGIA

CHAMPIONS



#### **Periodic Refinishing**

refinishing of boards is another essential of Feldman service. A ages is rapidly washed away from card control on 3 by 5 index cards the teeth." is maintained at the office, showing the equipment unit in each location. This is filed in a monthly followup system, whereby each card comes up regularly once each four months-and is activated for consistent service.

This refinishing consists of removing the old surface and applying a new, restoring the board to its original condition. This is a process that takes about 90 minutes, and is the basic assurance of preservation of proper quality in shuffleboard to make the game continuously attractive to players, especially for league play. The weekly polishing and cleaning job is the necessary housekeeping performed by the operator, but is incomplete without this refinishing

Feldman occasionally does refinishing for other operators-in such cases, he uses essentially an exchange system, taking in the board from the operator and exchanging for one of similar design with the resurfacing already completed. Instructions on maintenance and a polish supply, to follow the same standards as set for his own operation, follow.

But the active co-operation of the location owner is considered essential by Feldman for proper functioning of a shuffleboard team. Daily cleaning of the board is necessary, in addition to the regular thoro going-over by his own serviceman, every weekin some instances, this is done twice a week. To assure a proper gliding surface at all times, special instructions are given for lowax removed at night before the place closes, while a fresh application of wax in the morning is one of the rules of "opening up." It works-and it pays off in

"Sales were about the same in 1951 in Oregon as in previous UNITED SNIPS years, but consumption is only about half the national average of 160 bottlès a year.

"We'll continue to grow as long as the propaganda put out by some dental groups doesn't exert A large intake of sugar is entirely a six-horse race. compatible with dental health. Regularly scheduled periodic Anyway, liquid sugar taken into the mouth in carbonated bever-

# Coin Massage Unit Offered

sage machine newly converted to here this week by Manas Equipment Company. Called "Relaxo," route placement in beauty parlors, locations.

rests on a pedestal when used to with a coin timer on a wooden plays. base, the entire machine measures 14 by 14 by 12 inches. A dime buys five minutes of massage action.

Carl Manas, head of the firm, said the machine is being offered to operators at \$50 each. He maintains offices at 132 West 72d street.

# Good Turnout

#### Continued from page 76

from all points in the Kansas City area. A couple of added attractions for the showing were valuable door prizes donated by factories and the anticipated appearance of a host of recording stars.

The combining of the two distributor houses brought two vetcation owners, to have the old eran coinmen into partnership-Amusement, and Irv Weiler, Consolidated owner. Other members of both firms which are now af-Mildred Nelson.



CHICAGO, Feb. 16. - United extreme influence. Investigation Manufacturing Company began of causes of tooth decay fails to shipments this week of Steeple prove or disprove the theory that Chase, a new multiple coin game sugar is the cause of tooth decay. featuring the stepped-up action of

Designed with a de luxe-type cabinet, Steeple Chase offers the player the option of playing from one to six selections at one coin per selection. It is not necessary to play with more than one coin, but playing added selections offers more opportunity to win replays.

When a single coin is used, player must get selection No. 1 across the finish line first and the other horses must follow in numerical NEW YORK, Feb. 16 .- A mas- order. However, when the player choses all selections it does not coin operation was introduced matter which selection wins. The other selections, tho, must cross the line in following numerical device is being promoted for order. Thus if 4 wins, selection 5 must finish second to keep the barber shops and other suitable game in progress. In this case the succeeding finish would be 6 then The massage assembly is con- back to 1-2 and 3. If at any time tained in a metal cylinder which the wrong horse (numerically) crosses the finish line the game massage the feet. Assembly also automatically ends. Another inmay be removed for application to any portion of the body. Mounted automatically results in two re-

# Idis Has Nut and Fruit Vending Bar

NEW YORK, Feb. 16.-Idis Chocolate Company here has released the first of planned series of candy bars sized for the vending trade.

The new bar is a nut and fruit square, selling at \$3.30 per 120count box, said Joe Kaufman, general sales manager.

# Yale & Towne Appoints O'Connor Midwest Rep

STAMFORD, Conn., Feb. 16 .--Yale & Towne Manufacturing Company announced the appoint-Carl Hoelzel, head of United ment of Richard J. O'Connor sales representative for the Midwest industrial sales force.

He will handle the sale of locks filiated with Uni-Con include and hardware used by vender, Fred Lamb, Jack Sully, John auto, furniture, etc., manufactur-Washington, Bill McMillen and ers as components in their per cent from the \$114,842,000 products.

# New Chi Coin **Distrib Sets Ohio Coverage**

CLEVELAND, Feb. 16 .- Monroe Coin Machine Exchange, Inc., appointed distributors of Chicago Coin Machine Company in all of Ohio except the Cincinnati trading area, this week laid plans for effective coverage of the new line.

Chicago Coin products will be featured on the first floor of the distributing company's new brick building at 2423 Payne Avenue. This level also houses the firm's business offices and a large, well appointed workshop where servicemen are on hand to offer quick repair service. Monroe Coin's novelty and premium showroom are located on the second floor. Another feature of the firm's headquarters is its ample parking facilities.

Partners Roy L. Monroe and George George plan a special operator showing of Chicago Coin equipment soon. Current items of the line are 4-Player Derby, King-Pin, 6-Player Bowling Alley and The Band Box.

## Candy Nudges Billion \$

WASHINGTON, Feb. 16 .- Sales by manufacturers of confectionery and competitive chocolate products during 1951 almost reached \$1 billion, an increase of 4 per cent over sales in 1950, Department of Commerce preliminary reports indicated this week. Sales in December alone totaled \$97,030,000, a climb of 2 per cent from the \$95,523,000 sold in December, 1950, but a drop of 15 sold in November.



# CLEANS AS YOU WAIT

# **Op's Steam Room Bathes Old, Tired Juke Boxes**

#### By GEORGE B. LUEHRING

CHICAGO, Feb. 16. - Bob Gnarro, of the ABC Music Service Corporation here, operates a full-size steam bath-to sweat the grime off dirty, tired juke boxes.

And the room really has been doing wonders for juke boxes that have been out on location, such as hamburger spots with lots of grease around, sometimes for as long as several years, Gnarro reported.

The major factors of the steam bath, Gnarro said, are the speed with which it does the job and the much better cleaning it gives juke boxes compared with the old hand scrub-brush method.

steam room is that it also can be a machine. He explained that with used for paint spraying, which the intricate grill work and again is much faster and better mechanisms on modern machines than renovating old boxes by the paint-brush method.

#### **One of Largest**

ABC is one of the largest operating firms in Chicago. Its steam room is located in a corner alongside the boiler room in the service section of the company's modernistic West Side plant. To make the room, Gnarro in-stalled drains, floor boards and

draped painters' canvas sheets from ceiling to floor. The curtains can be pulled aside to get machines in, but they also have a door-like opening so the person operating it can get in and out while the steam is on. There also is a window at one end so observers may look on.

The room is 7 feet wide, 10 feet long and 15 feet high. The mechanism to operate the steam bath is located in the boiler room from which pipes run thru a wall into the steam room where hoses and nozzles are attached.

The mechanism, small and compact, involves a hopper containing the cleaning detergent, a mix-

worn over any kind of clothing.

can turn off the detergent at will amusement game introduced at and use just steam. After a the CMI show which features in stock. Micon just completed mechanism or box has been three dimensional race-horse ac- a large foreign shipment on cleaned, the usual procedure is tion. Sam Wolberg left for a deto shut off the detergent and rinse ferred Florida vacation. Meanwith plain steam.

#### **Parts Protected**

None of the parts or contact points are in any way injured by the bath and, because of the high temperature, they dry relatively Stern, feels the firm's new baseeasily and quickly.

Gnarro reported that the room has "paid off many times over."

Formerly, he said, it took at least a day and probably more An additional feature of the for one man to completely clean -for example he pointed out the heads on new 100-selection machines-it is almost impossible to look finished.

Now an entire box and mechanism can be cleaned in 15 to 20 minutes or a mechanism alone ception at the CMI show last may be cleaned in only 10 minutes-and the entire works sparkle like new after the bath.

Gnarro estimates that the steam bath - hoses, nozzles, pumping equipment and curtain—cost some \$650.

To clean a machine and mechanism, the motor, amplifier and speaker-the only parts which can eroff. Monarch Coin, were busy be damaged-are removed. The catching up on orders which acbox then is moved into the room cumulated since the CMI Show. and thoroly hosed with steam and . . . Johnny Casola, United Mandetergent for 15 minutes.

The detergent then is shut off and the box and mechanism is trip thru the South which will rinsed for another five minutes include stops in Birmingham, with live steam. The box then is New Orleans and several cities moved out to dry and another box in Florida. It will be basically a and mechanism can be run thru.

#### 6-8 in Half Day

THE BILLBOARD

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COIN MACHINES

12. 4 - 1 + 1 + 1 + 1 + F

# Coinmen You Know

#### Chicago

At Chicago Coin Machine Com-The suit is roomy enough to be pany Ed Levin and Sam Lewis with game and Rock-Ola juke were rushed with orders on 4 box orders which have piled The person operating the room Player Derby, the new skill up in the past two weeks. Firm while his partner, Sam Gensburg, newly acquired auditor - bookarrived back from the sunshine keeper. State looking well tanned and relaxed.

> William's vice-president, Sam ball game, Deluxe World Series, will be one of the best play pullers of the spring and summer. Demand for the unit is high already and most distributors have yet to see the game. Sales manager Bill Ryan was conferring with several out-of-towners both in person and on the phone in regard to game shipments.

deliveries on firm's shuffle game the height of the season. conversion which got a good reweek. Crum adds that firm's fishing sets also garnered steady orders at the show. . . . Ed Ponder, Lakeland, Fla., stayed over a few extra days following the convention to wind up some unfinished factory business.

Charlie Pieri and Clayton Nemufacturing Company's Ace Road, and his wife have planned a long vacation but business calls will be included. In Birmingham they will visit Johnny's mother and

Now one man can clean six and while in New Orleans they exing chamber where the solution eight machines in half a day. In pect to run into Mr. and Mrs. Lou is heated and mixed with air and line with this Gnarro hopes to Casola. Lou is Johnny's brother steam, and a pump which forces expand his steam room service to and distributes equipment from

At World Wide Distributors, Al Stern, Len Micon and Monty West have had their hands full staying now has the Rock-Ola Wall Box a large foreign shipment on games and is working on another one. Fred Skor is World's Wide's

First Distributors thru Wally Finke reports the Keeney 4-Player game with the mystery score idea is going well. In the premium field the fast moving items are the various merchandise boards. Joe Kline has been busy handling out of town calls. . . Herb Perkins, Purveyor Shuffleboard, says business derived from the CMI Show cleaned out firm's new warehouse but adds Purveyor's other warehouse still has a wide variety of equipment to At Allied Coin Machine and offer. Only tough part about the

## Pittsburgh

Sidney Reinwasser, former sales manager for Pittsburgh Coin Machine Exchange, has opened a premium and novelty firm under his own name at 6 E. Stockton Avenue, North Side, near Stedeford's.

87

Al Klodel, who was in Montefiore Hospital recently because of a kidney ailment, is proud that his son, Carl, home on furlough, has been graduated as an Ensign from the Naval School at Newport, R. I. . . . Some ops to keep their best locations up-todate are buying a few disks at record stores to test-play them before stocking them more heavily.

Howard Crombie, district sales manager, Tri-State Automatic Candy Corporation, reports volume holding at a progressive level. . . Sam Koff, of Veedco Sales in Philadelphia, was in town dishand clean them to where they Premium House, Julian Crum was business rush was Perkins had cussing ball gum vending with looking for ways of stepping up to defer his skiing activities at friends. . . M. J. Abelson, of deliveries on firm's shuffle game the height of the season. (Continued on page 88)

A-1 CONDITION-R	EADY TO OPERATE
ONE BALL	FIVE BALL
5-Citations\$ 47.50	3-Super Hockey\$ 60.00
3-Champions 67.50	1-Aquacade 47.50
2-Winners 125.00	1-3 Feathers 65.00
2-Photo Finish 40.00	1-Champion 60.00
•	1—Tahiti 60.00
Phone or Wire	1-Just 21 55.00
CENTUDY DI	CTDIDUITADC
LENIUKT DI	STRIBUTORS
401 WEST GALER, SEATTLE	

the person operating it wears a man-from-Mars type of voluminous yellow rubber suit which covers him from neck to soles.



WRITE for PRICES! **BRIGHT LIGHTS** 8-BALL ALL STARS, ETC. ALSO ARCADE MACHINES Lehigh Specialty Co. 826 N. Broad St., Philadelphia 30, Pa.

