

The Billboard

FEBRUARY 9, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

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

Nets Refresh Medium With New Approach

Use Programing, Sales, Tie-Ins and Punchy Statistics

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

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Batoneers Buck Bookers, Won't Sign Contracts

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

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

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FIRE WITH FIRE, HUH?

Price-Cutters' Enemy Forms Cut-Price Club

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

D. J. WHIRL OR GAB?

WWJ, Bill Silbert in Tiff As Jock Turns Commentator

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

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

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

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Spectacular Power Shown by Stations

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

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

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

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

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

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

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Foes Hit Juke Box Op Tax; ASCAP Attacked by Chaffetz

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

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

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

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

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

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

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

Anti-Trust Actions

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

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Red Tape Ties Olympics TC; Delays Deals

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

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'51 Excise Taxes Up On Disks, Phonos, Sets

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

Uncle Sam's receipts from the phono disk tax soared to \$8,278,491 in 1951, a gain of \$1,485,169 over the previous year's \$6,793,322, which had been a sizable advance from 1949's total of \$5,936,489. Seen as reflecting sales volume, almost every month last year showed gains in disk tax receipts. Internal Revenue's latest figures this week showed \$844,818 as the December take from this levy, as compared with \$593,874 the previous December.

Biggest gain in amusement tax

revenue was chalked up for the levy on radio, TV and phono sets. The 1951 total soared to \$150,805,935, almost three times the previous year's \$52,594,621. Receipts in December alone ran to \$13,723,552, as compared to the previous December's \$5,483,062. A

(Continued on page 3)

THING IN RAGE WITH MITH PAGE

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

John Wayne Lariat May Lasso Hoppy

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

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Billboard Backstage

By JOE CSIDA

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

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

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

It takes no astute student of

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

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

And one of the manufacturers of the mechanical pintos is now

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

Impact of Jukes

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

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

Washington Once-Over

By BEN ATLAS

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

How About Delaware? It's a State Too . . .

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

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

A Belgian TV Problem: Bean's Crystal Ball . . .

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

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

Tape Is Official Now; Drink Plugs Safe . . .

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

Picture Business

By LEE ZHITO

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

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

Urge Closer Co-Operation Of Exhibits and Producers . . .

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

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

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

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

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

TV Responsible For Many Improvements . . .

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

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

Plenty Money This Year--- It Sez Here

NEW YORK, Jan. 2.—It will be a good year for all sorts of showbiz, including ball clubs. That is the conclusion that Look magazine makes after compiling answers to inquiries among 25 economists from government, industry, labor and universities. . . . In its issue of January 29, Look, quoting the boys who juggle economic trends, said that during 1952 pay rolls and other income will hit \$238 billion after taxes. Goods and other services available for the guys with a buck will total \$205 billion. The reasoning therefore is that the \$31 billion will be the surplus that will go toward buying away-from-home entertainment, theater (movies and legit), cafes and ball games.

Saving accounts, economists estimate, may whittle the \$31 billion down to about \$8 billion. But even that will mean a big year for all of showbiz. . . . Another reasoning why this chunk of dough will be spent for entertainment is that less and less consumer goods will be available as the defense demand cuts down the number of cars, washing machines, refrigerators, etc., on the market. Wages, the trend explainers say, will go up. And with less and less goods for that (Continued on page 20)

75G Goes to T. B. Memorial

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

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

Tokyo Mushi Mushi

By RALPH KRZYZAK

TOKYO, Feb. 2.—The sizzling Nissho Burlesque show in the heart of Tokyo fizzled out January 31, paving the way for a modern music hall. Toho Theatrical Company announced. Company's spokesman, Sakae Hamada, said the theater will be transformed into a 416-seat playhouse modern in every respect. Toho plans to import Japanese and foreign artists of international note after renovations are completed.

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

First Newsreel Theater Bows in Tokyo . . .

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

"Black Narcissus" was the biggest box office draw here for British films in 1951. The Isles film imports in 1952 will be 12 major films, including one from Australia and one from South (Continued on page 55)

London Dispatch

By LEIGH VANCE

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

Singer Sue Carson Hits Fast Stride . . .

Britain has been lucky for singer Sue Carson. Originally over here from the States for a cabaret spot at the Colony, she was seen by impresario Val Parnell when she made a brief appearance on TV. He signed her up to take over Pat Kirkwood's role in his musical romp at the Prince of Wales, "Fancy Free." Then she went to the Crystal Room at the Empress Club to do a late night cabaret stint. Parnell was so impressed with her work he gave her Vera Lynn's spot in his revue, "Peep Show," when it shifted from the Palladium to the Prince of Wales just after Christmas. Now comes Sue's biggest (Continued on page 55)

Paris Peek

By ANNE MICHAELS

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

Belgium Theater Will Present "D. of Salesman" . . .

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

Colette Adapts 'Gigi' For Paris Version . . .

Colette, celebrating her 79th birthday, busy making a French adaptation of "Gigi" from the American version. The play has been done as a book and an film (Continued on page 53)

THEATER-TV--(IV)

200-House Web Could Create Own Programs

By SAM CHASE

NEW YORK, Feb. 2.—The potential network of 200 houses for theater television events by later this year shows how far the medium has come since last May, when Theater Network Television, Inc., was incorporated. The increasing number of houses will make possible, for the first time, specially created programming for the medium. When TNT made its bow, it could rely only on purchase of rights to events being staged by others.

Within a few weeks of its creation, TNT made its first deal. Nathan L. Halpern, TNT president, signed an agreement with James D. Norris and Ned Irish, president and executive vice-president, respectively, of International Boxing Club, for exclusive rights to a series of major boxing events to be held during the summer. In all, six fights were carried by theaters exclusively without any home TV broadcasts.

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

First Tests

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

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

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

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

Dramatic Impact

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

TNT's next deal was for college football games. Home TV had limited access to games because of the National Collegiate Athletic Association's policy of restricted airings, to test the effect of free viewings on the gate. NCAA put its blackout existed under the NCAA home TV plan, and the theater had carried several consecutive Saturdays of football. Thus, the Embassy Guild Theater in New York, charging \$2.40 per head for the Princeton-Cornell game, was completely SRO and turned away as many as could get in.

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

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

Defense Show

Apart from sports, theater television in recent months demonstrated its potential value to the nation in times of emergency. A special civil defense showing was held in which methods of coping with nuclear catastrophe were demonstrated. Value of theater-TV as a mass training medium, by which people scattered in different locations can get identical, simultaneous instruction, was noted and highly lauded by top authorities. TNT also joined the TV industry pool to provide the practicality of conventions, with representatives gathering regionally in selected theaters rather than congregating in one city. Halpern had proposed this theater-TV usage, both industrially and governmentally, in his address to theater owners at Oklahoma City March 28, 1950, and had the satisfaction of seeing thru the first practical demonstrations.

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

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Highlight Reviews

LEGITIMATE

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

By BOB FRANCIS

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

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

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

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

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

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

Having knowing players to work with, plus a high-comedy (Continued on page 5)

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

RADIO

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

By JUNE BUNDY

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

However, commentator Fred Grunfeld made it quite clear that

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

Light-Hearted?

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

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

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

Music Magazine

RADIO — Reviewed Monday (28) 5:05-10 p.m. EST. Sustaining via WQXR, New York. Writer/producer-commentator, Fred Grunfeld.

NIGHT CLUB

Queenie Leonard Hollywood Wow, Material Subtle, Delivery Tops

By JOHNNY SIPPPL

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

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

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

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

Deauville Supper Club, Hollywood

(Wednesday, January 30)

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

Taxes on Sets Almost Triple, U. S. Reports

Continued from page 1

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

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

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

Radio, TV, phone sets \$ 150,805,955
Theater and concert admissions 346,742,433
Cabaret admissions 44,536,247
Phono records 8,278,491
Musical instruments 10,260,538
Coin-operated devices 19,296,204
Liquor 2,459,807,803 (B)
Tobacco 1,445,750,319 (B)

1951 1950
\$ 52,504,621
358,273,588
1,825,893
6,793,322
9,709,012
21,621,822
2,419,019,303 (B)
1,348,093,879 (B)

Box-score on amusement tax receipts for 1951 follows:

1951 1950
\$ 52,504,621
358,273,588
1,825,893
6,793,322
9,709,012
21,621,822
2,419,019,303 (B)
1,348,093,879 (B)

Billboard

The Amusement Industry's Leading Authority
Founded 1894 by W. H. Donaldson

Editors: Roger S. Littleford, William D. Littleford
Editor: Lawrence W. Carter

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MADISON SQ. GARDEN RECORDS!

New York Journal-American

The Hollywood Ice Revue:

Barbara Is a Dream; The Best Show Yet

By John McClain

After a couple of nights with the latest show, "The Show with the Stars," it was a delightful change to see the new production of the Hollywood Ice Revue at Madison Square Garden last evening.

There is no question, but the new show is a great one, and all the people are going to see it. The show is a great one, and all the people are going to see it.

Choreography Fine
There are in addition to the same choreography as last year, and the new show is a great one.

Scores Heavily
The show is a great one, and all the people are going to see it.

DAILY MIRROR
The Theatre
New Ice Show Rates Extravaganza 'Tog

Arthur M. Wirtz brought the 17th annual edition of the "Hollywood Ice Revue" to Madison Square Garden last evening, and it proved a great risk show.

Wirtz has come up with three terrific skating acts to replace her.

Barbara Ann Scott, Olympic skater, and Andy McLaughlin, former champion, are the stars of the show.

Wirtz has come up with three terrific skating acts to replace her.

Some old, familiar records are to be seen in the new show.

Wirtz has come up with three terrific skating acts to replace her.

The Show with the Stars

Produced by

ARTHUR M. WIRTZ

Assistant Producer WILLIAM H. BURKE
Choreography and Staging CATHERINE LITTLEFIELD
Costume Design GRACE HOUSTON

Starring

BARBARA ANN SCOTT

CAROL LYNNE ANDRA McLAUGHLIN
FREDDIE TRENKLER THE BRUISES
MICHAEL KIRBY SKIPPY BAXTER
JOHN WALSH THE COOKS

New York Post

CURTAIN CUES

By Vernon Rice

Another 'Golden Girl' on Ice Here

17th annual "Hollywood Ice Revue," which arrived last night at Madison Square Garden for its yearly visit, got along just fine without her. The show seems to go on without her.

In her place is another "Golden Girl," Barbara Ann Scott. She is a great skater, and she is the star of the show.

Wirtz has come up with three terrific skating acts to replace her.

Wirtz has come up with three terrific skating acts to replace her.

DAILY NEWS Garden's Ice Show Has a New Star

By ROBERT SYLVESTER

A brand new ice show, complete with brand new blonde to match, came sliding out onto the rink of Madison Square Garden last night. It's Arthur Wirtz' 17th annual Hollywood Ice Revue.

Wirtz has come up with three terrific skating acts to replace her.

Wirtz has come up with three terrific skating acts to replace her.



That annual show on ice is back at the Garden, without out in public, she isn't missed. The new Hollywood Ice Revue is the 17th edition, is bigger and more splendid.

Wirtz has come up with three terrific skating acts to replace her.

Wirtz has come up with three terrific skating acts to replace her.

Wirtz has come up with three terrific skating acts to replace her.

Wirtz has come up with three terrific skating acts to replace her.

Wirtz has come up with three terrific skating acts to replace her.



RADIO'S RESURGENCE SEEN IN LOCAL-LEVEL FIGURES

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

Continued from page 1

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

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

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

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

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

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

MCA SIFTS ROSTER

Looks for Talent To Make TV Leap

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

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

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

TNT "SPECIALS" AHEAD

Gov't, Sports Events Background to Future

Continued from page 2

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

come the first concrete theater-TV entertainment shows.

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

EDITORIAL

Radio War Not Over

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

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

WWJ's Upturn

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

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

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

Meighan Stands

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

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

Action Needed

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

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

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

Shafto Plan

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

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

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

NEWS CAPSULES--COAST TO COAST

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

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

Camels to Film "Crime"

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

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

FCC Pals Off Probe on

Atlas' WKOW Buy . . .

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

Brickhouse Signs Excl.

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

Brown to Celluloid

"Norths" in N'wd . . .

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

Hollingsberry Co. to Rep.

WXII Starting March 1 . . .

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

5-Mil TV Sets for '51

Under '50 by 2-Mil . . .

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

1950. Radio production showed a similar drop with 12,293,146 in 1951 compared to 14,589,900 made the year before.

"Choraliers," "Symphonette"

Renewed by Longines . . .

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

NBC to Celebrate Oldest

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

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

MBS to Retain Split Net

For "Game of Day" . . .

NEW YORK—MBS, in blue-printing the operation of its "Game of the Day" baseball broadcasts, has decided it will again have to operate on a split network. The web hoped it might be possible to utilize all its outlets for the baseball broadcasts, but technical and legal difficulties have forced MBS to revert to its double operations with one (Continued on page 12)

TOP ADVERTISERS WHO USE TV AND MAGS, BUT NOT RADIO

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

	Magazines	Network TV
Anheuser-Busch, Inc.	\$ 148,412	\$ 551,170
Arnold Bakers, Inc.	1,376	120,188
Borden Co.	775,322	297,390
Borg-Warner Corp.	668,033	275,175
Canada Dry Ginger Ale, Inc.	464,332	270,052
Cilento Foods, Inc.	40,512	119,430
Clelli, Peabody & Co.	894,598	121,023
Congoleum-Nairn, Inc.	102,484	356,335
Eversharp, Inc.	530,477	88,240
Florsheim Shoe Co.	204,340	4,350
Ford Motor Co.	1,693,023	1,523,428
Goodrich, B. F. Co.	888,543	294,980
Green Giant Co.	325,819	187,815
Green Watch Co.	37,425	224,314
International Shoe Co.	378,126	333,491
Johnson, S. C. & Son	946,454	133,380
Lehn & Pink Products Corp.	463,823	174,290
Masland & Sons, C. H.	107,145	103,518
Montela, Inc., Jules	120,800	234,297
Nash-Kelvinator Corp.	974,744	482,255
Packard Motor Co.	308,769	196,299
Ritzco Tobacco Corp.	2,800	116,745
Standard Oil Co. of N. J.	18,055	179,340
Stokley-Van Camp, Inc.	330,961	477,980
Swanson & Sons, C. A.	5,200	89,971
Tide-Water Associated Oil Co.	111,085	65,067
Wander Co.	198,838	219,690
Weich Grape Juice Co.	67,500	166,141
	\$10,814,756	\$7,307,401

KLAC-TV Buys Feature Pix From Television, Inc.

HOLLYWOOD, Feb. 2.—Five top films getting their TV first run are included in a batch of 30 feature films acquired this week by KLAC-TV for \$80,000. Station closed the deal with Motion Pictures for Television, Inc., leasing the 30 pix for one year. Five foreign features include "Paisan," Roberto Rossellini film which got the National Board of Review's top film award; "Open

City," another Rossellini pic, which enjoyed favorable critical reception when it played the theatrical circuit; "Battle of the Rails," French Film Festival winner; "The Quiet One" and John Steinbeck's "Forgotten Village," both winners of the Academy Award documentary Oscar. No starting date has been set for the pix at the steady film-heavy station.

WNBC NEGRO ACCENT

Robinson to Direct Community Relations

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

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

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

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

4-Mil Foot Library Of TV Film Planned

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

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

NETS BOLSTER RADIO WITH FRESH, VIGOROUS PLANNING

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

Continued from page 1

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

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

Basis for NBC's research estimates is the aggregate circulation of the four magazines: 13,707,000. A 57.7 per cent duplication of circulation of the four is deducted, amounting to 9,063,000. The unduplicated circulation of the four then is 6,644,000.

Unduplicated Total
Starch reports on TV set ownership of magazine readers, by publications, finds a weighted average of 29.8 per cent of the readers of these four having a video receiver, or a total of 1,967,000. Thus, the total of unduplicated homes, either among the magazines or TV, is 4,677,000.

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

50 CBS Affils Sign Flexible Rate Pacts

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

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

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

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

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

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

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

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

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

"Info Please" Gets in Early On Summer Slot

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

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

The Promotion Competition!

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

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

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

Promotion Competition • The Billboard
1564 Broadway • New York 19, N. Y.

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

Stop Press!

FIRST WEEK'S NATIONAL ARB RATINGS

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

today

7-9 AM EST

the TV program that is changing the habits of the nation

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

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



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

CHESTER, NEW HAMPSHIRE



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

BROOKLYN, N.Y.



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

WALLASTON, MASS.



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

EASTON, PENNSYLVANIA



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

NEW YORK, N.Y.



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

SOUTH LINCOLN, MASS.

"TODAY" IS NETWORK TELEVISION FOR A SONG

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

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

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

NBC television

30 Rockefeller Plaza, New York 20, New York

A Service of Radio Corporation of America

ABC JOINS IN DRIVE TO RELAX TV STATION LIMIT

Petitions FCC to Raise Ownership Maximum When Freeze Is Lifted

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

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

Requesting that the seven sta-

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

Also to Sub For Winchell

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

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

5th TV Net, UHF, Seen as Possible

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

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

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

denied to FM in the aural broadcast field.

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

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

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

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

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

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

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

TOP ACTOR BUT LACKS BILLING

NEW YORK, Feb. 2.—"Cameo Theater" has signed a top legit actor for its show next Sunday (10), but the National Broadcasting Company TV performer won't be billed until the end of the program. Actor consented to the unprecedented elimination from opening credits, because the script's main idea demands that his identity be kept secret until the close. Drama, which has an Abraham Lincoln theme, was penned by Harold Callen.

CBS in Drive On Idea That TV Fits All Purses

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

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

Cott 'Problem' Ainer Goes to NBC Network

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

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

its kind ever launched for political conclaves, represents a "broad and friendly agreement" that standards of good taste will be adhered to.

The document is intended to govern telecasts and broadcasts not only by the networks but by any independent station operating at the conventions. Under the arrangement it is certain that there will be no commercial sponsors from the hard liquor industry, for example, since that kind of sponsorship is not the general practice now.

WNEW's Pack Is Named Program Head for WNBT

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

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

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

Garon-Brooke To Handle TV Literary Biz

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

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

Post Adds 2d 'Posted' Stanza

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

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

Affils Group To Study New CBS Contracts

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

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

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

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

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

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

WWJ

NBC AFFILIATE
in DETROIT

Owned and Operated by

THE DETROIT NEWS

A Division of The George P. Hollingsworth Company

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

There is no such thing as a television home

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

WNEW

1130 | ON YOUR DIAL

FCC HEARING OFF FOR THEATER-TV

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

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

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

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

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

Farr Asks FCC To Relax Rule On UHF Set-Up

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

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

WJBK-TV Airs 2d Telecourse

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

"ANGEL" IS NEW GODFREY ROLE

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

HAVE N'ORANGE, MR. EDWARDS!

NEW YORK, Feb. 2.—Ralph Edwards this week reportedly feels lucky that his latest guessing game didn't last any longer than it did. For about two weeks he had contestants on his National Broadcasting Company afternoon TV show trying to estimate how many oranges were piled in a big wire crate. With over 5,000 oranges loaded in, those on the bottom were slowly crushed to a pulp by the ones above, and during the second week the show's cast was fighting the resultant fumes while the show was on the air. Fortunately, a kindly lady guessed 5,133, which Edwards deemed the closest to the 5,106 oranges, and quickly had the smelly citrus dragged away.

OKAY OLD KINE

TVA Allows "All Star" NBC Airing

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

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

Philly Stations To Centralize Charity Plugs

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

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

Tony Bavaar, To 'Those 2' For 2 Years

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

He will be co-featured on the series with Vivian Blaine, starting February 11, in the 7:30-1:45 p.m. slot, until next summer when Miss Blaine will bow out and Bavaar will handle the entire stanza himself. Agency is Benton & Bowles; Bavaar records for RCA Victor, which is expected to begin a promotion push behind him.