Wishing Well'

Box 929 Long Beach 1, Calif.

out the solution at more than 45 other local operators, charging his Rockford, Ill., headquarters. pounds per square inch pressure. them a nominal fee. He feels the When the room is in operation, time and effort saved will more

> for their money. it can be used for painting withmost renovating of machines is done in warmer weather, and moving the room outside will give him additional space inside and keep his service room free of paint

By this time Gnarro plans-to have his steam equipment operating nearly as full time as pos-sible. At the moment he thinks he is the only operator in the Chicago area with such a room, but he feels that many more operators could profitably use similar equipment.

# Juke Box Bill Would Kill Biz, Says Snodgrass

WASHINGTON, Feb. 16.-Harry J. Snodgrass, Los Angeles, owner of the only coin-operated telephone music business in the country, told the House judiciary subcommittee on copyrights and patents last week all to be sold in the U.S. Lawon copyrights and patents last week that the Bryson-Kefauver juke box clared this week that while 10,000 royalty bill would put his industry out of business the day it became

Snodgrass said the liability he would incur to copyright owners would greatly exceed the total gross revenue which we receive from the machines." His service, termed "Your Choice by Voice, provides a girl operator who talks over a leased telephone line to customers who deposit a coin. The girl then plays the disk requested a new U. S. distributor. by the customer over the line and thru special equipment. The company's central offices offer from 2,500 to 10,000 recorded selections.

## **Burley Up**

WASHINGTON, Feb. 16 .- Burley tobacco harvestings which increased 17 per cent from 1950 to 1951, are expected to equal the nounced this week. 1951 yield this year, the agriculture Department announced this in setting the quota at last year's week.

Burley, used principally in cigarette manufacture, reached an

Ted Rubenstein, Marvel Manuthan compensate other operators facturing, is elated over the pickup in shuffleboard business which This summer Gnarro also hopes has stepped up demand for firm's to move the steam room outside automatic scoreboards, especially under an open shed roof where the two new units-Horse Collar and Marvel-Score. . . . Clarence out the fire dangers found inside Camp, Southern Amusement, a building. He pointed out that Memphis, placed a large order for Chicago Coin's 4-Player Derby.



TORONTO, Feb. 16.-Perfumatic of Canada, Ltd., has announced that contrary to earlier reports (The Billboard, January it will continue to market its perfume vender in Canada. Previously it had been understood that the firm would produce a total of 10,000 venders this year,

units are scheduled for the U.S. market, additional production will be offered Canadian operators.

Hoffman also stated that the fourselection perfume machine was not priced at \$125; he did not reveal the correct price.

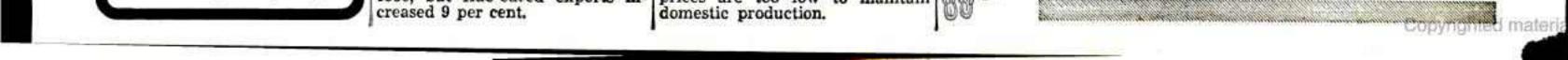
"Canadian distributorships are still available," Hoffman said. He announced the appointment of Colma, Inc., Worcester, Mass., as Hoffman said interest in per-

fume venders is being shown by South American sources.

WASHINGTON, Feb. 16 .- Domestic sugar prices may be boosted in 1952 because of a quota 300 thousand tons less than expected consumer demand, the Department of Agriculture an-

One of the important objectives distribution level of 7.7 million tons was to let prices increase to "fairly and equitably maintain all-time high price of 51.2 cents per pound average. Exports of burley were off one third from Agriculture believes that current 1950, but flue-cured exports in- prices are too low to maintain





# Coinmen You Know

#### Continued from page 87

Oak Manufacturing Company, has been named chairman of the flew to Chicago to the CMI con- 1952 campaign of the Hartford vention. . . . Lester D. Wynick, Jewish Federation, Francis E. partner, Coin Machine Agency, no longer is with that organization.

Sidney Reinwasser at 6 E. Stockton Avenue on the North Side, plans to name his new establishment Save Rate Store. He has a special set-up for op-erators. . . . Harry Rosenthal, aiming for a membership of 100. and is well accepted by operators. of Banner Specialty Company, is Present membership totals 73. out of town until next week.

vanced Gifts Division of the Fed- interest are moving well. The eration's Drive.

# Indianapolis

Al Calderon, of the Calderon Distributing Company, says that games with a sparkle and some juke box is moving but the meager number received are prac-Jim Tolisano. general manager of Superior Music Company of Hartford, and Connecticut State

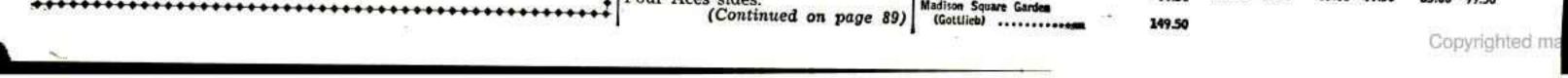
Richard (Dick) Wagner, repre-Abe Fish, Tolisano; Art Rode, sentative for Cain-Caillouette, Thomas W. Moffatt, formerly Bristol; Duke Pandolfi, Middle- Inc., reports his factory quota of

# THE BILLBOARD Index of Advertised Used **Machine Prices**

# Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. 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 venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, fime on location, territory and other related factors.

with Mills Automatic Merchand	li- town, were among Hartford are	e- Inc., reports his factory quota Wurlitzer phonographs is sold b	of pe- For this week's price	s consult the	used machine	advartisance	
ager, has been returned to S	t cent session of the Bridgener	fore they arrive. The service a	nd	Issue	of Issue of	f Issue o	2
Barnabas Home at Gibsonia, Pa following a reoccurrence of h	a., Operators Association at the Fain is view Restaurant, in that city	as before from the new location	of ABC (United)	Feb. 1 \$250.0	\$295.00(2)		Jan. 26
original disability Georg	re Fish and Tolisano also took	a Coinmen visiting the Chica	go Advance Rolls (Genco)	295.000			¥295.00 525.00
moving the organization into	a session of the New Britain are	a Coin Show were Woody Arr	n- (roll-down) All Baba (Gottlieb)	. 49.5	Contraction Con		
Frank and the Bev-o-Matic Con	er operators, held at the Burrit	t Berman, Sicking Compan	Alice in Wonderland (Gottlieb	39.4	50 39.50	39.5	39.50
pany at Homestead, Pa., move	d.	Inc.; Henry Windt, Indianapol George Morgan, Peru, Ind.; L	ee Arizona (linited)		89.50 89.50 109.00	89.5	89.50
five blocks down the street to ward Kennywood Park.	coin operator, who has been of	d LaDon, Mishawaka, Ind. and J	De Ballerina (Bally) Banjo (Exhibit)	2 · · · · ·	49.50	27.50 49.50	27.50 49.50
Meyer Popkins, president, Pitts	the sick list, is back in full swin	d in the second s	ANTICIPATION AND AND ANTICARD		49.50	39.00 49.50	49.50
burgh Coin Machine Exchange reports the average buyer today	e, Amusement Game plant the othe	added United's Steeple Chase	to Barnacie Bill (Gottlieb)	40.0	0 49.00	49.00	49.00
careful not to stock up too much o	D doring if he will she boys won	I INFIN 18 AVROATAD to be add	d (Cheo Colo)		an anaciert		n maanaalaanaanaa
prices Roy Walker, of McKees	rank Lou Chack, General Amuse	soon. Games are moving bette	T.   Be Boo (Exhibit)	114.5	0 114.50	114.50	114.50
port, Pa., specializing in musi machine operation, is expandin	field of sports clothes.	proved. Collections are reporte	d Bing-a-Roll (Genco)		79.50 69.50	79.50	8 NEW (1997) 1
his route The Jack W. Youn	Houston	Roberta Hunt, of Janes Record	Black Gold (Genco)	59.5	0 59.50	59.50	
Company worked for a time with out electric lights thruout th	- Jack Herzik, 15-year-old son o	f Shop ,has been confined at hom	Bomber (Chicago Coin)	124.50		124.50	124.50
major part of its building when service was interrupted on the	music operator, won third prize	The Janes shop reports an increase	Boston (Williams)	10 10 10 10 10 10 10 10 10 10 10 10 10 1	A 2003 D	89.50	5.4550
main circuit.	Fat Stock Show	in its mail-order business for popular records. Sales are gradual	0-1		85.00		2 (51(1823) - 56255 - 1
Howard Cohen, of Confection Specialties Company, reports that	· ·	increasing, according to Clarence	Bright Lights (Bally)	325.00 355.00 395.00	365.00 595.00	57.50 355.00 395.00	325.00 335.00
penny gum volume this year i		(Dutch) Hohman, proprietor Mrs. Blanche Janes, of the Jane Music Company, has taken off for		425.00 465.00	S. 188.59		350.00 365.00 395.00
a lot better than it was last year George Sopira, partner, Serv	erator for a dozen years or more,	Florida by sin Che will	T Buffalo Bill (Gottlieb)	79.50	1		425.00(3)
ice Rental Coin Machine Com- pany, is going to buy a small	cations of the music and pin games	incre at içast a month.	Camel Caravan (Genco)	04.20(5)	69.50(2)	79.50(2) 69.50 85.00	69.50 85.00
route to supplement his music and	route operated by Frank George, Minneapolis. George hasn't indi-	Robert Moss, of the Melod	V Canasta (Genco)	119.50		114.50 99.00 119.50	114.50 99.00 119.50
pin games.	cated what his plans for the fu-	Highland Place, was stricken wit	Carolina (United)	49.50		42.50 49.50	42.50 49.50
Hartford, Conn.	ture are Matt Engel, May- flower Novelty, expects the initial	eral days ago. While his condition	Champion (Patta)	29.50(2) 69.50 75.00		29.50 55.00 29.50 39.50	55.00 29.50 39.50
Frank Marks, of New London, assistant treasurer, Connecticut	phonos in some time this week	is not serious, his doctor has pre		85.00 89.50(2) 99.50(2)	60.00 69.50(2)	69.50(2) 85.00	60.00 69.50(2)
State Coin Association, is off to the South for a brief vacation.	he said. Meanwhile, the bingo-	Thompson, his partner, has taken	n		85.00 89.50 99.50(3) 159.50	89.50 99.50(2) 159.50	74.50 75.00(2) 85.00 89.50
Also South bound was Joe Na-	type and bowler pin games are getting fair operator attention at	eration of the partnership.	Champion (Chicago Coin)	72.50 39.50 49.50	72.50 39.50 45.00	122322732220752	99.50(2) 159.50
clerio, of Waterbury Amusement	his firm's plant Sid Levin,		Cinderella (Gottlieb)		49.50	25.00 39.50 45.00 49.50	39.50 45.00 49.50
Company, Waterbury, Conn. Joe's energetic son, Lou, who's been an	ness is moving along in fair shape.	Irving Gayer, San Bernarding	Citation (Bally)	69.50 74.50(2)	40.00(2) 50.00 74.50(2) 85.00	40.00 52.50 64.50 74.50(2)	40.00 49.50(2) 50.00 64.50
eager beaver as far as work for the CSCA is concerned, was	Sam Karter, of Star Sales Com-	operator, in town to look over the stocks on the sales floors.	Constant and a state of the second	85.00 99.50 134.50	95.50 134.50	85.00 134.50	74.50(2) 85.00 134.50
planning to leave with CSCA president Jimmy Tolisano for an	considerable time in a hospital	Lloyd Dindinger, a visitor from	Coney Island (Bally)	109.50 425.00	89.50 109.50	89.50 109.50	89.50 109.50 450.00
official Washington visit on	because of a heart attack, is recup- erating at his home. Meanwhile,	operation for the summer much	County Eals (Hattad)	175.00	175.00	175.00	325.00
CSCA business.	his route operation is in good	Denlinger of Balboa in the site	Creater Ball (Chicago Coln)	25.00	45.00 29.50 45.00	24.50 45.00 29.50 45.00	24.50 45.00 29.50 45.00
Iz Resnick, of B. Resnick & Sons, left on a vacation trip to	Sales, Minneapolis, has left by	and making the rounds.	Daily Races (Gottlieb)	175.00	175.00 35.00	175.00	
Lucson, Ariz., to see his father.	auto for a vacation in California.	Charlie Peddicord, of Anaheim, a buyer for his N. & P. Amuse-	The second s	49.50 79.50	49.50 69.00 79.50	49.50 69.00 79.50	49.50 69.00 79.50
He will return in four or five weeks	Dave Ziskin, of Dave's Distribut-	ment Company there Tex Mitchell a buyer from Fresno	Dew-Wa-Ditty (Williams) Double Feature.	119.50 39.50	119.50 39.50 45.00	99.50 119.50 39.50 45.00	119.50 39.50 45.00
Nat Cutler, New Haven operator, died last week. He was 98.	ports business holding up in fair	Cecil Allison, of the Desert On-	Double Shuffle (Gottlieb)	164.50 94.50	110.00 164.50 89.00 94.50	164.50 89.00 94.50	164.50 89.00 94.50
Eddie Sarnoff, of Radio & Ap-	M. (Doc) Berenson, of Harmony	erating Company in Lancaster, at Laymon's to pick up a Broadway.	Et B	124.50	100.00	99.50 124.50	124.50
pliance Distributors, is home from	Music Company, Minneapolis re-	not get in to town much from	Fighting Irish (Chicago Coln)	49.50 74.50 139.50	49.50 74.50 89.50 139.50	49.50 74.50 89.50 139.50	49.50 74.50 89.50 139.50
a vacation	Dusiness since the two formed a	Ventura where he has the Ven- tura Music Company, was a visi-		225.00 279.00	175.00 195.00 225.00 279.00	175.00 265.00 279.00 295.00	160.00 175.00(2)
waterbury visitor.	back.	tor early last week.	Floating Power (Genco)	40.50	40.50	annan ear	250.00 265.00 269.50 279.00
The infantile paralysis fund got \$362, representing 10 per cent of	many commen mom around the		Flying Saucers (Genco)	49.50 129.50(2)	49.50 129.00 129.50(2)	49.50(2) 100.00 129.00	49.50(2) 129.00 129.50
a net gate of \$2,000, plus \$162	State made it a point to visit the Twin Cities on business during	Al Cicero and Norman Hales, op-	Football (Chicago Coin) Four Horsemen	50.00 99.50 97.50	59.50 64.50 100.00	129.50 64.50 75.00	64.50 75.00
raised by a collection, at a recent wrestling match promoted by	the main highlight days of the	erators in Santa Maria, in the city	Freshie (Williams)	114.50	114.50	114.50 99.50 144.50	114.50
ing Machines, Inc. Samuel	closed a nine-day run last week.	Winn of Phoenix enjoyed a week- end of relaxation in Las Veges	Gin Rummy (Gottlieb)	144.30	119.00 39.50 45.00	79.50 119.00	144.50 79.50 119.00
Roskin, of Roskin Distributors,	ket the past few days were Mr.	Charlie Cahoon here from	Gold Cup (Bally)	44.50 64.50 65.00 84.50	35.00 39.50 44.50 64.50	39.50 45.00 39.50 44.50 64.50 65.00	39.50 45.00 39.50(2) 50.00
	WHEN PARGE TTANAGINE LOUIV, C.H. K.S.	DAILIE OF DELEMENTS 1		04.50	65.00 84.50	64.50 65.00 84.50	64.50 65.00 84.50
Vital Statistics	Terveer, Winona, Minn. The	operating and cotton growing is	Grand Award (Chicago Coin). Harvest Moon (Baily).	69.50	/ 69.50	39.00 69.50	40.00
Deutits	little shopping on their own.	potatoes. Bill Bose came with	Harvest Time (Genco)	90.00			69.50 115.00 129.50
Mrs. C. A. Trice, mother- in-law of John F. Savon	Other operators who were in town i were Andy Benna, Ironwood,	nim.	Hawali (United)	in and the second se	A CONTRACTOR OF THE OWNER OWNE	20.00 275.00	20.00
president of Ace-Saxon, in	Mich.; Art Lawler, Hurley, Wis.;	Mary McCarthy has joined the secretarial staff at Badger Sales. She replaces Louise Schmidt, who	Hits and Runs (Genco)	89.50 109.50 129.50 135.00	65.00 109.50 129.50 135.00		129.50 135.00
a	the state and the state of the	regimend to such the	Holiday (Chicago Coin)	29.50	29.50 42.50 69.50	29.50	29.50 42.50
ł	**********************	stork Charlie Robinson, of	Hot Rod (Bally). Humpty Dumnty (Gottlieb)	124.50 29.50	124.50 29.50	58.00 124.50 29.50	124.50 29.50
		Northern California to contact	Jack and Jill	2015/2015 24	34.50 49.50	49.00	34.50
	SEE PAGE 45	customers.	Jalopy Jockey Special (Bally)	29.50 39.50	30.00 35.00	295.00 2 35.00 39.50	195.00 325.00 35.00 39.50
		Philadelphia Morris Mitnick wonding another		50.00 54.50 64.50	64.50		0.00(2) 54.50 64.50
MIGHTY GOOD		ive, was a patient in Presbyterian	Joker (Gottlieb) Judy (Exhibit)	119.50	145.00 119.50	145.00 119.50	145.00 119.50
		hines Association came in for	Just 21 (Gottlieb)	49.50 79.50	49.50 54.50	35.00 49.00 54.50 65.00	35.00 54.50 59.50 65.00
E REASONS		ows for its support of the March of Dimes drive, getting public			59.50 65.00 79.50	79.50	
why juke box operators wi		cognition by columnist Frank		75.00	89.50	The REAL PROPERTY OF	89.50 110.00
"live with" The Billboard		nquirer Berlo Vending Com-	King Cole (Gottlieb) King Arthur (Gottlieb) Knock Out (Gottlieb)	119.50	49.00	49.00 98.00	49.00
1952 Juke Box Special for months and months		er, Atlantic City, to its locations	Knock Out (Gottlieb)	100.00			99.50 115.00 119.00
and months!			Line-Up (Keeney)	39.50	39.50 34.50	39.50	39.50
•		ere produced the "Cim" Lit L	.ite-A-Line (Keeney)		225.00 245.00	75.00 195.00 1 249.00	75.00 195.00 249.50
		ormed a new waxwork, Merion lecords, to bring out four other	Lucky Inning (Williams)	69.50 79.50	249.50 69.50 79.50 85.00 99.50		69.50 79.50
\$		CITE DOOD BIDOD	Madison Square Garden (Gottlieb)	99.50	85.00 99.50 (	85.00 99.50	85.00 99.50
				149.50			