Ex-Lax Buys Full NBC Seg

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

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

Balaban Tee-Off May Attest Free UPT Status

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

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

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

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

Don Lee's KHJ-TV Gets 800 Snader Telescripts

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

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

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

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

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

Loew's Agrees To Divorcement In Film Case

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

Under the consent judgment, Loew's will also divest itself of some 23 theaters, mostly in New York, and will then shed theaters in other localities if it does not have competition there by a certain time. It is provided further that Loew's theaters limit the portion of films they acquire from the eight major film producers if independent operators cannot secure adequate supplies of films. Earlier court actions were obtained against RKO, Paramount and the Warner Fox interests.

Burns-Allen TV Will Go Weekly

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

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

WIZE Group Sues Sawyers

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

The minority interests accuse directors of making improper salary allowances to the Sawyers, who own controlling interest in the company; ask that the practice stop and seek recovery for the company of \$112,000. The minority group, which took the case to Common Pleas Court holds 112 of the firm's 250 shares.

Charging that directors voted for Sawyer's individual interests, the suit alleges that the firm has paid Sawyer, its president, \$70,000 in salary the past seven years for services that "were negligible in amount and cursory in nature" that it paid Mrs. Sawyer \$16,600 as secretary, also she "performed no duties and rendered no service of any kind whatsoever to the company." Plaintiffs also seek recovery of \$21,000 paid in rentals for space for the firm in Sawyer's Cincinnati law offices, and of \$4,280 paid to Catherine E. Brown as assistant secretary.

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

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

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

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

Forms Science Research Org

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

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

KECA Is New ABC Indie Unit

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

Godfrey TV-er Hits 12.4 Rate

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

Liquor Ban Bill May Pass Senate

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

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

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

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

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

Kefauver Will Return to TV For Campaign

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

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

NORGE NIX

Leads NBC To Reduce Kate Smith

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

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

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

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

NLRB Orders KTTV Election On Union Rep

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

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

D. J. OR COMMENTATOR?

WWJ, Jock Disagree; But Show Is Pulled

supporting his stand of sympathy for giving Contino another chance.

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

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

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

PLATO'S DIALOGS NEW AM SERIES

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

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

OLYMPIC SNARL

Lack of Rights Ruling Holds Up TV Bidding

Continued from page 1

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

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

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

EDITORIAL

Add Research Cuties

We had just finished reading a piece in the January 28 issue of Editor and Publisher, the tradepaper of the newspaper business, headed "Pressure on TV's Weak Spots Advised," when along came a letter from Melvin A. Goldberg, director of sales planning and research for the Du Mont television network.

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

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

"Your editorial in The Billboard, January 26, 1952, on the Zeisels' article in Printer's Ink this week, appears to be an impassioned plea for radio broadcasters to deny the existence of television. You have taken the Zeisels to task for doing objective research on the impact of TV on national radio listening. You have even invited me to join you in your analysis. The Billboard on January 19 as an example of the contrary trend. It might be interested to know that your own 'Hearts in the seven cities' bear out the contention of the Zeisels. In the table shown below, you will see that radio sets-in-use from 8 p.m. to 12 midnight in the January-February period increased in New York 21.5% since 1946, 31.2% in Philadelphia, 31.3% since 1945 in Chicago, 18.3% in Boston, 44.8% in Cincinnati since 1948, 17.0% in Los Angeles since 1946, and 12.8% in Washington for the one year.

City	RADIO vs. TV		DAILY	DECREASE
	1946 or 1947	1951		
New York	34.8	36.7	7.9	21.5%
Philadelphia	24.8	32.8	8.0	31.2%
Chicago	29.4	34.8	5.4	18.3%
Boston	28.8	41.8	13.0	44.8%
Cincinnati	28.0	40.8	12.8	45.8%
Los Angeles	26.0	31.8	5.8	17.0%
Washington	25.0	28.8	3.8	12.8%

The Billboard, January 19, 1951. "Is this the 'nonense' you were referring to? I think you should realize that TV does have an impact that cuts into radio, and as ostrichists realize will not help the situation.

"Very truly yours," Melvin A. Goldberg, "Director of Sales Planning and Research."

"PS—You might take a look also at page 8 of this week's Billboard to midnight."

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

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

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

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

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

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

Thanks for your letter.

Strike Clouds Looming With CBS Clerical Help

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

After 10 meetings with CBS attorney Ned Marr and web's labor consultant, Eugene Turner, office employees union kicked back the net's offer of a 5 per cent wage raise. Union has demanded raises of \$10 to \$15 per week. CBS minimums for clerical workers begin at \$34 per week. Maximum salary is \$71, with only one person out of the 175 enjoying that classification.

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

THE BILLBOARD

Radio-TV Show Charts

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

NETWORK TV PRODUCTION FACILITIES AND SERVICES COSTS

*Indicates that rates will be quoted on request

Table with columns: NET, STUDIO, Standard Facilities (Cameras, Mike Booms, Tech-sticians, Stage Hands), Standard Personnel (Including Assn. Dir. and Floor Men's), Camera Rehearsal, Audio Rehearsal, Dry Rehearsal. Rows include ABC TV-1, TV-4, TV 5-6-7, TV-8, Ritz, 58th Street, School of Radio Technique, CBS All, Du M Theater, Studio A, Studio D, NBC Center Theater, International Theater, Hudson Theater, BH, 6B, 8G, 3A, 3B, Uptown A, B & C.

Film Rehearsal

Table with columns: NET, Rate per hr. (including integration with studio rehearsal). Rows include ABC, CBS, Du M, NBC.

Extra Charge for Use of Theater

Table with columns: NET, Rate per show. Rows include CBS, NBC.

Rehearsal Hall

Table with columns: NET, Rate per hr. Rows include ABC, CBS, Du M, NBC.

Extra Facilities

Table with columns: FACILITY, ABC, CBS, Du M, NBC. Rows include Extra Camera, Extra Mike Booms, Extra Zoomer Lens, Rear Screen Projector, Extra Floor Monitor, Remots Facilities.

Extra Services

Table with columns: SERVICE, ABC, CBS, Du M, NBC. Rows include Set Design, Set Painting, Set Construction, Prop Selection, Extra Stagehands, Make Up, Hair Dressing, Costume Fitting, Wardrobe Handlers, Graphic Artists, Extra Technicians, Extra Floor Manager, Sound Effects Man, Extra Lighting Supervisor, Film Editing, Reference Kinescope, Non-Scheduled Screening, Typing & Mimeographing, Scripts.

Deadlines for ordering facilities

Table with columns: NET, Deadline. Rows include ABC, CBS, Du M, NBC.

Deadlines for changing facilities

Table with columns: NET, Deadline. Rows include ABC, CBS, Du M, NBC.

All materials supplied by network remain property of the network

SERVICES & FACILITIES

See Progress on Cost Problems for TV Shows

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

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

The present system has NBC and the American Broadcasting Company charging sponsors on the basis of the length of time it takes to ready the sets and props for a show. Both webs have integrated all costs and have come up with a sum which they figure includes both labor and materials. At NBC, it is about \$10 per shop hour, while ABC's charge is about \$8.85 per shop hour. The Columbia Broadcasting System and Du Mont webs operate differently. They offer sponsors an estimated cost covering design, construction, painting, labor and materials. After the show, a sponsor gets a specific itemized breakdown. At all four webs, services beyond the average incur additional charges (see accompanying charts).

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

The network's feeling generally is that costs frequently are higher but not ascertained. (Continued on page 35)

Top 25 TV Shows NATIONALLY

According to American Research Bureau

THESE ratings below are based on countrywide, county by county, urban and rural sampling covering all 63 TV markets. They are obtained from diaries placed for the week in 2,000 TV homes. Completely new samples are used for each set of ratings. The rating for a particular show is based only on the sample in those areas where that show can be seen. When viewing for five minutes or more is reported, credit for the quarter hour is given. Half-hour and hour ratings are the average of the quarter hours. Also shown below are the percentages of men, women and children under 18 in the audience and the average number of viewers per set. All time given is New York time.

Table with columns: Program, ARB Rating (000's), Homes (000's), % Men, % Women, % Kids, % Viewers. Rows include 1. RED SKELTON, 2. GODFREY'S TALENT SCOUTS, 3. TEXACO STAR THEATER, 4. YOUR SHOW OF SHOWS, 5. I LOVE LUCY, 6. MY FRIEND IRMA, 7. PAREY BLUE BISHOP BOOTS, 8. COLGATE COMEDY HOUR, 9. CAVALLADE OF SPORTS, 10. KRAFT TV THEATER, 11. GODFREY AND FRIENDS, 12. AMOS 'N' ANDY, 13. MAMA, 14. FRENCH THEATER, 15. YOU BET YOUR LIFE, 16. ROBERT MONTGOMERY PRESENTS, 17. ALAN YOUNG, 18. PHILCO TV PLAYHOUSE, 19. BIG TOWN, 20. WHAT'S MY LINE, 21. PLAYHOUSE OF STARS, 22. KEN MURRAY SHOW, 23. LUX VIDEO THEATER, 24. THIS IS SHOW BUSINESS, 25. MAN AGAINST CRIME.

THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in DAYTON, O.

(162,000 TV Sets* Panel Size 350)

... According to Videodex Reports

WHIO-TV... Miami Valley Broadcasting Corp... ABC, CBS, DuMont... WLV-D... Cresley Broadcasting Corp... NBC

ARTHUR GODFREY'S "Talent Scouts" was the top-rated TV show in Dayton in the beginning of January. And the Columbia Broadcasting System had the top show of the day four days out of the week.

Table with columns: Rank, Show Name, Station, Time, Network, Videodex Rating. Includes shows like Red Skelton, Goodyear TV Playhouse, Comedy Hour.

Table for Monday shows: Godfrey's Talent Scouts, Love Lucy, Robert Montgomery, Camel News Caravan.

Table for Tuesday shows: Texaco Star Theater, Fireside Theater, Circle Theater, Original Amateur Hour.

Table for Wednesday shows: Godfrey & Friends, Strike It Rich, Camel News Caravan.

Table for Thursday shows: Amos 'n' Andy, Big Town, Lone Ranger, Howdy Doody.

Table for Friday shows: Man Against Crime, Mama, Playhouse of Stars, Howdy Doody.

Table for Saturday shows: Our Show of Shows, Midwestern Hayride, Ken Murray, Wrestling.

FOR FULL INFORMATION

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

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

Share of Total Audience Radio vs. TV RICHMOND

... according to Pulse

Table showing Share of Total Audience for Radio vs. TV in Richmond by day of the week (Sunday to Saturday).

6 A.M. to 6 P.M. MONDAY-FRI. 11.6 ... 88.4 ... 24.0

6 A.M. to Midnight ENTIRE WEEK . 27.6 ... 72.4 ... 27.9

NEXT WEEK: Top 10 TV Shows Each Day in TOLEDO

Based on Videodex Reports

Top 5 Radio Shows Each Day in SEATTLE

Based on Pulse Reports

Share of Total Audience RADIO vs. TV in SEATTLE

as well as Top 25 TV Shows Nationally

According to Am. Research Bureau

Top 5 Radio Shows Each Day of the Week in RICHMOND

(91,600 Homes*)

... According to Pulse Reports

Table with columns: Station, Power, Network, Ind. Includes WRVA, WMBG, WRNL, WKGI.

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

STATION WRVA, the CBS affiliate in Richmond, had the most top shows in Richmond in Pulse's November-December study.

Table for Sunday shows: Jack Benny, Bergen McCarthy, Amos 'n' Andy, Horace Heidt Show, Walter Winchell.

Table for Monday shows: Godfrey's Talent Scouts, Lux Radio Theater, Edward R. Murrow, Beulah, Suspense.

Table for Tuesday shows: Beulah, Jack Smith Show, Edward R. Murrow, Club 15, Mr. & Mrs. North.

Table for Wednesday shows: Dr. Christian, Mr. Chameleon, Big Town, Beulah, Jack Smith Show, Edward R. Murrow.

Table for Thursday shows: Hallmark Playhouse, Jack Smith Show, Beulah, Edward R. Murrow, FBI in Peace and War.

Table for Friday shows: Edward R. Murrow, Beulah, Jack Smith Show, Club 15, Line Up, Misc.

Table for Saturday shows: Camel Caravan, Hopalong Cassidy, O.D. Barn Dance, Gangbusters, Twenty Questions.

Table for Monday-Friday shows: Ma Perkins, Arthur Godfrey, Our Gal Sunday, Big Sister, Helen Trent, Young Dr. Malone.

Table for Saturday shows: Stars Over Hollywood, Theater of Today, Grand Central Station, Give and Take, Kid's Theater, Princess Pet, Curtain Call, Let's Pretend, Housewives' League.

Table for Sunday shows: Our Miss Brooks, My Friend, Irma, The Big Show, New York Philharmonic, Drew Pearson.

*Sales Management Estimate for 1951

CBS TV Workshop

TELEVISION—Reviewed Sunday (27), 4:40-5:30 p.m. EST. Sustaining via the Columbia Broadcasting System TV. Producer, Norris Houghton. Director, Curt Conway. Writer, Mel Goldberg. Cast: Robert Baines, Michael Higgins, Robert Keith, John Compton, George Tyne and others.

After a less than tepid start a couple of weeks ago with a disastrous adaptation of "Don Quixote" and an immense improvement last week with a jazz fantasy, "Careless Love," CBS' new TV Workshop drama series came to age with a powerfully projected highlighting of war correspondent John Hersey's description of his combat baptism in Guadalcanal.

The story line of "Into the Valley" is simple and direct, and adapter Mel Goldberg has done a splendid job in compressing what would be just another battle yarn to a half-hour of grim reality. Curt Conway's direction, ably assisted by excellent background and camera work, integrated action and dialog in a panorama of heroism and sacrifice without ever letting a trace of mawkishness or sentiment intervene. Since he script, in spite of its brevity, permitted some amazingly sharp characterizations, the result had rugged bite, seldom found in his type of story.

Real Action

In a way "Valley" was almost documentary. It concerned a typical company of marines with correspondent going into action with them for the first time. They're a part of a piners movement in a jungle valley, and the captain explains such matters as always simple on paper but apt to lay up in execution. It turned out not so simple, with the company pinned down and cut off in some of the best scenes of jungle fighting this viewer has seen on screen.

As should be in such a tale, the correspondent was a relatively layed down. He was merely the arrator of the incident. However, he was ably played by Robert Baines. Michael Higgins made a vivid portrait of the hlegmatic captain who is a tower of strength in an emergency, and John Compton added a sock scene as a battle-shocked marine who as lost his pal. There were fine contributions also from Robert Keith Jr. and George Tyne.

But "Valley's" impact stemmed on the whole rather than any individual performance. It was a composite, harsh vignette of fear, courage and bravado, overlaid with a pretended fatalism. It was not a pretty picture of war, but it was vividly true. The TV Workshop is to be congratulated on this fort from all angles.

Bob Francis.

Toast of the Town

TELEVISION—Reviewed Sunday (27), 8:9 p.m. EST. Sponsored by Lincoln-Mercury Division, Ford Motor Company, via Columbia Broadcasting System thru Kenyon & Eckhardt. Producer, Marlowe. Director, John Wray. Music, Paul Bloch. Emcee, Ed Sullivan. Guests: Ted Lewis, Jessica Andry, Hume Cronin, Bert Heeler, Eddy Howard, Nelson Sanchez and Nancy Compton.

This program was on the beam with an excellent variety balance of song, dance and comedy. Its high-spot, of course, was the appearance of super-perennial Ted Lewis, who hasn't lost an ounce of charm these 35 years. TV-wise, he was a knockout, and he should be guested around continually. Lewis teed off with an amusing discussion of his age, highlighting with a specialty number adding to count life pleasures and

Glossy Professional 8x10 PHOTOS. Mulson Studio. Box 1241 Bridgeport 1, Conn.

MOTOS in MILLIONS. Quality photos in quantity. 1,000 POSTCARDS - \$19.00. 100 8x10 - \$4.50. BLOWUPS - \$2.00 up.

Television—Radio Reviews

The Hubbards

TELEVISION — Reviewed Saturday (19), 11 p.m.-12, CST. Sponsored by Patricia Stevens Modeling School thru Arthur Meyerhoff & Company, and Mrs. Klein's Potato Chips thru Sales-Aide Service via WENR-TV. Producer-writer, Eddie and Jackie Hubbard. Director, John Berg. Cast: Eddie and Jackie Hubbard and guests.

There have been a number of program experiments in the past few years by local television stations to give Chicago viewers a good live show during the late Saturday night hours—all of them to date proving inadequate. In "The Hubbards," however, WENR-TV seems to have come up with a strong contender which, if the current bugs can be eliminated, should make the grade.

This husband and wife team are the first professionals to appear since the Buff Cobb-Mike Wallace combo left for New York. Eddie Hubbard is a top disk jockey and his wife, Jackie, had a thoro grounding in the biz as a Mercury Records staffer before her marriage. They have done a radio show (from the Singapore here for almost a year, and while this is their first venture into TV together, Eddie had a previous run with a variety show which, while not successful, gave him an education in the visual medium.

Nitery Setting

New show is done with a nitery setting, uses a variety of interesting guests, and features recorded music. Sold in segs, series started with two bankrollers—one apiece for the first two 15-minute periods. Commercials were too lengthy, the stanza caught, and tended to slow down the show considerably. Too, a mystery guest gim, which culminated in a good bit with Studs Terkie, lends polishing before it can sell. Listeners phoning in, with Eddie and Jackie both taking the calls, tends to personalize the show, but also slows down the action.

Most of the guest interviews were handled by Jackie on the show caught, with Eddie chiming in on some to discuss showbiz problems in laymen's language. Included on the seg were chats with Lawrence Tierney and Dorothy Malone, in town to plug a new pic; Evelyn Knight, Empire Room chirp; Frank Farnum, old-time vaude and "Folies" hooper; a table tennis demonstration, and some biz with a rep from the Better Business Bureau.

Over-all production was good, but lighting needs attention. Recorded backgrounds were soft yet clear, and camera work was excellent in some rather difficult segues. Norman Weiser.

not its years. From there he went back a whole lot of years to a nostalgic "Me and My Shadow," and broke out the clarinet for a wonderful riffing of "Tiger Rag." Their fingers are as limber as ever. Naturally he wound up with "When My Baby Smiles At Me." He was so overcome with a studio audience ovation that he announced he was going out to buy a Ford—a boob-bo that threw emcee Sullivan for a loop.

Jessica Tandy and Hume Cronin contributed a delightful scene from their current Stem hit, "Fourposter." It was particularly apt for TV—since the scene is a complete comedy sketch in itself and needs no background introduction to make it click.

Commissioners

With Bert Wheeler, Sullivan got into the act himself, straightfacing the comic on the old commission deal routine as to how many laughs the latter could raise. Wheeler clicked solidly with material not in his usual grab bag, and Sullivan really climbed down off his dignity for a fun assist.

A new Cuban import, Nelson Sanchez, contributed a fine top-spinning novelty which, with a little projection polishing, could prove a winner. Nancy Compton added a showy ballet sequence, and Eddy Howard upheld the chanting department with a solid delivery of "Sin" and a not-so-solid follow-up of "Stolen Love."

The two commercials were limited to preview announcements of the newly added virtues of the 1952 Mercury, backed with well-

(Continued on page 18)

CAPSULE COMMENT

CBS TV Workshop (TV), CBS-TV, Sunday (27), 4:40-5:30 p.m. EST.

A fine adaptation of John Hersey's short novel, "Into the Valley," got a powerful projection at the hands of all concerned. Program seemed almost documentary in point of realism. If the workshop can keep up this dramatic pace, it has definitely come of age. (See full review in this issue.)

Break the Bank (TV), CBS-TV, Sunday (27), 9:30-10 p.m. EST.

No change in the show's switch over to CBS. It is smoothly handled by Bert Parks, with jokes at the expense of participants kept down to a minimum. Audience participation gimmick is a cash giveaway with a cash register showing amount of dough on tap. Team is chosen for each quiz, getting \$100 for first question mounting till the bank is hit for the jackpot. (See full review this issue.)

Mike and Buff (TV), CBS-TV, Tuesday (29), 3:30-3 p.m. EST.