THE BILLBOARD

COIN MACHINES

WIDE

WE HAVE

United A. B. C. ..... 295

Feathers.

WILLIAMS

HORSE

FEATHERS

Sensational action and

attraction! Plenty of

Punch. Fast, exciting,

different! The crowds

are going for Horse

75

Contract the state of the state of the state of the

WILLIAMS

BEST BUYS ALWAYS AT

EXHIBIT

JET GUN

THRILLS! Skill game

that draws the crowds.

A top location winner!

It's timely! It's excit-

ingl

WORLD

**!!SPECIALS!!** 

**100 FIVE BALL FREE** 

WILLIAMS

MUSIC

MITE

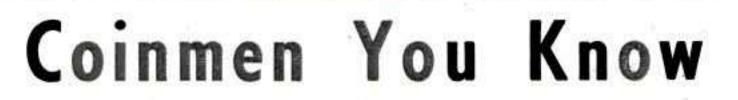
BRAND NEW, Sc, TEN

RECORD 45 R.P.M.

**Fully Selective, Volume** 

Control. Beautifully

Modernistic, \$145.



#### Continued from page 88

America, which had been operat- veteran here and in near-by of \$10. . . . Poppers Supply Coming as a foreign non-profit corpo- Chester, Pa., was named campaign pany, Inc., adds the Electroration of the neighboring State co-chairman of the 30th Anniver- Freeze frozen custard machine to of Delaware, asked the Pennsyl- sary Campaign Committee for the its line of supplies and equipvania State Department for per- Golden Slipper Square Club ment for popcorn and hot dogs. mission to cancel its corporate Camp for underprivileged chilstatus. . . . Bill Rodstein, one-time dren. president of the Amusement Machine Operators' Association and still linked with the industry via his coin-machine Arcade holdings. has turned theatrical booking agent with offices in the Market Y & Y firm at the same time re- to witness an unusual display of Street National Bank Building.

Vending and ABC Corporation, ized capital to \$35,000, divided the present. will again head the Heart Fund into 250 shares of prefered stock. Campaign for the local Variety par value \$100, and 1,000 shares

its offices and warehouse to 1333- Federal Reserve Bank of Phila-35-37 North 17th Street. The delphia, to visit the bank building

Shuffle Bowling League of Club. . . . Philip Frank, industry of common stock of the par value

Accent is on coins as public and school students are extended an Y & Y Popcorn Supply Com- invitation by the National Bank pany announced the removal of of Olney, in co-operation with the ceived permission to amend its coins and other currency which charter of incorporation to pro- have been circulated as money Jack Beresin, head of Berlo vide for an increase in its author- from the early colonial period to

#### Detroit

DELUXE Anthony Szwarga, manager of PLAY FLIPPER GAMES .... WORLD SERIES Issue of Nu-Way Popcorn Sales, has moved Issue of Issue of Issue of Feb. 16 / Feb. 9 Feb. 2 Jan. 26 into a new home on Sussex Ave-Baseball at its best. Con-Magic (Exhibit)..... \$54.50 \$54.00 \$54.50 \$54.50 nue. . . . Arthur P. Sauve, trolled Batting - Singles -Doubles - Triples - Homers! Major League Baseball Each \$50 founder of Sauve & Son, is in Each! (United) ..... 39.50 39.50 39.50 39.50 THE BEST IS ALWAYS THE 49.50 69.00 Florida, planning to return home Majors of '49 (Chicago Coin). .79.50 49.50 69.00 49.50 69.00 CHEAPEST FOR YEARS OF 79.50 about April 1. Business is being 79.50 79.50 1 . 4 Manhattan (United)..... STEADY OPERATION! 25.00 25.00 operated here by his son and Mardi Gras (Genco) 45.00 45.00 4.4.1.1.1 45.00 partner, Dale Sauve. . . . George Maryland (Williams) ..... 49.50 89.00 49.50 89.00 49.50 89.00 99,50 E. Shaw has opened a new auto-99.50 99.50 NEW SILK SCREENED 99.50 67.50 72.50 matic laundry in Brighton, 40 Mercury (Genco)..... 67.50 72.50 114.50 67.50 114.50 **GENUINE FORMICA PLAYFIELD** 114.50 miles from Detroit. 114.50 Merry Widow (Genco)..... 29.50 39.50 29.50 39.50 39.50 39.50 Monterrey (United) ..... Tempo Music Company, re-Make your OLD Shuffle Game NEW! Increase Play! Eliminate expensive respraying—costly decals—waxing! Have a Completely NEW GAME in MIN-UTES. Available for United Twins—Four—Five—Six Player—Chi. Coin and Universal Rebounds. The greatest innovation in Shuffle Games! 29.50 39.50 - 29.50 39.00 25.00 39.00 39.00 39.50 39.50 39.50 cently established by John Broses, Moon Glow (United)..... 39.50 49.00 39.50 49.00 39.50 49.00 39.50 49.50 has become the newest member 49.50 49.50 54.50 of Michigan Automatic Phono-8' SIZE \$29.50 9' SIZE \$34.50 Morocco (Exhibit)..... 49.50 49.50 49.50 49.50 129.50 graph Owners' Association. Dasis (Exhibit)..... 129.50 129.50 129.50 79.00 84.50 Tony Siracuse, owner of the Circle Oklahoma (United)..... 79.00 84.50 79.00 84.50 84.50 Old Faithful (Gottlieb)..... 144.50 Music Company, Dearborn, is in 144.50 144.50 144.50 SHUFFLE GAMES CONVERSIONS Old Hilltop One, Two, Three (Genco)... 324.50 Harper Hospital for a major op-324.50 324.50 49.00 49.00 49.00 eration. 49.50 Paradise (Gottlieb)..... 49.50 49.50 KEENEY & PLAYER 49.50 UNITED **Rebound for Short Games** Phoenix (Williams)..... 69.50 69.50 69.50 69.50 Erwin Baldridge, arcade opera-Photo Finish (Universal).... 85.00 99.50 50.00 85.00 60.00 85.00 50.00 74.50 KEENEY 4 PLAYER UNIT For Long Shuffleboards tor at Island Lake, near Brighton, 99.50 139.50 75.00 85.00 139.50 99.50 139,50 has returned from an extended 99.50 139.50 KEENEY BOWLING CHAMP 125.00 139.50 tour to Grand Canyon, Carlsbad 55.00 Caverns, and California. Pin Bowler (Chicago Coin)... 125.00 139.50 125.00 139.50 139.50 2 Player Conversion-\$135 Pinch Hitter (United) ..... KEENEY 55.00 55.00 Play Ball (Chicago Coin).... 39.50 40.00 49.50 45.00 Victor DeSchryver, veteran music 29.50 49.50 Miscellaneous Games LEAGUE BOWLER ..... 225 DOUBLE BOWLER ..... 125 49.50 operator, has gone heavily into Play Boy (Chicago Coin).... 42.50 A. B. C. BOWLER ...... 50 124.50 the book business, with two stores Playland (Exhibit)..... 124.50 124.50 Exhibit DALE GUN ..... 75 124.50 84.50 now operating in the city. . . Playtime (Exhibit) ..... 84.50 84.50 84.50 BALLY Puddin' Head (Genco)..... 55.00 Anthony A. Swarga, manager of 55.00 HOOK BOWLER \$265 SPEED BOWLER 65 SHUFFLE BOWLER 35 55.00 Punchy (Chicago Coin)..... 145.00 145.00 Nu-Way Popcorn Sales, left last Quarterback (Williams)..... 59.50(2) 35.00 59.50 59.50 89.50(2) 59.50 89.50(2) week for a months' vacation in SHUFFLE CHAMP ..... 89.50(2) 100.00 **NEW GAMES** 89.50(2) 100.00 Florida. SHUFFLE LINE ..... 195 100.00 100.00 MISCELLANEOUS Rainbow (Williams)..... 39.00 39.00 39.00 **Bally SPOTLITE** Ben Okum and Alan Smith, of (United)

	49.00         49.00           119.50         89.50         119.50           135.00         39.50         39.50           39.50         39.50         79.50           54.50         27.50         54.50           59.50         59.50         59.50	119.50 39.50 79.50 27.50 54.50	the contract to operate cigarette vendors for the city's park and recreation centers for the period ending April 30, 1953	United DELUXE 6 PLAYER Williams SHUFFLE
Rockette         135.00           Rondevoo         (United)	35.00 39.50 39.50 54.50 27.50 54.50 47.50 59.50 59.50	39.50 79.50 27.50 54.50	vendors for the city's park and recreation centers for the period ending April 30, 1953	Genco GLIDER
Rondevoo         (United)	39.50         39.50           79.50         79.50           54.50         27.50         54.50           47.51         59.50         59.50	79.50 27.50 54.50	recreation centers for the period	TERMS: 1/3 Deposit, Balance
St. Louis (Williams)         79.50           Sally (Chicago Cein)         59.50           Samba (Bally)	79.50 54.50 27.50 54.5 47.50 59.50 59.5	27.50 54.50	ending April 30 1953	Balance
Sally (Chicago Cein)	47.5 59.50 59.5		chung ripin oo, 1000.	The Cinha Ci
Samba (Exhibit)49.50Saratoga (Williams)49.50Screwball (Genco)39.50Select-a-Card (Gottlieb)79.50Shanghai (Chicago Coin)109.50Shantytown (Exhibit)109.50	59.50 59.50		AND AND ADD ADD ADD ADD ADD ADD ADD ADD	
Saratoga (Williams)			Lucas J. Gomolak, who formerly	
Screwball (Genco)39.5039.50Select-a-Card (Gottlieb)79.5049.5Shanghai (Chicago Coin)109.5099.0	49.50 49.50	49.50	operated a beverage business on	
Select-a-Card (Gottlieb) 79.50 49.5 Shanghai (Chicago Coin) Shantytown (Exhibit) 109.50 99.0	45.00 25.00 39.50	39.50 45.00		
Shanghai (Chicago Coin) Shantytown (Exhibit) 109.50 99.0	45.0	, contro auto	Golfomatic Sales Company, to dis-	
Shantytown (Exhibit) 109.50 99.0	79.50 38.00 79.50		tribute the new Golfomatic game	
	27.50 27.50	27.50	in Michigan. It is manufactured	
	09.50 99.00 109.50 89.50 89.50		in Denver. He also will operate	Childago Childago Childago
Shoo-Shoo (Williams)	89.50 89.50 125.00		in Wayne County, surrounding	LVerslade 4-2300 2330 N. Western A
Short Stop (Exhibit)	45.00 45.00	45.00	Detroit. Gomolak has established	
Show Boat (United) 39.50 69.50 39.5	59.00 59.00 69.50	59.00 69.50		
- South Pacific (Genco) 109.50 109.0	69.50		Road, Dearborn Bill Fielding	sMr.
	09.50 109.00 109.50 34.50 34.50(2) 50.00		and the second second second	
	50.00 54.50		ment company, windson, one.	
2003-200 CON	54.50		were in town Tuesday (13) visiting	I TO LOS MI
Speedway	45.00 35.00 45.00		distributors Dale Sauve, of	B. 19 M. Manny Co Dound's Novi Makes
	49.50 29.50 49.50 54.50 108.00 154.50	29.50 49.50	A. P. Sauve & Son, back from the	
P	- TI		Chicago show with a new opti-	
-//5	45.00 29.50 45.00 49.50 49.50		interie outroon, is ictuging ins	Midway And of Frank Location
Step and Go (Genco) 125.00 139.50 125.0	35.00 99.50 135.00	125.00 135.00	salesroom to display the new	Midway Out of Every Location
Here's the full state of the st	39.50 139.50	139.50	Evans 100-record juke box.	274
	49.50 29.50 49.50		Mr. and Mrs. Joseph Brilliant,	ET NOV
Summer Time (Gottlieb) 30.00 39.50 30.0	39.50 30.00 39.50 49.50 49.50		makers Dailliant March Commence	
Summertime (United)	49.50 49.50 25.00		is the Rock-Ola distributor, were	Watch for it!
Sunny (Williams)	49.50 49.50	49.50	reported much in evidence at the	w alch for u.
Super Hockey (Chicago Coin) 69.50		70.00	Chicago CMI exposition. Other	
Super World Series	92722 20081		Detroiters attending included Mr.	
(Williams)	95.00 295.00 59.50 44.50 59.50		and Mrs. Fred Chlopan, Norman	
	09.00 99.50 109.00	1 10 10 10 10 10 10 10 10 10 10 10 10 10	LaFleur, Sam Weisser, David	
A MARKED AND AND AND AND A COMPANY AND	34,50 134,50	134.50	Yamshin and Jake Dumler	
	09:50 79.50 109.50	79.50 109.50	Norman Firebaugh, of the Fire-	
Telecard (Gottlieb) 49.50 79.50 49.50 Tennessee (Williams) 29.50 49.50	79.50 79.50	49.50 79.50	baugh Shuffleboard Parlor, with	
Texas Leaguer (Keeney) 50.00	29.50 29.50 50.00 50.00		a line-up of 10 alleys on the West	Subscribe Now!
Thing (Chicago Coin) 119.50 85.0	19.50 85.00 119.50		Side, is away on a trip to Los An-	DUVALFIVE IIVW:
	79.50 69.50 79.50		geles Ted DeHarde, shuffle-	A statistic statistic provide statistical statistic
3-4-5 (United)	65.00 245.00		board operator, and his bride are	FA DIC ICCLIFC CIA
Thrill (Chicago Coin) 27.50 Total Roll (Genco)	27.50 27.50	27.50	honeymooning in Florida John (Mike) Maitland, who manages	52 BIG ISSUES, \$10
(roll-down)	39.50 39.50	39.50	the local Capitol Record office,	
Trade Wind (Genco) 39.50 49.50 27:50	39.50 27.50 39.50	27.50 39.50	trekked to Tiffin, O., to celebrate.	Including 8 Special Issues
Terrane Chast (F. bible)	49.50 49,50	49.50	Ray Anthony's seventh anniver-	
Treasure Chest (Exhibit) 19.50 Trinidad (Chicago Coin) 49.50		24.50 25.00	sary as a band leader.	EREBRISE ENDER IN THE PROPERTY OF STREET
	49.50 24.50 49.50	49.50	the state of the s	"The Billboard does a terrific job for disk Billboard
Triple Action (Genco) 29.50 49.50 29.50	49.50 25.00 29.50	29.50 49.50	New York:	
	49.50	in the second second	EEE/0222825100000 0.000851 09 75000 680	jockeys. Many thanks!" The Amusement Industry's
Tri-Score (Genco)	19.50 95.00 119.50		Nat Hockman, of Uneeda Vend-	Leading Newsweekly
Tucson (Williams)	69.50 69.50	119.50 69.50	ing Service, is looking for me- chanics with machine experience	Radio Station WOOD
Tumbleweed (Exhibit) 104 50	04.50 104.50		to add to his growing staff. Pres-	
Turf King (Bally) 179.50 195.00 "1	50(2) 179.50 204.50	190.00 199.50	ent personnel is unable to cope	The second
225.00 249.00 249.50			with the expanding work load, he	Grand Rapids, Mich.
	0(2) 275.00		reports.	第二日 1915年 1915580000000000000000000000000000000000
250.00 275.00 299.50 345.00	45.00 299.50(2) 345.00	and a start of the		
Utah (United)	94.50 94.50	OA Er	Ben Frankenstein, of Tele-Skill,	
Victory Special (Bally) 24.50(2) 49.50 24.50(2)	30.00 24.50 49.50		says the firm's new game, Set	THE BILLBOARD 873
	19.50		Shot, is coming off the production	2160 Patterson St., Cincinnati 22, Ohio Light Mexical Problem St. 4
Virginia (Williams)	29.50 29.50 39.50 165.00	139 50 145 0	line in quantity, and reception by	Please enter my subscription to The Billboard for
Watch My Line	105.00	105.00	arcades around the country is en-	one year, for which I enclose \$10. I understand
Winner (Universal Industries)	75.00 169.50 175.00	135.00 150.00	couraging. Mike Munyes distrib-	this will include at least 8 Special Issues.
155.00 150.00 149.50		169.50 174.50	utes the piece Dick Freeman, who operates music machines lo-	the and include of least o special issues.
199.50 229.50	and the second sec	*********	cally, is considering taking over	• Name measurements of the second backward and the second se
there are advecting to be the second statements		199.50 229.50	a cigarette route in Now Terror	Name
Wisconsin (United)	9.50 18.00 39.50	39.50 49.50	a cigarette route in New Jersey. Mrs. Block, mother of Leonard	Address
Zingo (United)	49.50 5.00 325.00	324.50 325 00	and Abe Block, of Melody Music,	The second se
	2.00		is hospitalized for treatment of	City Zone State
			in a september in treatment of	Occupation
			(Continued on page 90)	



90

185.00

100.00

22.50 24.50 50.00 75.00

105.00 109.50

59.50 65.00

69.50 75.00 84.50 85.00

69.00 69.50

50.00 75.00

235.00 249.50

69.50 75.00

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49.50 75.00

350.00 (early)

650.00 (late) 695.00 (late)