CBS-TV has one of the better new daytime husband and wife combos in Mike Wallace and Buff Cobb. The team is exceedingly easy to live with on video, and strikes characterizations which should insure popularity—a typical happily married couple. On the program viewed they talked about science and reduced the steamship, the airplane, the elevator and the submarine to terms which the average viewer might understand. The program's commercial possibilities should be evident to interested potential sponsors. (See full review this issue.)

Colgate Comedy Hour (TV), NBC-TV, Sunday (27), 8:9 p.m. EST.

This seg of the series with Danny Thomas starring, plus Dorothy Lamour and Bunny Lewbel, fell short of the accepted Thomas' comedy was all in one vein—burlesque with broad overtones verging on slapstick. The subtle style of which Thomas is master, was relegated to a small portion of the hour-long show. (See full review this issue.)

Music Magazine (Radio), WQXR, Monday (28), 9:05-10 p.m. EST.

The usually staid New York Times Station WQXR broke a 15-year precedent on this show, and permitted the performance of hot jazz for the first time. To demonstrate "Whisper from the Roaring Twenties," station blared forth old diskings by King Oliver, Louis Armstrong and the New Orleans Rhythm Kings. Commentary job was a bit too staid, but musically the show was fascinating. (See full review this issue.)

John Henry Faulk, Humorist (Radio), WCBM, New York, Tuesday (29), 5:05-5:55 p.m. EST.

A deejay show which features the stories of John Henry Faulk a folk humorist with a captivating Texas drawl. Faulk concentrates too heavily on disks. The station should see to it that he goes in more for chatter, the quality of which is high. Faulk is a personality, and it is on his conversation that he will build a following. The Texan has the talent. All he needs is the time, and he will develop into a property. (See full review this issue.)

The Hubbards (TV), WENR-TV, Saturday (19), 11 p.m.-12, CST.

Husband-wife team may have answer to Windy City search for good late Saturday night live program, but some editing must be eliminated. Interesting guest interviews, recorded music backgrounds and good production and camera work on plus side; lengthy commercials, lighting and mystery guest gim need attention. (See full review this issue.)

Colgate Comedy Hour

TELEVISION — Reviewed Sunday (27), 8-9 p.m. EST. Sponsored by Colgate-Palmolive-Peet thru Ted Bates, Sherman & Marquette via National Broadcasting Company TV. This seg produced and directed by Leo Morgan. Entire series directed and produced by Sam Fuller. Associate director, Robert Masson. Music, Lou Bring.

It was inevitable that Danny Thomas would make some reference to his successful role in the Warner Bros.' flick, "I'll See You in My Dreams." But building his film success into a full-hour take-off in his doing drama, tragedy and musical comedy, the amusing in prospect, fell far short of the objective in realization.

The chief thread of the show was Thomas' doing a "Streeter Named Desire," in this case called "Submarine Called Desire." Then there was the "Champ" and finally a musical with him cast as a night club performer. It was in the last that Thomas showed his real authority and impact. The two previous sketches indicated that farce comedy, verging on slapstick, is not Thomas' forte. When Thomas plays the misunderstood character, the fall guy, the poor downtrodden little man, he is superb. His submarine captain and punch-drunk fighter were dull.

New Format NSG

The departmentalization of previous Thomas shows was discarded for this seg. The result is that the established format—several stock characters, e.g., the Italian father and his daughter (Bunny Lewbel); Thomas as a single; Thomas with Kay Starr, and Miss Starr as a single—was not used. This is unimportant as long as the overall entertainment impact is derived from a substitute. The show caught was not it.

Dorothy Lamour, guesting on the seg, was competent without being outstanding. Bunny Lewbel didn't have too much to do, but what little she had, she did satisfactorily. Joan Holloway, hooper, contributed a fast three minutes in the cafe scene. Lens work in her case wasn't flattering. Her gums looked like tree trunks. Bill Smith.

Mike and Buff

TELEVISION — Reviewed Tuesday (29), 3:30-3 p.m. EST. Sustaining via the Columbia Broadcasting System-TV network. Producer, Jess Kimmel. Director, Jud Whiting. Script: Lois Green Peyster, Marcia Durant Liles, Richard Brill. Guest pianist, Bill Nalle. Guests: Dr. Cuthbert Hurd and Henry Van Wagenen. Stars, Mike Wallace and Buff Cobb.

In Mike Wallace and Buff Cobb, Mr. and Mrs. in real life as well as on TV. CBS has come up with one of the better new daytime video teams. The pair are exceedingly easy to live with on video in their daytime strip and strike characterizations that express a typical happily married couple.

The engaging husband and wife combo considered some problems of science on the program viewed. Mrs., aware that science played such an important part in daily life, didn't quite understand how such inventions as elevators, steamships, airplanes and submarines worked. In the role of a teacher, hubby explained the principles. Also called upon for further elucidation was Dr. Cuthbert Hurd, of International Business Machines, and Henry Van Wagenen. They handled electronics, vacuum tubes and the theory of relativity.

In between the scientific chatter entertainment was integrated. Bill Nalle played "Lullaby of the Leaves" on the piano, and Mike and Buff, the tyros, took turns on the player-piano.

Viewers, undoubtedly, won't become scientists by listening to this program. They did, however, learn something about its workings, both in theory and application, and on a level they could fathom. The program therefore had strong public service aspects. Jess Kimmel's production was errorless as was the work of Jud Whiting as the director. The program's strong commercial possibilities should be evident to potential sponsors. Leon Morse.

Kyle MacDonnell Show

Reviewed Wednesday (30), 6:15-6:30 p.m. EST. Sustaining via WOR, New York. Producer-director, Richard Gordon. Emcee, Kyle MacDonnell.

In an ironic reversal of the usual radio-to-video career pattern, Kyle MacDonnell, television's first important glamour gal, has turned deejay for local Manhattan radio station WOR. Fortunately she is as pleasant vocally as visually, which is more than can be said for most of TV's garrulous beauty queens.

Commentary-wise, tho, Miss MacDonnell is something of a name-dropper, in that she seems to deem it necessary to preface every disk introduction with an intimate-type item about her personal friendship with the recording artist. This "a friend of mine" routine is apt to irritate steady dialers. On the show night (30) she dedicated the 15-minute seg to "men in music" by rather unnecessarily commenting: "I picked some men who are just as crazy about their wives as I am about my husband."

Trio of faithful spouses included Gordon McRae, Mel Torme and Mario Lanza. Latter was presented as a sort of secondhand pal via a brief conversation she had, with his manager when the MGM singer made a concert appearance in Pittsburgh. McRae and Torme, tho, were authentic friendship items, with former figuring in the canary's screen test (she wore four-inch heels and was taller than he). The Velvet Fog, she said, first came into her life at a backer's audition for a legit musical. Disk line-up (McRae's "I Am Loved" and Lanza's "Lygia") could have used more rhythm tunes for faster pacing.

Miss MacDonnell has enough personal charm and poise to carry off the name-dropping copy with reasonable grace, but she'd be just that much better with a change of commentary. June Bundy.

John Henry Faulk, Humorist

RADIO — Reviewed Tuesday (29), 5:05-5:55 p.m. EST. Sustaining via WCBM, New York. Produced by WCBM. Script, John Henry Faulk. Humorist, John Henry Faulk.

Aided by a captivating Texas drawl, considerable vocal savvy and a charm all his own, John Henry Faulk has moved into the Big City to carve out a niche for himself on radio. The chances are, too, that New York City, the biggest hick town in the world, will find John's manner to its liking and keep him around to tell stories while he's spinning platters.

WCBM, still playing it cozy, has the Texan playing too many platters, however. He becomes just another disk jockey, even if his choice of music is good. It runs mainly to pops with such artists as Vaughn Monroe and Dorothy Shay used on the show caught. Faulk, nevertheless, is primarily a personality, and the station should give him his head. He can tell a story with the best of the tale-spinners and his opinions are worth hearing, judging from the samples.

The station, however, should give Faulk time to build a following, and not toss him off as many sustainers are in these days of nervous AM program executives. Leon Morse.

Glossy Photos in 1 Day! 5¢ each. In 5,000 Lots \$19 in 1,000 Lots \$7.98 per 100. Made from your negative or photo. Unsurpassed in quality at any price. Under supervision of famous James J. Kriegermann. CopiArt. 165 West 46th St. New York 19, N.Y.

The Best Film Productions Are Dynamic. dynamic films, Inc. 115 W. 40th St., N.Y. 18-3411

A Citizen Views the News

RADIO—Reviewed Friday (1), 10:30-10:35 p.m. EST. Sponsored by Life Magazine via NBC thru Young & Rubicam. Monday thru Friday. Producer - writer - commentator. Robert Montgomery. Director. Ed King. Announcer. John Patrick Costello.

This new five-minute late evening transcribed radio strip features Robert Montgomery, back at the commentator stand he obviously relishes. Montgomery formerly had a weekly 15-minute series via ABC, which he used mainly to berate high-level mobsters and grafters. In his briefer format, he seems to come thru more forcefully and effectively, and his nightly airings offer him the opportunity to touch on a greater variety of topics.

On the show caught Montgomery devoted the stanza to the appointment earlier in the day of Newbold Morris as the man to clean up the current government scandals. Altho stating that Morris deserves the full support of all citizens, Montgomery tossed in a few heated doubts. Will Morris, he demanded, really have a free hand? Will he have subpoena powers and the right to inspect all government records? In view of the record of Morris' boss, Attorney General J. Howard McGrath, Montgomery doubted that Morris' hands would not be bound. He urged that Morris be free to press his investigation clear to the White House, not excluding the activities of McGrath himself, with names to be named before the election.

One thing is certain, Montgomery is not dull. In fact, he offers one of the more crackling quickie stanzas on the air. Only possible weakness is that Montgomery's political views as a staunch Republican are broadly known, so his ventures into political subjects, tho certainly pointed, carry little surprise. His twofisted swings at the rackets and mobsters, having no partisan motives, seem more convincing.