75.00 100.00 149.50

85.00 99.50 100.00

349.50 350.00

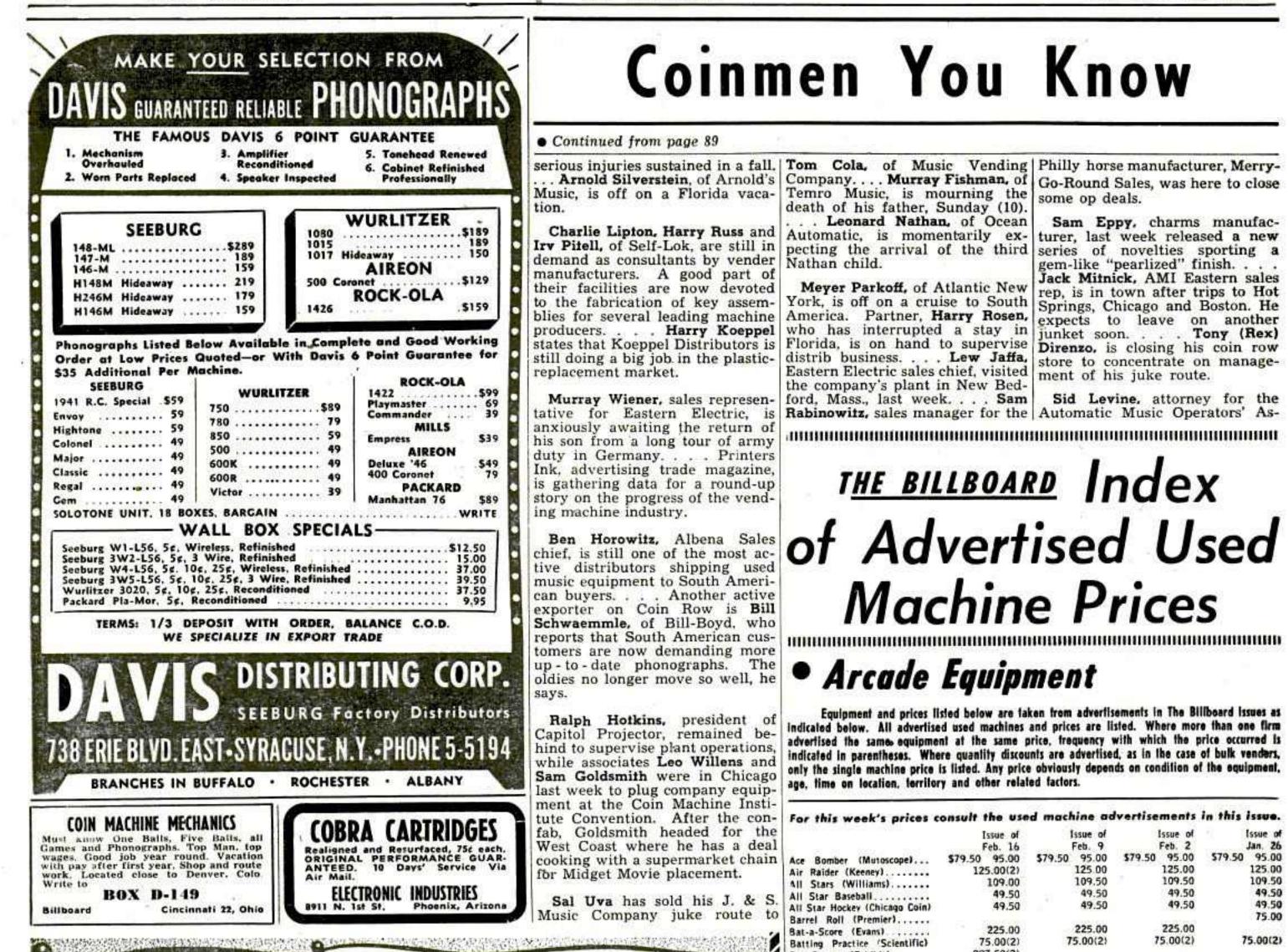
145.00 150.00

189.50 195.00

125.00 150.00

79.50 95.00 125.00

69.50 100.00



ENPRES	HEA	MACHIN	· · · · · · · · · · · · · · · · · · ·	Big Bronco (Exhibit) Big Inning (Bally) Bolascore (Suoreme) Boomerang (Amusement Corp.) Challenger (ABT) Chicken Sam (Seeburg) Dale Gun (Exhibit)	997.50(2) 185.00 100.00 45.00 24.50 75.00 105.00 109.50 69.50 75.00	185.00 100.00 45.00 24.50 49.50 75.00 105.00 109.50 69.50 75.00	185.00 100.00 45.00 24.50 75.00 105.00 109.50 69.50 75.00
			GAMES		84.50 85.00 95.00	84.50 85.00 95.00	84.50 85.00 95.00
America's BRAND NEW Largest Bally Turf King \$445.00	CLOSEOUTS!			Deluxe Athletic Scale	112010-12	69.50	69.00 69.50
Chi Coin Thing 140.00 Wms. Shoot the	Scorebd., New 5 79.50	UNITED DELUXE 6-PLA CHICAGO COIN 6-PLA		(Mercury) Drivemobile (Mutoscope)	69.00 69.50 150.00	150.00	150.00
Moon	Univ. 5-Star 310.00 Chi. Shuffle Horse	Formica Tops Instal		Duck Hunters (Silver King) Fishing Well (Mutoscope)	17.50	17.50 125.00	17.50
Tournament 195.00		Chicoin Shuffle Car	nes—\$25.00 extra.	Flash Bowler	75.00	75.00	75.00
		GENCO 8 PLAYER 5H United 6-Player	\$350.00	Flash Hockey (Coinex), Goalee (Chicago Coin)	49.50 95.00	49.50 95.00	95.00 99.50 125.00
5-BALLS	ARCADE	United 4-Player		8	99.50 125.00(2)	99.50 125.00	
NEW	EXH. BIG BRONCHO	UNITED TWIN REBOUN	de 275.00	Gun Patrol (Exhibit) Heavy Hitter (Bally)	235.00 249.50 69.00 69.50(2)	235.00 249.50 69.00 69.50(2)	235.00 249.50 69.00 69.50(2)
United Bolero   Genco Double Action Chi, King Pin   Keeney Holiday	EXH. JET GUN	Un, Double SA Express 8', True Scoring	159.50	Hockey (Chicago Coin)	75.00	69.50 75.00 495.00	69.50 75.00 495.00
Wms. Horse Shoes Gott, Basketball United Steeplechase Bally Spot Lite	CHICOIN 4 PLAYER	United Shuffle Slugger United Skee Alley		Holly Crane (Como) Horoscope (Mutoscope)	495.00	445.00	50.00
BINGO TYPE	DERBY	Un. 2-Player SA Expre United Single SA Rebo United S. A. Express, 6	und 99.50	Hunter Jack Rabbit	LTER DWG REAL		
Leader	WMS. HORSEFEATHERS CROSS-A-LINE	UNITED SHUFFLE ALLE	ey 79.50	(Amusement Corp.)	109.50	109.50	109.50
Bright Lots. 395.00 Utah	Muto, Voice-o-	United Super Shuf, Al	lev 49.50	Jet Gun (Exhibit)	379.50 125.00		
S-Star	Graph, 35¢	W/Disap. Pin Conv.		Magic Pen. Midget Ski Ball (Chl. Colg).	100.00 229.50	100.00 229.50	100.00 229.50
Ouarterback	ball Champ. 275.00 Exh: Pony Exp. 395.00	Univ. High Score Bowl Univ. Super Twin Bowl	er 195.00	Panoram With Peek	250.00	250.00	250.00
Ainstrel Man 175.00 Oklahoma 84.50	Shoot the Bear 349.50 22' Shuffleboard 124.50	Chicoin Pin Lite Bowle Chicoin Bowling Alley	69.50	Panorams (Mills) Parachute Gun (Seeburg)	225.00 49.50	225.00 49.50	225.00 49.50
Control Tower. 175.00 Playtime 84.50 Double Feature 164.50 Dattact 70 Fo	Gun Patrol 249.50 Chi, Midget	Chicoin Bowling Classic Chicoin Trophy Bowl Bally Hook Bowler		Photomatic (Mutoscope)	350.00(early)	350.00(early)	350.00(early)
pot Bowler 154.50 DALLAS 79.50 riplets	Skee Ball 229.50 Ev. Batascore 225.00	BALLY SHUFFLE BOWLE			650.00(late)	650.00(late)	650.00(late)
Id Faithful 144.50 Just 21 79.50	Chi. Pistol, 149.50 Star Series, 139.50 Merc, 13-Way Ath.	Bally Speed Bowler, 9% Gottlieb Bowlette, 43"	69.50	Pistol Pete (Chirago Coin)		100.00 149.50-	100.00 149.50
in Bowler 139.50 St. Louis 79.50	Scale, New 99.50 Teleguiz	Keeney Big League Boy	wier	Pitch 'Em & Bai Em	105 00/21	105.00	105.00
ighting Irish 139.50 Majors of '49 . 79.50 weetheart 134.50 Big Top 79.50	Foot Vibrator, 119.50 Wms, All Star 109.50	Keeney League Bowler Keeney Double Bowler		(Scientific) Poker & Joker	185.00(2)	185.00	185.00
its & Runs 129.50 Buttons & Bows 79.50	Jack Rabbit 109.50 Chicken Sam,	Genco Shuffle Target, 1	0' 195.00	Pokerino (Scientific)	99.50 495.00	99.50 495.00	99.50 495.00
larvest Time 129.50 Super Hockey 69.50 larvest Time 129.50 Holiday 69.50	GOALEE 99.50	VENDERS	1-BALLS	Pool Table (Edelco)	75.00	75.00	
omber 124.50 Phoenix 69.50 Show Boat 69.50	Pokerino 99.50	SMOKESHOP 612	NEW	Pool Table (Massengill) Punch Bag (Mutoscope)	165.00	125.00	
REAMY 124.50 TUCSON 69.50	Quarterback 89.50 Exh. Dale Gun. 84.50	CUSTOM \$245.00	OLD HILLTOP	Quizzer	85.00 100.00	50.00 85.00 99.50 100.00	85.00 100.00
lot Rod 124.50 Harvest Moon 69.50	Flash Hockey . 75.00 Mercury 13-Way	ACORN VENDOR, 1c or 5c . 14.95	Univ. Across the Board	Q-Ball	79.50	79.50	79.50
(ing Arthur 119.50 Puddinhead 59.50 anasta 119.50 Blue Skies 54.50	Ath. Scale 69.50 Heavy Hitter 69.50 Shipman Art	Marion Scale, New	Bally Turf King Bally Futurity	Rapid Fire (Bally) Recordio (Wilcox-Gay)	125.00	125.00	125.00
hing	Show & Film 49.50	Silver King 13.95 S.K. Hot Nut 29.95	Turf King \$345.00	Rol-a-Score (Electromaton) Seven High (Edelman)			75.00
ri Score 119.50 Cinderella 49.50	GENCO GLIDER 39.50 Total or Advance	N.W. 49, 1¢ or 5¢ 17.35	Winner 229.50 Champion 159.50	Shipman Art Show	49.50	49.50	49.50
ank-a-Ball 119.50 Triple Action 49.50 e-Bop 114.50 Carolina 49.50	Roll	72-Bar U-Select-It 49.50	CITATION 134.50	Shocker (Acme) Shoot the Bear (Seeburg)	24.50 264.50 275.00	325.00 349.50	349.50 350.00
DECHIE 114 50 Spin Ball 49.50	Grip, New 34.50 Kicker & Catcher,	De Luxe, 1-5¢ . 24.59 N.W. Tab Gum 25.95 33 Ball Gum 7.50	Gold Cup 84.50 Jockey Special. 64.50	4	299.50 349.50 350.00	350.00	
Moon Glow 49.50 ampus 114.50 Trinidad 49.50	CHALLENGER , 24.50	33 Ball Gum 7.50 15 Col, Uneeda- pak, 25t 79.50	Special Entry . 54.50 Victory Special 49.50	Shoot Your Way to Tokio	100.00	100.00	100.00
College Daze 109.50 Star Dust 49.50	Acme Shocker., 24.50	Margaret / Constant Inda and Constant		Silver Bullet (Exhibit) Silver Gloves	145.00 150.00 175.00	145.00 150.00	145.00 150.00
South Pacific 109.50 Paradise 49.50	Groet, Skill Test, 5¢ 69.50	CP. Commence	ETTE VENDERS	Six Shooter (Exhibit)	11 2033.30355	189.50	169.00 169.50
MUSIC	The prover	Uneedapak, J	b, 25¢, 1 King Size Col. Mod. 500, 7 Col\$130.00 \$ Col	Ski-Bowl (Scientific)	150.00	150.00	150.00
WANTED!	CONVERS	IAMC & National 930,	9 Col	Skill Test (Groetchen)	69.50 79.50 95.00	69.50 79.50 95.00	69.50 79.50 95.00
Capey Islands Bright 100 selec., 4	5 RPM Large Lighte	d Pin Rowe Preside	ent, 8 Col 145.00 lel 950, 9 Col 140.00	Star Series (Williams)	125.00 69.50(2) 79.50	125.00 69.50 79.50	125.00 69.50 79.50
Spots, Bright Lights, EVANS JUBRI		\$ 24.50 \$			89.50 100.00	100.00 139.50	97.50 100.00
New Turl Kings, Late RPM 5 Balls, 2 and 4 CHICOIN BAN	Champ,	S FUKMILA	REPLACEMENT TOPS	Sub Gun (Keeney)	139.50 100.00	100.00	139.50 100.00
Player Shuffle Games, Wurlitzer 1100	0 \$395.00 Pin Conv.,	For Unit	ed, 8 Foot, \$ \$29.50 4	Submarine (Keeney) Super Bomber (Evans)	49.50	49.50	49.50 100.00
Bing-a-Roll Wurs, Music	5. 250.00 T New	39.50 6 5 2, 4, 5	A 6 Players num Order-5 Tops	Super Skee Roll	100.00	100.00	Contrag - Construction
Mite, New				Telequiz	139.50 49.50 75.00(2)	139.50 49.50 75.00(2)	89.50 139.50 49.50 75.00(2)
One - Half Deposit	- Anin	MACHINE	SPECIAL	3-Way Gripper (Gottlieb)	2.2010 (C. 1990)	99.50	99.50
with Order, Bal- ance C. O. D. or	re Coin	XCHANGE	Electric Scoreboards	Undersea Raider (Bally)	. 18.50 95.00	18.50	18.50 95.00
Sight Draft.			\$125.00	Voice-o-Graph (Mutoscope)	495.00 525.00 85.00	525.00 85.00	525.00 85.00
IOI2-14 MILWAUKEE A	VE. Phone EVERGLADE 4-26	• CHICAGO 22.1		Western Baseball	05.00	65.00	05.00



#### THE BILLBOARD

#### COIN MACHINES

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sociation, accompanied ex-phono- | leaves for Florida soon to attend | the exception of a forced landing graph manufacturer, Sen. Homer the chain drug convention. at Effingham, Ill. Lucky Frank landed in a field belonging to a Capehart, to Stamford, Conn., friendly farmer who turned out to where the Republican legislator Milwaukee be an excellent host until flying addressed a Lincoln's Day din-Frank Bartnik, Banaco Music's conditions bettered. ner. Levine insists he is a Demflying executive, is back from a ocrat. . . . Harold Cummings, Acme Music exec Don Becker president of Cadbury-Fry, is in 10-day vacation in Florida. Trip Washington on business. He was uneventful, Frank infos, with reports biz holding up fairly good in the music department. The firm is operated by Don and his brother, Jack, both of whom can Shuffle Games boast of considerable coin machine savvy. Most of their equipment, Equipment and prices listed below are taken from advertisements in The Billboard issues as according to Don, is now of new Indicated below. All advertised used machines and prices are listed. Where more than one firm or recent vintage, and therefore, practically trouble free. Recent advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertized, as in the case of bulk venders, back injury had Don on the ailing only the single machine price is listed. Any price obviously depends on condition of the equipment, list for about six months, but he's age, time on location, territory and other related factors. back on the job. In town in search of late wax hits, Joe Holub, of Racine's juke For this week's prices consult the used machine advertisements in this issue. Box Service Company, reports that the top nickel grabbers on his Issue of issue of Issue of Issue of Jan. 26 music boxes, are: "Anytime," by Feb. 2 Feb. 9 Feb. 16 \$60.00 69.50 \$49.50 60.00 \$49.50 60.00 Eddie Fisher, and Lombardo's \$49.50 60.00 ABC Bowler (Keeney) ..... 145.00 145.00 125.00 125.00 Ace Bowler (Chicago Coin) ... "Crazy Heart." 79.50 79.50 79.50 79.50 Bank Ball (Amusement).... 69.50 89.50 - 49.50 89.50 49.50 89.50 49.50 89.50 Harry Jacobs Sr., United, Inc., Baseball (Bally)..... 99.00 119.50 99.00 99.00 119.50 99.00 executive, is winding up a month 49.50 49.50 stay in Hollywood, Fla., where he Baseball (Genco)..... 285.00(2) 285.00 275.00 285.00 275.00 285.00 Big League Bowler (Keeney). has acquired a substantial tan. Big League Bowler, 310.00 Meanwhile Harry Jacobs Jr. is 4 Player (Keeney) ..... 89.00 planning to expand existing Big Leaguer (Williams).... 425.00 United facilities by adding Bowl-o-Matic (Universal) .... 24.50 35.00 24.50 25.00 24.50 39.00 24.50 35.00 some key personnel within a Bowlette (Gottlieb)..... 45.00(2) 69.50 35.00 45.00(2) 45.00 69.50 45.00 69.50 week. Most of the expansion will 69.50 be devoted to new merchandising 45.00 49.50 45.00 49.50 45.00 49.00 45.00 49.00 Bowling Alley (Chicago Coin) in the coin machine lines. Firm 55.00 79.50 55.00 69.50 49.50 69.50 49.50 69.50 is Wurlitzer distributor in this Bowling Alley 2 Player 34.50 34.50 34.50 34.50 area. (Chicago Coin) ...... 135.00 135.00 135.00 135.00 Bowling Champ (Keeney)... The monthly meeting of the Bowling Champ (Keeney) 145.00 165.00 145.00 165.00 89.00 145.00 165.00 Wisconsin Phonograph Operators' 2 Player ... 99.50 135.00 99.50 135.00 99.50 115.00 99.50 115.00 Bowling Classic (Chicago Coln) Association, which was to have 140.00 140.00 129.50 140.00 140.00 24.50 34.50 been held Monday (11), was 24.50 34.50 34.50 24.50 34.50 24.50 called off because the group's Bowling League (Genco).... 35.00 45.00 35.00 45.00 35.00 45.00 45.00 45.00 49.50 45.00 49.50 president, C. S. Pierce, Brodhead, 49.50 45.00 49.50 Deluxe Bowler (Williams) ... was in Washington for the Bry-Deluxe Twin Bowler 74.50 son Bill hearings. No definite date (Universal) 75.00 99.50 75.00 115.00 125.00 145.00 75.00 115.00 was set for the group's March Double Bowler (Keeney)..... 115.00 135.00 135.00 145.00 125.00 139.50 meeting. 169.50 145.00 49.50 59.50 59.50 69.50 49.50 59.50 49.50 59.50 Double Header (Williams) ... 95.00 115.00 75.00 95.00(2) 95.00 99.00 95.00(2) Miami 115.00 119.50 129.50 115.00 119.50 119.50 125.00

125.00

159.50

135.00

325.00

315.00

75.00 79.50

305.00 309.50

125.00

75.00

79.50

159.50

125.00

325.00

315.00

74.50

309.50 310.00 305.00 309.50

315.00

75.00 79.50

139.00 159.50

114.00 125.00

Double Shuffle Alley (United)

Double Shuffle Alley Express

Duck Pins (Keeney).....

Five Player Shuffle Alley

Five Player Shuffle

٠

Rebound (United) .....

(United) .....

Rebound (United)..... Four Play Shuffle Alley

Cup drink operators say this 74.50 75.00 winter's business is running well 79.50 ahead of last year. Altho Miami has been nipped a few times by 189.50 cold air this season, it has been 135.00 much milder than last year when 305.00 315.00 11 cool snaps came along to 319.50 325.00 plague the area. 335.00

> All-Star Basketball, new Gott-315.00 lieb game featuring animation of a basketball game on the back-



Four Play Shuffle Alley Rebound (United)	285.00	285.00			a basketball game on the back-	
Four Player Shuffle Alley	855 1 (C280)			375 00 395 00	glass, is now in the hands of op-	I data Madal IISED DHONOGRAPH
(United)	275.00(3)	275.00(2) 285.00 295.00	275.00 285.00 295.00	275.00 285.00	erators, says Eloise Mangone, of All-Coin Amusements, and the	
	29.00 29.50		29.00(2) 29.50	29.00(2) 29.50	response has been favorable.	7 AMI Model C-like new\$545
Glider (Genco)	30.00 39.50	30.00 39.50	30.00 39.50	30.00 33.30	Ron Rood, of Orlando, Fla., dis-	
HI Score Bowler (Universal)	165.00 195.00	165.00 195.00	175.00 195.00		tributor for Rock-Ola music ma-	2 AMI Model B—very clean\$445
Hook Bowler (Bally)	150.00 215.00	200.00 265.00	200.00 265.00 275.00	150.00 200.00 265.00 275.00		3 1017 Wurlitzer Hideaways\$195
100	225.00 265.00 275.00	275.00	215.00	205.00 275.00	after a trip to his Jacksonville	1 Rock-Ola Rocket 50-51\$545
League Bowler (Keeney)	235.00	165.00 225.00	165.00 225.00	165.00 225.00	office.	
League Bowler (Recircy)	245.00(2)	229.50 235.00	235.00 245.00	235.00 245.00		20 AMI 5c & 10c Wallboxes \$30 ea.
	255.00	245.00(2)	255.00(2)	255.00	Mr. and Mrs. D. F. Saxon, Syla-	Contraction of the stand
		255.00			cauga, Ala., parents of Ace-Saxon	SPECIAL 12 Seeburg H146 Hideaways, Completely Shopped
League Bowler, 4 Player	225.00 249.50	225.00 249.50	225.00(2)	225 00 249.50	president, John F. Saxon, have	SPECIAL VALUE, \$150 ea.
(Keeney)	223.00 247.30	250.00 269.50	249.50 250.00	250.00 275.00	been spending some time with	WRITE FOR COMPLETE LIST
Lucky Strike (Keeney)	75.00	75.00	75.00	75.00		
Pin Boy (Keeney)	24.50 35.00	24.50 35.00	24.50 35.00	24.50 35,00	his wife, <b>Julia.</b>	EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS
Pin Lite Bowler	159.50	159.50	159.50	179.00	Joe Frost is the new routeman	Remember
(Chicago Coin)	24.50 25.00	24.50 25.00	24.50 25.00		at Vending Corporation of Amer-	
Shuffle Alley (United)	29.00	29.00 29.50	29.00 29.50	29.00 29.50	ica. Frost worked with cup drink	
	29.50 34.50w/p	34.50w/p	34.50w/p	34.50w/p	venders in Dayton, O Glea-	
	39.50 55.00w/p	39.00w/p		39.50 55.00w/p 59.50w/p	son Stambaugh, who owns Florida	40 WALTHAM STREET
	59.50w/p	39.50	39.50 55.00w/p 59.50w/p	77-36H/P	Music Company, West Palm	
		55.00w/p 59.50w/p	CONVERSION AND ADDRESS		Beach, journeyed to Gainesville,	BOSTON 18. MASS
Shuffle Alley Express,		37.50.79		323322)	Ga., to see his son graduate from	Tet Library 2-9480
2 Player (United)	125.00 169.50(2)	125.00	125.00	125.00	the University of Florida.	
04 100405 (0405500096263656		169.50(2)	169.50(2)	169.50(2) 174.50		
	45.00 49.00	174.50 45.00 49.00	45.00 49.50	45.00 49.50(2)	Bush Distributing Company has	
Shuffle Alley Express (United)	49.50 55.00	49.50(2) 50.00	50.00 55.00	50.00 55.00	acquired distribution rights in	
	59 50 62.50	55.00 59.50	59.50 69.00	59.50 69.00	Florida and South Georgia for	WE EAPORT ALL OVER THE WORLD'
a share was a set at the	69.50 129.50	69.50 129.50	69.50 129.50	74.50 129.50		SATISFACTION GUARANTEED!
Shuffle Alley 6 Player	995 00 950 00				equipment, reports Ken Willis.	
Deluxe (United)	325.00 350.00	350.00			An advance echelon of Marine	REF: First National Bank of Boston
Shuffle Baseball (Chicago Coin)	65.00 95.00	65.00 95.00	65.00 95.00	65.00 95.00	Corps officers started work here	
Shuffle Bowl (Exhibit)	10,000,020 20,000		022304901 - 12433484	79.50	this week to nave the way for the	WURLITZERS WITE OF CALL TOP
Shuffle Bowler (Bally)	24.50(2) 34.50	and the second sec		24.50 29.50	arrival of an 8.000-man task force	1400's-1450's-1250's FUTURITY
	35.00 45.00 49.50w/p	35.00 45.00	35.00 45.00	45 00 40 50-1-	at the new Marine Corps Air Sta-	Write or Call TURF KINGS
en die Granne (Ballet	85 00	49.50w/p 85.00(2)	85.00(2)	85.00(2) 89.50	tion between now and June 30.	WINNERS
Shuffle Champs (Bally) Shuffle Jungle (Rock-Ola)	29.50 59.50	59.50	59.50	59.50	The base will represent a \$30,000,-	1015's-1080's-\$185 each UNITED "ACROSS THE BOARD"
Shuffle Lane (Rock-Ola)	30.00	30.00	30.00	30.00	000-a-year outlay and will have a	LARGE STOCK of WURLITZER PARTS-WRITE
Shuffle Lane (United)	24.50	24.50		24.50	total Marine and civilian comple-	
Shuffle Line (Bally)	169.50 229.00 95.00 99.50	169.50 229.00 99.50 100.00	169.50 229.00 99.50 100.00	229.00 229.50 75.00 99.50	ment of 9,000 persons. The whop-	WETTE DAY CACIL FOD AMI Models A-B-C, Bally Bright Spot,
Shuffle Slugger (United)	115.00	115.00		100 00 125 00	ping expenditure will break down	
Shuffle Ten Strike (Evans)	79.50	79.50	79.50	79.50	into \$24,000,000 a year for the pay-	Six-Snooter, Metal Typers,
Shuffle Target (Genco)	124.50 185.00	185.00 195.00			roll and about \$6,000,000 for pur-	DICTDIDUTING CO INC
raphiesentrese scoutario	195.00 199.50 215.00	199.50(2) 215.00	199.50 215.00	215.00 225.00	chases of food and other supplies	DISTRIBUTING CO., INC.
Single Shuffle Alley	210.00	215.00	100	EIJ.00 EEJ.00		
Rebound (United)	95.00 99.00	99.00 99.50	99.50 100.00	99.50 100.00	pect to share substantially in this.	
1.1	99.50	100.00		135.00	bonanza.	ALLSTON 34, MASS. AL 4-4040
Skee Alley (United)	79.50 119.50 169.50	79.50 119.50	79.50 119.50 169.50	119.50 169.50	Mike Steiner, who travels seven	Exclusive distributors for /////// in Mass., R. I., N. H., Vt. and Me.
Speed Bowler (Bally)	49.50(2) 55 00	40.00 49.50(3)	69.50 65.00	49.50(3) 55.00	States for Exhibit Sales Company,	
Speed bowler tourigr	59.00 69.50	55.00 59.00		59.00 65.00	called on Harry Goldberg, H. & G.	
50000000 - <sup>30</sup>		69.50	49.50(2)	69.50	Novelty Company. Goldberg has	1.5 1.1 1.1 1. 1.
Star Bowler (Edelco)	95.00		LE 00 100 00		expanded his line of premium	
Strike (Exhibit)	95.00	65.00 100.00	65.00 100.00	65.00 100.00	merchandise and his shelves now	
Super Shuffle Alley (United)	14.50 45.00	14.50 45.00	14.50 45.00	14.50 45.00	contain a glittering array of gifts	
(binted)	49.50	49.50	49.50		designed to whet the appetite of	A DINE 2 DINE 2 DINEE A DAC O DINEE
Super Twin Bowler (Universal)	79.50w/p	65.00w/p			any game operator. Steiner has	
	99.00 99.50	79.50w/p 99.50 125.00(2)		79.50w/p 99.50 125.00(2)	Construction and the second seco	
	135.00	135.00			and Jacksonville. His territory	
Ten Pins (Keeney)	24.50 45.00	24.50 45.00	24.50 45.00	24.50 45.00	includes Tennessee, Arkansas,	
Trophy Bowl (Chicago Coin)	114.50 125.00	125.00 129.50	109.00 145.00	145.00 150.00	Louisiana, Alabama, Mississippi	
A MARKET REPORT OF A STATE OF A ST	150.00	150.00			and Georgia.	Merry-Go-Round's Next At-
Twin Bowler (Universal)	34.50 49.00	34.50 49.00		34.50 49.50(2)	Mrs. Catherine Teaney, book-	and meny-ound and At-
	49.50(2) 65.00	49.50(2) 64.50 65.00		64.50 65.00(2)	keeper at Ace-Saxon, has been	
Twin Pokerino	185.00	185.00		185.00		
Twin Shuffle Alley Rebound	16.58 N. 1	9.11 Det. 1		Till Storeston	Teaney has moved into a new of-	
(United)	149.50 215.00			215.00 219.50	fice but still attends to her debit-	
Contractor and Contractor and Contractor	219.50 225.00			225.00	and-credit chores In other	
Twin Shuffle (Williams	24.50 34.50 35.00	24.50(2) 25.00 34.50 35.00	34.50 35.00	34.50 35.00	changes at Ace-Saxon, Bennie	
Twin Shuffle-Cade (United)		275.00	34.50 35.00 225.00 275.00	225.00 275.00	(Continued on page 92)	
and an	1 CONTRACTOR 1	1. In 2004/194393	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	THE ARTICLE STREET	D Filler State Stat State State S	