Life magazine, sponsoring, gets but a single plug—at the show's onset. This was a recording of a correspondent in Tunisia describing the Arab riots there. It was duly noted that full pictorial and reportorial coverage was avail-

The Redhead

RADIO—Reviewed Thursday (31), 8-8:30 p.m. EST. Sustaining via ABC. New York. Producer. Leonard Blair. Director. Martin Andrews. Writer. Rik Vollaarts. Cast: Mary McCarty, Bibi Osterwald, others.

Format of "The Redhead" bears more than a slight resemblance to "My Friend Irma," with Mary McCarty playing a smarter, but nonetheless scatter-brained counterpart of Marie Wilson, and Bibi Osterwald making with the wisecracks as her room-mate, a la Cathy Lewis. However, the ABC series is a smudgy carbon copy, marred by miscasting, careless direction, and trite scripting.

That's a rather sweeping indictment, but it's difficult to place the blame on any one segment of the show. On the program reviewed (31), both Miss McCarty and Miss Osterwald displayed a raucous disregard for the subtleties of timing and shading so necessary for good situation comedy. In the supposed privacy of their boudoir, they shouted gag lines at each other with all the pat, wait-for-the laugh technique of an end-man in a minstrel act.

As a result, the ladies were loud, but seldom likeable and never loveable. This lack might be due to fact that both fems have put in heavy training as nitery and legit comedienness, and find it difficult to tone down their talents to radio. On the other hand, both are noted for their fine mimic ability, which would appear to put the blame on direction.

Scriptwise the show is loosely plotted with stereotyped dialog and situations, somewhat akin to a soap opera in its aimless construction. Last Thursday's airer revolved around "girl model" McCarty's efforts to get her room mate's conservative publishing firm to accept a novel penned by a home town beau. Book turned out to be a sizzling historical tome, and the irate blue-noses fired Miss Osterwald. By that

(Continued on page 18)

able in the current issue of the magazine. It was a smart type of pitch, and the sponsor limited himself to one good one instead of a couple of less effective shorties. Sam Chase.

CAPSULE COMMENT

Kyle MacDonnell Show (Radio) WOR, New York, Wednesday (30), 6:15 p.m. EST.

Television's first major glamour girl, Kyle MacDonnell, has turned deejay for a Manhattan station. Fortunately, she is as pleasant vocally as visually. Commentary-wise, tho, the canary is something of a name-dropper, in that she seems to deem it necessary to preface every disk introduction with an intimate-type item about her personal friendship with the recording artist. (See full review this issue.)

The Redhead (Radio), ABC, Thursday (31), 8-8:30 p.m. EST.

This new situation comedy series is a smudgy carbon copy of "My Friend Irma," marred by miscasting, careless direction, and trite scripting. Nitery legit comedienne Mary McCarty plays a smarter, but counterpart of Marie Wilson and Bibi Osterwald, makes with the wise cracks, as her room mate. Both ladies were loud, but seldom likeable and never loveable. (See full review this issue.)

Author Meet the Critics (TV), Du Mont Network, Thursday (31), 10-10:30 p.m. EST.

Faye Emerson was added to this show in a misguided effort to inject some feminine attraction and fluff. Previous shows had been lively, stimulating farcuses that needed no artificial stimulation. Miss Emerson had the misfortune of arriving the week Sen. Tobey's new book was discussed, and the show was flat. Tobey's morality has become a television cliché, and inasmuch as none of the panel participants were in favor of sin, there was little controversy. Miss Emerson was her usual suave self, calm and decorative, but she seemed out of place in what should be a weekly knock-down, drag-out session.

THE VOTE CHASERS . . .

The Crime Buster Courts the Fems

With all parties conceding that TV will play a star role in the forthcoming presidential nominations, prospective candidates are beginning to make it plain that they can be had for video guest shots. Since television was chiefly responsible for turning him into a national political figure, it's only fitting that Tennessee Sen. Estes Kefauver is the first Democrat to make an open bid for the nomination on TV.

The clean-up candidate courted the fem vote Tuesday (29) on "Keep Posted," via a discussion of "women's place in politics" with Mrs. Katherine St. George, who is sponsoring an equal-rights-for-women bill in Congress. Always the Southern gentleman, Kefauver skillfully, but politely parried remarks on the U. S. female's political aptitudes ("Home is center of a woman's activity but not her circumference.") but said he couldn't make any promises about how many women (if any) he would include in his cabinet if elected. However, when Martha Rountree pointed out that Republican candidate Harold Stassen said he would put two women in the cabinet, Kefauver ad libbed tongue-in-check fashion, "Then I'll make it four."

Fem's Candidate

In view of his recent crusade against crime, Kefauver is obviously strong in the fem vote department, and he made it plain he is "counting heavily" on the woman's vote in the forthcoming elections. Pointing out that "women showed more interest and more immediate response" to his committee hearings than men, he said his "election to the U. S. Senate was due particularly to the women" who campaigned in his behalf.

All in all, Kefauver is a man whom women like, and it's possible that his non-military status, plus the impression he gives of quiet strength and stability may carry more weight in the fem department than, as yet, either

party suspects. However, the Senator will have to be more explicit about his campaign policies. His vaguely phrased reference to "gathering good people around me" on this show was obviously not sufficient to the League of Women Voters assembled in the studio audience.

Wrong Note

He also struck the wrong note when he explained that he was not supporting the equal-rights-for-women bill because he thought women were entitled to certain working condition privileges due to "biological differences." Mrs. St. George snapped him up on that one by asking why women were allowed to clean offices all night but not permitted to work the same time shifts in factories or as elevator operators. "There's no competition for those jobs!" she sniffed.

Mrs. St. George did a good deal of sniffing thruout the program, and was often put in the unfortunate position of seeming to damn her own sex. The citizen's panel baited her into denouncing the "alimony racket" and testifying that "women are too swayed by voice and appearance" women are more critical of women" and "a pressure group of women is too horrible to contemplate." The lady was obviously sincere in her effort to maintain a fair, impartial attitude, but chances are she lost more than she gained in this particular encounter.

Hot for TV

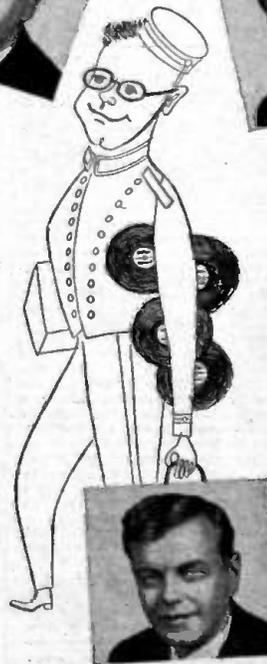
Altho TV electioneering will be conducted on a paid-time basis this year, the gratis guest-shot routine probably will prove to be the more potent vote-getter, providing, of course, that a candidate is resourceful enough to take care of himself in the debate clinches. Senator Kefauver, who obviously can hold his own in the TV department, is also bearing down on radio stints. New York indie WMCB is currently offer-

(Continued on page 18)



JACK THE BELLBOY is moving to WXYZ Detroit

Yes—on February 4th, Jack the Bellboy moves to WXYZ. And all his loyal fans will be moving with him. He's Detroit's number one disc jockey—and the hottest salesman Detroiters have heard in a long time. For example—one of his rare public appearances drew 65,000 people to a Detroit music store! That's the kind of response that made local and national advertisers buy over 10,000 spot announcements on his program last year. It will sell your products too—and sell them faster, in the rich Detroit market. Call ABC Spot Sales for time and rates.



DETROIT Woodward 3-8321
 NEW YORK SUquehanna 7-5000
 CHICAGO ANdoer 5-7800
 LOS ANGELES NOrmandy 3-3311
 SAN FRANCISCO EXbrook 2-6544

WXYZ

1270 on your dial

DETROIT

American Broadcasting Company

RADIO

Television—Radio Reviews

NEWS CAPSULES

TV Set Production Off Du M. Sets Football

Continued from page 6

group of stations carrying baseball, and another group carrying other shows.

Du Mont Signs Browns'

Grid; More Coming . . .
NEW YORK—The Du Mont TV network which carried a heavy schedule of pro football last season, already has set a deal for the coming year. The Cleveland Browns are definitely set, with other games to be added as well. Carling's Beer, last year's sponsor, has taken an option.

Keep Posted

(Women's Place in Politics)

TELEVISION — Reviewed Tuesday (29). 8:30-9 p.m. EST. Sponsored by Curtis Publishing Company, thru Batten, Barton, Durstine & Osborn, via Du Mont Television Network. Producers: moderators, Martha Rountree and Lawrence Spiwak. Director, Vic Guidice. Guests, Sen. Estes Kefauver and Mrs. Katherine St. George. Citizen's panel: Mrs. John G. Lee, Mrs. Hiram C. Houghton, Margaret Hickey, Amram Sheinfeld, Daniel J. Riesener.

Continued from page 17

ing a series of four transcribed 15-minute Kefauver addresses as a public service to stations across the country. Mrs. Kefauver is in the pitching too, via radio and TV guestings on her own. In fact, the first word of her husband's candidacy came from Mrs. Kefauver on a Mutual Broadcasting System. Show. June Bundy.

The Redhead

Continued from page 17

time it was about 8:28 p.m., so scription straightened out everything with one impassioned speech by "The Redhead" to effect that the publishers were jerks.

Appeal worked wonders, and finish found Miss Osterwald back at work. The novelist's counting royalty advances, and our heroine signed to model for a plunging-neckline book jacket. Latter idea might have compensating visual aspects on video, but as a radio gimmick it was as flat as rest of the show. June Bundy.

Music Thru the Night

RADIO—Reviewed Friday (1), 12:15-1:15 a.m. EST. Sustaining via WNBC, New York. Announcer, Ben Grauer.

A lot of longhair music lovers are going to sigh with relief, sit down and write WNBC a letter for giving them a place to go in the a.m. A place far away from disk jockeys, the "hot" hit tune and a lot of meaningless chatter. Admittedly the new all-night classical record program on WNBC is not the first on the air in New York (WNYC runs one on FM till 3 a.m.), but it is the first one that is broadcast over AM facilities and all night.

This classical disk show is excellent. On the segment of the show caught the platters played included Beethoven's Concerto in D for Violin, with Toscanini and Heifetz, and then piano music by Horowitz.