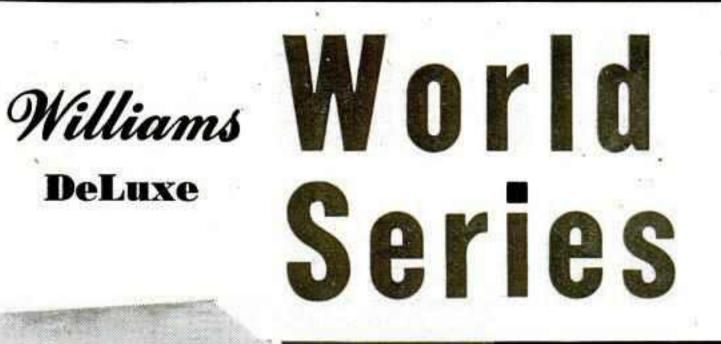
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COIN MACHINES

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# **Give the Players What They** Want With

IN-A-BACKBOARD ACTION! 3-Dimension Ball "Press Box" view of lighted diamond and colorful ball park stimulates play!

BATTING .... INDICATORS!

**REPLAY AWARDS!** 

# Coinmen You Know

#### Continued from page 91

Roberts has been shifted from shop foreman to his own cigarette route, and Wint Whitaker has become acting shop foreman.

Routeman Gil Gerstein, Vending Corporation of America, expects to be laid up about a month following an emergency operation.

Raoul Shapiro, Supreme Distributors routeman, says the music business has picked up consic business has picked up con-siderably in the past year. He credits the good work of the Amusement Machine Operators' Association as well as the present crop of improved machines, which have enabled operators to get a better commission split. Shapiro observes that many location own-ers, whose business does not warers, whose business does not warrant placement of deluxe equipment, nevertheless want good ma-chines and are quite willing to pay "top" money.

#### Cleveland

roe Coin Machine Exchange.

Mr. and Mrs. M. S. Gisser, of the Cleveland Coin Machine Ex-Florida for a much needed vaca-Wise will be in charge of the Cleveland office.

Company and secretary-treasurer

K. C. SPECIALS	
ALL THE LATEST MACHINE New Williams Sea Jockey Writ New Exhibit Jet Gun Writ New Williams Horse Feathers. Writ New Williams Shoot the Moon,	e
5 ball Writ New Genco Double Action Writ New Chicago Coin 4 Player Derby Writ New Exhibit Big Bronco Horse Writ	
New United 6 Player De Luxe Alley United Leader Keeney 4 Player League Bowler, 9' \$199.5	•
Keeney 2 Player League Bowler, 9' Like new Seeburg Shoot the Bear 299.5 Exhibit Gun Patrol, 3 coins 225.0	0
Mutoscope Flying Saucer       100.0         Quarterbacks       59.5         United ABC, perfect       325.0         Bally Brite Spot       495.0         Universal 5 Star       159.5         Genco Stop & Go       75.0         Williams De-Icer       75.0	000000
Genco Hit & Run 75.0 Genco Tri-Score 75.0 Genco Three Feathers 59.5 Chicago Coin Thing 59.5 THE FOLLOWING FOR PENNSYL	000
VANIA AND NEVADA ONLY These machines registered with U.S. Government. 30 New Mills Vest Pockets, ea. \$39.5	
In lots of 5-\$34.50 each In lots of 5, ea. 34.5 2 Mills 25t Golden Falls, ea. 50.0 4 Mills 25t Black Cherry, ea. 50.0	0
1 Mills 50¢ Black Cherry 95.0 Stop in and see the largest assor ment of premiums and merchandis for your Alleys and Arcades. One-Third Deposit, Balance C.O.D. K. C. SPECIALTY CO.	9-19
410 Market St. Philadelphia 6, Pi Market 7-6865 or 7-6391	•



#### THE BILLBOARD

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# Tannenbaum Prez

Continued from page 76

board of directors, while Joe Hirsch, AAMONY manager, fronted for the opposition.

The union situation was straightened out only a few weeks ago with the acceptance of Local 465, Electrical, Radio and Machine Workers Union, CIO, as sole bargaining agent. The labor organization is headed by James Cagiano.

Elected to officer posts with Tannenbaum were Louis Rosenberg, Arrow Amusement, vicepresident; Jerry Folkart, Cue Ball Sports, secretary; Murray Wohlman, Pancoast, financial secretary; Lucky Skolnik, Empire Automatic, treasurer, and Wilbur Aronson, who operates under his own name, sergeant at arms.

The meeting was addressed by George Ponser, the retiring president, Blatt and Hirsch. They reported the association increased its membership substantially during 1951 and now lists on its roster 100 firms, representing well over 90 per cent of the industry in New York City.

Elected to serve on the board of directors with the officers were Jack Semel, Savoy Sales; Williams Parker, Cue Ball Corporation of the Bronx; Sanford Warner, Cue Ball Corporation of Long Island; Milton Green, American Vending; Harry Ross, Plaza Amusement; Philip Greitzer, Philmac Corporation; Sy Flann, Dublin Amusement; Ponser and Bart Hartnett.

# • Continued from page 76

cause of regulations instituted by the Commerce Department last July only those countries spending \$10,000 or more for one type equipment are listed in its export tabulations. In all 502 new and used music machines were exported in October. Their total sales price was \$224,323, and the average price, according to country, varied from the \$631 spent by Cuban firms (mostly for new units) to the \$191 by Canadian operators who concentrated on used phonographs. Meanwhile, vending export sales for the month included 387 automatic merchandisers with an aggregate value of \$52.047. In the games division, 1,070 units, valued at \$112,795, were shipped to foreign operators. Proof of the steady mounting interest in U. S. manufactured coin machine products is the \$4,131,445 worth of equipment delivered to neighboring and overseas countries during the first 10 months of 1951. In a similar period in 1950, considered one of the better years, \$2,443,907 in coin equipment was sold for export.



# • Continued from page 76 force. It followed the legal pattern of a suit involving pinball

tern of a suit involving pinball games in which Operator Stanley G. Terry obtained a court ruling holding the city ordinance outlawing games to be in conflict with State law. A new development was an appeal filed this week by City Attorney Alexander G. Brown asking a review of the Circuit Court's ruling that the pinball ordinance was illegal.

The digger distributor's attorney, John F. Reynolds, argued the ordinance was not enacted validly on an emergency basis. Unless outlawed on the emergency basis, Reynolds asked that it be ruled out on the same basis as the pinball ordinance was nullified—conflict with State law.

The same three judges who ruled on the pinball suit, MacCormac Snow, Martin Hawkins and James R. Bain, are hearing the digger case.



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COIN MACHINES

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#### THE BILLBOARD

**FEBRUARY 23, 1952** 

# Here Star

# **Headlong Speed!** Breathtaking Thrills! **Explosive Action of Championship Play!**

**PLUS Fascinating Tie-the-Score Incentive!** 

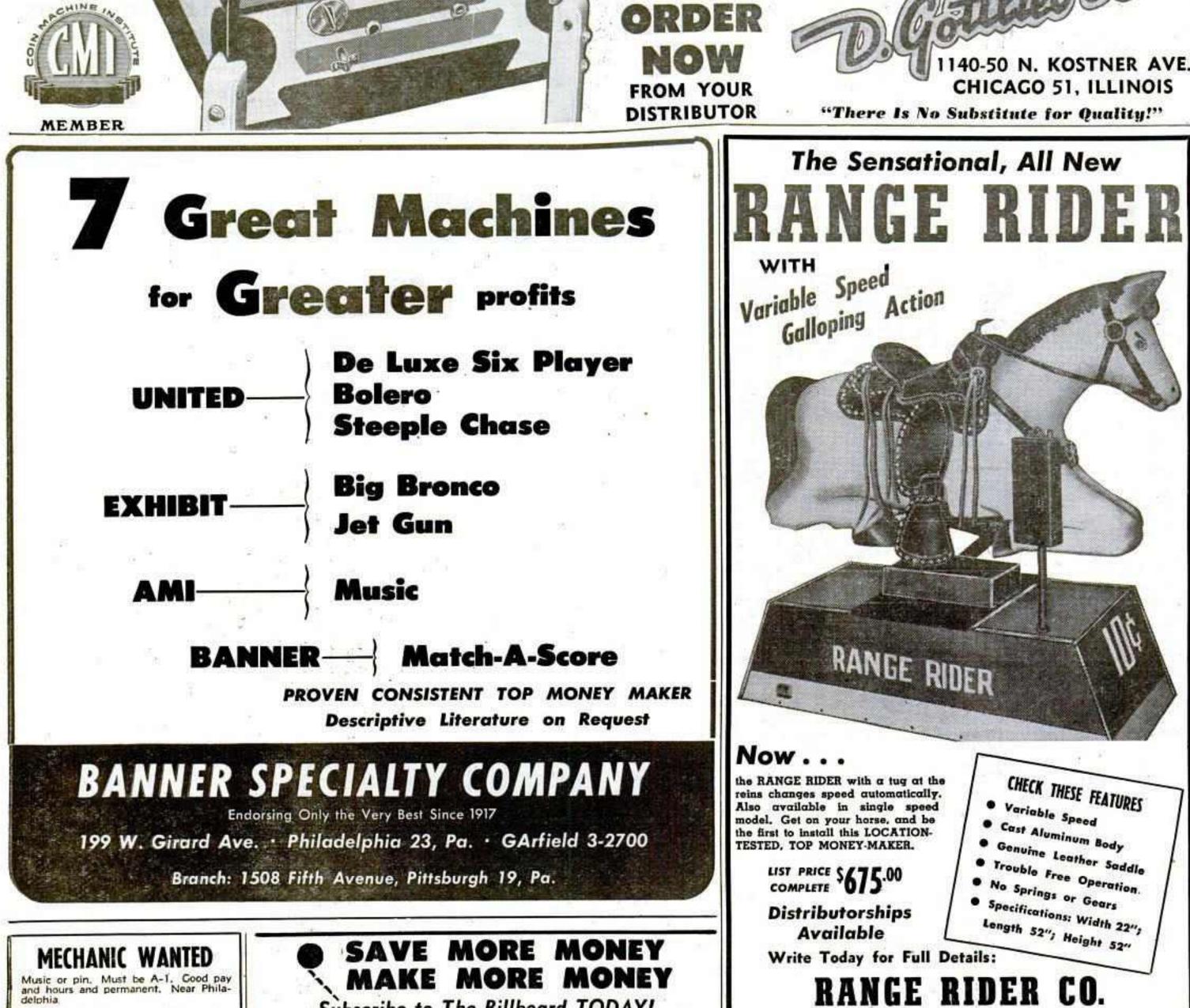
**GOTTLIEB'S** 

VISITOR'S SCORE flashes on score board. HOME TEAM, represented by player, must tie the score to win. Additional points score extra awards.

2.48 MR [1:1] - 1 (1:480-12) MRM (1:1) MRM (1:1)

1 to 7 Bumpers in sequence light up Kickout Hole for 1 Replay. Hitting any Bumper advances Basketball Player across court on light box until point is made. Ball passing thru any Roll Over or Kickout awards 2 points. "A" and "B" Roll Overs light Roll Over Buttons for point scoring and advance value of Kickout Hole to score additional points.