The entire six hours are programmed intelligently so that it is broken up into various musical sections: piano music, music for the ballet, string time, music from the movies, etc. Both serious and light compositions are featured. And most important, talk is held to a minimum, with all the works for a specific segment announced at the start of the period. This alone helps soothe the nerves and satisfy the inner man.

It is entirely possible that many more citizens like longhair music than is generally believed. It may develop that many an insomniac, baker, hackie, truck driver and others who have to work till dawn will make this their wee-hour fare. As an extra added attraction the news is presented every hour. Ben Grauer does this announcing chores well. WNBC has a musical show to be proud of. Bob Rolontz.

Toast of the Town

Continued from page 16

executed film takes. These should definitely build buyer-interest in the new models skedd for dealer exhibition starting Wednesday (30).

Over-all, the seg comprised well-selected talent and programming, with weak spots at a definite minimum. Bob Francis.

CAPSULE COMMENT

This Is Music (TV), Du Mont Network, Thursday (31), 8:30 p.m. EST.

Barbara Williams, an 18-year-old Northwestern University freshman, replaced Nancy Carr for one week on this pleasant musical segment out of Chicago, and displayed presence for a youngster. She has a pleasant voice, looks and the manner of a veteran. She can build a good future in television, altho she'll have her success if she'll overcome a tendency to roll her eyes.

Keep Posted (TV), Du Mont, Tuesday (29), 8:30-9 p.m. EST.

It's vote-getting time on the TV circuit this year, and it's only fitting that Sen. Estes Kefauver be the first Democrat to make an open bid for the nomination on TV, since television was chiefly responsible for turning him into a national figure in politics. The clean-up candidate courted the fem vote Tuesday (29) via discussion of "women's place in politics." (See full review this issue.)

America's Town Meeting (Radio), ABC, Tuesday (29), 9:45 p.m. EST.

A lively and provocative discussion on the subject "Should Congress be Televised?" Rep. Jacob Javits took the affirmative, and Sen. Wallace Bennett spoke for the negative. (See full review this issue.)

Meet Corliss Archer (TV), CBS-TV, Saturday (26), 6:30-7 p.m. EST.

Preem of this series was one of the more contrived and un-

Meet Corliss Archer

TELEVISION — Reviewed Saturday (26), 6:30-7 p.m. EST. Sustaining via Columbia Broadcasting System TV. Producer, Eileen Mack. Director, John Clair. Writer, Jerry Adelman. Cast: Eugene Sanders, Bobby Ellis, Fred Shields, Irene Tedrow, Lois Corbett, Ken Christy, Gloria McMillan.

Back on the web after a fling as a replacement stanza, "Meet Corliss Archer" on its preem seemed one of the more contrived and unfunny situation comedies of the season. The show seemed to have lumped together a group of trite characterizations, and in airing them together, dared the audience not to laugh at such stock items. Frankly, it's doubtful that much laughter was expended.

The spotlight was on Corliss' two grandmothers "showing up to help take care of Mrs. Archer, who was just back from the hospital. The humor was supposed to arise out of the rivalry of the two and some notably bad tests was shown in exchanges about their respective ages and degrees of closeness to the cemetery. Impending funerals are not a particularly hilarious subject, particularly when hit as hard as on this particular show.

All Grandmas

Because both of the elderly ladies were shown as nuisances, the Archer maid was constantly in the midst of quitting and being wooed back onto the payroll. Perhaps a scene where one grandma places pillows under the patient, only to have another take them away was considered comedy, but it decidedly was not when drawn out into a running gag. The tag on the show, after sundown, particularly gets the visitors on the road, had one fall down the stairs, making for a "Man Who Came to Dinner" ending, with both staying on, the well one to care for the sick one. Perhaps the series would have been more accurately titled "Meet Corliss Archer's Grandmothers."

Corliss, as portrayed by a cute little gal named Eugene Sanders, had little chance to shine. What she was to do was to was a travesty on teen-age behavior which will gain the show few adherents among the bobby-soxers. One obnoxious little scene had her coaxing boy friend Dexter to kiss her, and when he proved unequal to it, she performed the act. In another brief scene, Corliss and Dexter went thru a typical take-off on a vaude routine, only it wasn't good, either in material or execution. This has been a highly successful AM series. The ingredients are there for a good TV series as well, but they were not apparent on this edition. Sam Chase.

Break the Bank

TELEVISION — Reviewed Sunday (27), 9:30-10 p.m. EST. Sponsored by Bristol-Myers thru Dougherty, Clifford & Shenfield via Columbia Broadcasting System-TV. Producer, Ed Wolf. Director, Lloyd Gross. Announcer, Clayton Collier.

In its switchover to CBS, the standard format of giveaway shows is, of course, followed on "Bank" with the usual solid results. Bert Parks, an affable chap who does the quizzing, is ingratiating, and Bud Collyer, who brings on the contestants, is well qualified for the job. The filmed commercials are in keeping with accepted advertising dogma that if "you want to be popular use our product." In this case it is Ipana toothpaste, the use of which will prevent something called "tell-tale mouth!"

The gimmick is to get at least two people up to compete for cash starting at \$50 each, and as succeeding questions are answered properly, the dough increases proportionately. On night caught, a man-and-wife team won the jackpot, over \$2,000.

The show has been around for some time, and for a giveaway idea it's as good or better than others of its type. Bill Smith.

The first half hour has all give and take between the two panelists. As usual, audience questions occupied the last 15 minutes. With no local bankers picking up the co-op show, ABC was directed at obtaining such sponsors. It pointed out that newspapers constituted an important group of

America's Town Meeting

RADIO — Reviewed Tuesday (29), 9:45 p.m. EST. Co-op via American Broadcasting Company. Producers, William Traum, Elizabeth Colclough. Director, William Traum. Moderator, Rep. Jacob Javits. Panelists, Rep. Jacob K. Javits (R. N. Y.) and Sen. Wallace F. Bennett (R. Utah).

A lively and provocative discussion evolved out of Town Meeting's radio show this week, the subject being "Should Congress be Televised?"

The cause of TV was Rep. Jacob Javits, who has authored a bill to that effect in the House. The negative was taken by Sen. Wallace Bennett. Considerable wordage was wasted because much of the pre-broadcast discussion, as guided by Moderator George W. Denny, apparently took place without understanding of Javits' actual proposal. Consequently, Senator Bennett as well as audience members had the impression that Javits advocated permanent, regular telecasts of all session of the House and Senate. Actually, his bill would give the Speaker the right to permit pick-ups of important debates, with a similar arrangement to be made in the Senate, probably thru the Rules Committee.

Main Points

Javits stressed that this right would be limited to subjects of vital importance to the people, such as taxes, universal military training, sending of troops abroad, the atom bomb, etc. He emphasized that this was to be a radio show, or entertainment, but the lifeblood of the people. Bennett's opposition was predicated mainly on the fact that debate sometimes is strung out for months. This would either impose a hardship on the TV industry in deciding what to pick up, or would require the Senate to change its historic rule for unlimited debate on any subject. Javits' reply was that if it is in the interests of the people that such rules be changed, then they should be. But he said that it would not be necessary to have continuous telecasting of all proceedings on a subject, but that the lensing could come when the chips are down and the time for the vote approaches. When Bennett said he thought appearances on AM and TV panel shows suffice, Javits compared these with seeing fighters in training, but missing the main event.

Posers and Answers

Bennett asked how pick-ups of Congress could compete with big-time entertainment shows, and Javits said the life and death debates were more interesting to the people than any entertainment, citing the tremendous audience retained by live coverage of the Kefauver committee hearings. To Bennett's inquiry as to who would foot the bill, Javits noted that in buying the conventions so early, TV sponsors apparently think this sort of programming is the best buy in the medium.

Bennett said TV might give viewers an unfair idea of their representatives, since some are not glamorous or convincing speakers. He said a sponsor ultimately may even try to say who should speak in order to make the show more interesting. When Javits ridiculed this as unthinkable, Bennett amended the statement to say that the political parties might exert such pressure, to get the best delivery of their arguments to the viewers. Javits said that it is a dim view of the American people to believe they would be fooled by hamming and demagoguery, and they should no more be taken in by a TV performance than by platform appearances at election time.

First-Hand Critic

Bennett noted that newspapers and radio-TV commentators do an adequate job of digesting Congressional proceedings. Javits responded that the people thus must rely entirely on the judgment of these commentators and reporters but do not get a chance to evaluate events themselves.

The first half hour has all give and take between the two panelists. As usual, audience questions occupied the last 15 minutes. With no local bankers picking up the co-op show, ABC was directed at obtaining such sponsors. It pointed out that newspapers constituted an important group of

Ballantine Signs for 2d

Year for "Intrigue" . . .

NEW YORK—"Foreign Intrigue" this week was renewed by P. Ballantine & Sons for its second 52-week ride. The show is currently being sponsored in 11 markets.

Mahoney Pilot TV Film

Makes Sales Rounds . . .

NEW YORK—A pilot film of a new video series began making the rounds this week featuring Tom Mahoney, one-time trade press editor of CBS. The show is titled "O Mahoney" and is co-produced by Mahoney with Lauritz Melchior.

Vets Give Award to Ziv

"Communist" Series . . .

NEW YORK—The Veterans of Foreign Wars this week awarded a certificate of merit to Frederic W. Ziv Company for producing the transcribed radio series, "I Was a Communist for the FBI."

Liberty Net Adds Miami

To Originating Points . . .

MIAMI—This city will join New York, Los Angeles, Chicago and Dallas as key program originating points for the Liberty Broadcasting System, Gordon McLendon, network prexy, has revealed. McLendon said, "Miami is a logical program originating point, and I feel it has been somewhat neglected by the other networks." Liberty shows will be heard over affiliate WMIE, here.

9 Cities Get OK on WPIX

"Blackboard" Series . . .

NEW YORK—Since the inauguration of "Living Blackboard" on WPIX, produced by the New York City Board of Education, nine other cities in the area have received permission to co-ordinate their own programs for home-bound students with the WPIX operation. They are Newark, Jersey City, Asbury Park, Union City and Bayonne, all the New Jersey, and Westport, Stamford and Norfolk, in Connecticut.