2 FLIPPERS

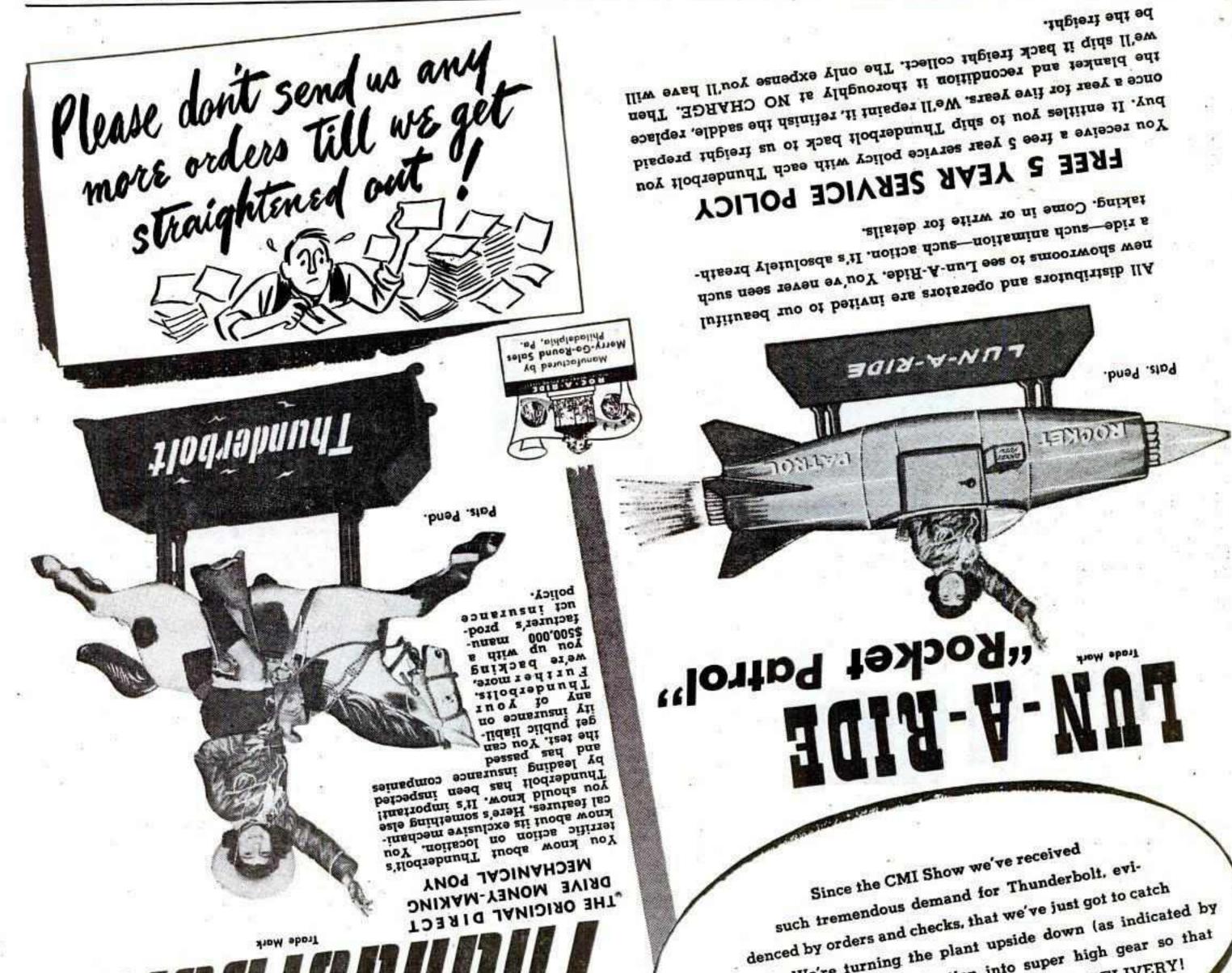


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 100.00

 Pop Sez
 69.50

 Magic Pen
 100.00

 Muto, Fishing Well
 125.00

 Panorams
 225.00

 Panorams w/Peek
 150.00

 Pitch'm & Bat'm
 185.00

 Quizzer & Film
 100.00

 Size's Bruch Ue
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 Wms. Quarterback Wurlitzer Skeeball Write for prices on BUYERS Western Baseball. Wms. Super World new Genco's 8 Player Series NEW GAME SPECIALS SHUFFLE GAMES Tri-Score ..... WRITE ARCADE EQUIPMENT \$49.50 Siro's Brush Up Shoot Your Way to Tokyo 50.00 Stop 'n' Go ..... Ace Bomber .....\$ 95.00 100.00 Batting Practice.. USED Silver Bullets

SI,850.00. COME OUT AND GET THEM\_crating extra. \$150.00 100.00 150.00 85.00 295.00 SHUFFLE ALLEYS Bally Shuf, Bowler \$35.00 Bally Speed Bowler 55.00 Shuffle Express Chicago Coin Bowling 55.00 45.00 95.00 C.C. Bowling C.C. Base Ball Exhibit Strike Genco Shuf, Target Alley Universal Twin Bowler Batting Frances 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 C.C. Base Ball 95.00 Exhibit Strike 95.00 Genco Shuf, Target 185.00 Genco Glider 30.00 Genco Glider 30.00 Genco Bowl, League 45.00 Gottheb Bowlette. 45.00 Krney A.B.C. Bowler 60.00 Keeney Pin Boy 35.00 Keeney Ten Pins 45.00 United Dble. Shuffle 75.00 United Shuffle Alley 25.00 Seeburg Bear Gun Supreme Bolascore Deluxe Bowler EACH 350.00 100.00 50.00 75.00 95.00 We ship to all parts of the world and are thoroughly familiar with export procedures. Texas Leaguer ... All Star Baseball ..... 49.50 We deliver only top quality equipment, prop-Ten Strikes ...... Undersea Raider Pin Boy Shuffle Bowler Bowlette Twin Shuffle Chi. C. Hockey .... Chi. C. Pistol ..... Ten Pins erly crated; and guarantee prompt and **Take Your Choice** Shuffle Alley Bowling League Shuffle Lane 100.00 efficient service. Send us your requirements. Chicken Sam Chi. C. Basket Ball Champ \$24.50 EACH COUNTER GAMES They'll be met satisfactorily from our com-225.00 Ball Champ 225.00 Chi, C. Goalee ... 125.00 Dale Gun ...... 75.00 Edelco Pool Table 75.00 EvansSuperBomber 100.00 Keeney Sub Gun 100.00 Exhibit Jet Gun .. Write Exhibit Jet Gun .. Write Exhibit Big Bronco 997.50 S.K. Duck Hunters, plete stock. used .....\$17.50 NEW LOW PRICES! FIVE-BALLS United Shuffle with NEW LOW PRICESI Joe Ash Hit-a-Homer, new 22.50 Cinderella .....\$39.50 Camel Caravan ....\$69.50 Kicker & Calch., new 34.50 United Two Player Adv. Shockers, new 24.50 125.00 Express Wisconsin 39.50 Triple Action 29.50 Merry Widow 39.50 Screw Ball 39.50 Trade Winds 39.50 WE ARE EXCLUSIVE United Single Reb. 95.00 Shipman's Peek WURLITZER DISTRIBU-Shows, new ..... Exh. Pony Express 495.00 Muto Photo., late 650.00 Got. Three-Way TORS IN SOUTH JER-Rondeevoo ...... 39.50 Major League Base-United Four Player 275.00 United Five Player 310.00 United Six Player 325.00 Grippers, used ... 18.50 Spin Ball ..... 29.50 Crazy Ball ..... 29.50 SEY, S. E. PENNA. & Distrib-Terms: Univ. Super Twin 125.00 Univ. Twin Bowler 65.00 Wms. Twin Shuffle 35.00 Wms. Dble. Header 125.00 Catalina ..... 29.50 DELAWARE. 1/2 utors for deposit Northern TERMS: 1/3 Deposit, Balance C.O.D. with all 1/3 Dep., Bal, C.O.D., F.O.B. Phila. Ohio WANTED-Will pay top prices for Brite Lites, Brite Spots and Coney orders, Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, NOW DELIVERING balance North Dakota, South Dakota and Upper Michigan. MODEL D C. O. D. Condon Music Co.. Inc. AMUSEMENT MACHINES CO M. S. GISSER 666 N. Broad Street, Philadelphia 30, Pa ANGE. IN 2605-7 HENNEPIN AVENUE 3130 WEST LISBON AVENUE Sales Manager Phone: Fremont 7-4495 MILWAUKEE 8, WISC. MINNEAPOLIS 8, MINN. KENWOOD 6612 "You can always depend on Active-DIVISION 4-3220 2021-2025 Prospect Ave., Cleveland 15, Ohio ALL WAYS All Phones: Tower 1-6715

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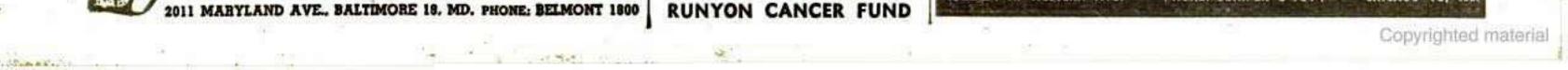
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**FEBRUARY 23, 1952** 







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FEBRUARY 23, 1952



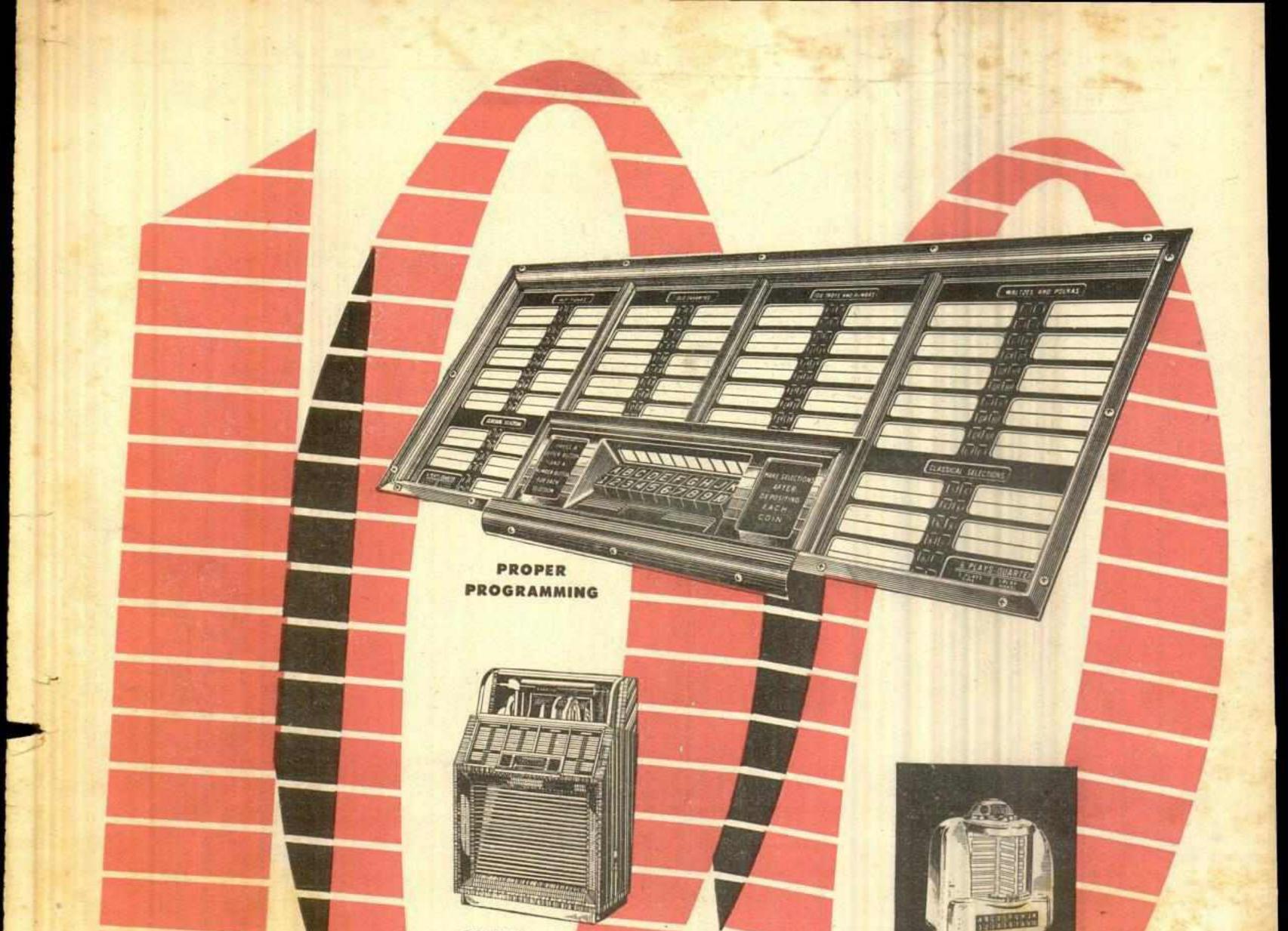






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