Sterling, Others Revive

GAPSALS on WCBS . . .

NEW YORK—Jack Sterling's and other WCBS programs here have joined in a drive to reactivate the GAPSALS (Give a Pint, Save a Life Society) which was organized by Arthur Godfrey during World War II. The launching will take place on Sterling's Monday (4) program.

CBS-TV to Kine "Brooks,"

Eyes "Big Store" . . .

NEW YORK—"Our Miss Brooks," starring Eve Arden, will be kined within the next week at CBS-TV. The network is also looking over a kine made Thursday (31) of "The Big Store," featuring Lew Parker.

The Restless People and

The Revolving Door . . .

Eugene S. Thomas has been named veepce in charge of TV of the George P. Hollingberry Company. . . NBC radio has appointed Pat Steel advertising and promotion co-ordinator; Clyde L. Clem, supervisor of audience promotion, and M. G. Odell merchandising district supervisor for Oregon, Washington, Idaho, Montana, Wyoming and part of Utah.

Myron Golden has replaced Stefan Hatos as producer of the NBC radio show "Welcome Travelers" . . . David Gross has joined CBS-TV film sales as an account executive. . . Ed Friendly, national director of TV sales at ABC, this week married Natalie Brooks and is honeymooning. . . Ed Bleter is an addition to WJZ-TV spot sales here. . . ABC-TV network spot sales has added Clarence H. Bracey.

Joe Gratz, formerly with CBS-TV, has joined Warwick & Legler as a TV and radio producer. . . The Packager George Foley is the father of a girl, Joan, his fifth child. . . John Mather Lupton has added Robert A. Blau to its publicity department. . . Charles A. Feeley has been appointed veepce in charge of marketing at Benton & Bowles. . . Harry Wheeler (Continued on page 55)

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

Capacity 350. Price policy, \$1 cover charge. T. J. Meissel, Room manager. Fred Fets, Publicity. Phyllis Lundquist, Booking office. Non-exclusive. Estimated budget this show, \$3,500. Estimated budget last previous show, \$1,500. Shows at 8:30 and 11:30.

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

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

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

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

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

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

Backing

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

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

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HENRI FRENCH Debanair Gentleman on Wheels currently appearing Brown Hotel, Louisville, Ky.

Night Club-Vaude Reviews

Paramount, New York (Wednesday, January 30)

Capacity, 3,654 seats. Price range, 50 cents - \$1.60. Five shows daily. Chain booker, Harry Levine. Show played by Blue Barron's ork.

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

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

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

The show teed off with Blue Barron's outfit pounding out "Down Yonder" for which his Blue Notes (five guys, who double on instruments, and a gal) did harmony vocals for good results. Then came Barron's trumpet man, Earl Greene, for some tricky horn work down front, including trumpet take-offs of various name leaders. Boy showed solid ability, technique plus assurance in minor chatter that marks him as one to watch. Bands' second number was a flashy, gimmicked-up "C'mon" with black light sight effects that also got fine returns. Opening act was Harris and Shore's comedy ballroomology. Fair did a nice job, with Harris straightening for Miss Shore's comedy, hyping her contribution to make it a solid commercial turn. Pic, "The Las Vegas Story." Bill Smith.

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

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

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

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

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

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

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

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

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

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

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

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

Roxy, New York (Friday, February 1)

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

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

George Tappis did three dance numbers to tepid responses. His biggest hand was for a turn with music.

Spanish Flash The show opened with a flashy Spanish production that had baritone Andrea Zannus singing "Gracia" (Continued on page 32)

Oriental, Chicago

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

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

Miss Boswell has always had a good following here. Gal sells strong with a medley of "Smile" tunes, then scores with "Begin the Beguine," "Little White Cloud." (Continued on page 32)

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

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

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

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

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

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

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

Bob Rolontz.

Little Palm Club, Miami (Monday, January 21)

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

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

Altho Miss Boyar has been doing "All That Glitters is Not Gold" for nigh on a decade, its naughty quatrains still tickle the people, and she makes the most of 'em, adding new lyrics as she (Continued on page 32)

EVERS and DOLOREZ

with thank MR. SEYMOUR WEISS for the honor of being the First and Only

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Olympia, Miami (Wednesday, January 30)

Capacity, 2,170. Four shows daily. Price range, 52 cents-\$1.03. House booker, Harry Levine. Show played by Les Rohde's house band.

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

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

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



Return Engagement BELLVUE CASINO MONTREAL Chicago New York HARRY GREBEN MILES INGALLS

Danny Ferguson AND HIS SOCIETY ORCHESTRA JEFFERSON HOTEL St. Louis, Missouri MUSIC CORP. OF AMERICA

Gross Decline May Turn Cap, Warner Theaters to Flesh

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

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

The Capitol is quietly making a search for attractions, and if it comes up with anything, it will almost certainly go back into live shows. The Warner has sold its house for March for the Sadler's Wells Theater Ballet, but one that isn't completed its run, the theater will go back into stage-shows.

Theater men admit that neither

Palace Vaude Stays After Judy Leaves

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

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

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

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

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

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

Miss Carson Makes News In St. Louis

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

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

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

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

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

Acts Shortage

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

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

Oriental Act Hiatus During 'Quo Vadis' Run

CHICAGO, Feb. 2.—The Oriental Theater will temporarily discontinue its act policy starting February 14 when "Quo Vadis," the two and one-half hour MGM filler, starts a run which will last six to eight weeks. In order to bring in the pic on that date, house will hold over its present bill, headed by Connee Boswell, for three weeks.

Theater execs, and Charley Hogan, house booker, both stressed the act policy was not being discontinued permanently, but that it would be resumed after the "Quo Vadis" run. It was believed, however, that if the opportunity to arrange another film of a like nature comes along, house will bid for the Chicago showing. At present the plan is to resume live shows after "Quo Vadis."

Oriental, which did not get the final okay on "Quo Vadis" until last week, bid against at least two other theaters for the screening. House is one of three Loop theaters excluded from the so-called "Jackson Park Decree," a court ruling which designates the number of pictures which must be shown thru the year, and the only major downtown theaters which can handle a lengthy run without seeking special court permission.

DC Abstainer Club Test

WASHINGTON, Feb. 2.—Jazzland, a niterie here, will swing its doors open "experimentally" tonight to admit teen-agers and other tee-totalers for a jazz filled evening with no alcoholic drinks served. The stunt will become regular once-weekly practice if successful.

Bill Whelan's "Dixie Six" will play for the youngsters who are usually prevented from hearing jazz first hand because of age limits at niteries' bars.

SAME CLUB, BUT DIFFERENT NAME

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

Music Hall In AGVA Pact For Pay Hike

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

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

New scale will be \$70 to start for ballet, singers and Rockettes. After six months, salary will be \$73 and \$250 raise every six months thereafter until \$67.50 is reached. Music Hall has also volunteered to give the cast one week's vacation with pay for all who have been with the house for a year or longer. Rehearsal pay will start after 15 hours, the latter will be broken into various categories. Cast will do 28 shows weekly. For all over 28 shows each member will get \$3.50 additional per show. Contract, when signed, will be retroactive to December 16 when negotiations started.

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

In its 18 years of business this is the first time the Music Hall has signed a contract with AGVA.

Collins Ogles "High" for TV

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

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

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

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

NAME SHORTAGE HITS BK FLAGSHIP

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

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

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

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

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

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

MH Cool 145G; 2 Others' Last Weeks Nip Stem

NEW YORK, Feb. 2.—Stem takes slumped last week, with the Music Hall continuing a stand-out on the plus side. Two presentation houses came in with new bills.

Radio City Music Hall (6,200 seats; January average, including New Year's Eve, \$149,000) did \$148,000 for its second week with "Greatest Show on Earth" plus a stage show consisting of the house cast. Opening week's figure was \$148,500.

Roxy (6,000 seats; January average, plus New Year's Eve, \$76,000) wound up its three-weeker with \$82,000 for "Model and Marriage Broker," Alan Dale, Lew Parker and Beatrice Kraft. Opening week's figure was \$82,000, followed by \$82,000. The new bill has Johnny Johnston, George Tapps, Florence Desmond and "Phone Call From a Stranger."

Paramount (3,654 seats; January average \$81,000) exited with \$73,000 for "Scandal Sheet." Sarah Vaughan, Ink Spots and Skiffle Five performances, with practically every one an S.R.O. The previous week with five shows did \$20,500.

Palace (1,700 seats; January average \$36,000) did \$28,500 last week (16th) of the Judy Garland show. Five shows performed, with practically every one an S.R.O. The previous week with five shows did \$20,500.

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

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

Four Aces Face Hassle Over Cleveland Date

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

The Four Aces were to play a two-weeker starting February 8 for Moe Nahas, owner of Moe's Main Street. Their manager, Herb Kessler, had asked and obtained a postponement because of a possible New York Paramount booking. Rocky Sennes, of the Frank Sennes office, who books Moe's, not aware of the postponement, saw ads announcing a Four Aces concert in Cleveland February 9. He immediately phoned Nahas and learned that opening had been pushed back for possible Paramount date but a new date had been agreed upon, which was later discovered to be during Holy Week.

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

GOOD NEWS

Look Sees '52 \$\$ Plentiful For Showbiz

Continued from page 2

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

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

Toronto Enforces Clean Acts Rule

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

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

More Aches for Band Bookers As Fronters Play Coy on Pacts

Batoners Pass Up Chance to Spread Ink, Put Pressure on Offices for Better Deals

Continued from page 1

to bargain with the office for the best one-night and location percentage deals and also pick of the best dates the office can offer.

Russ Morgan started the trend in mid-1951 when he severed his connection with Associated Booking Corporation and started to freelance. He left Associated after they failed to okay a deal in which he wanted \$1,000 per night against a 60 per cent privilege for seven nights of work per week. This presents a double problem to agency, for it's almost impossible to book a four to six-week one-nighter tour and fill in all dates. It's even more difficult to get \$1,000 guarantees, and certain operators, such as Ken Moore, owner of the important Prom, Inc., ballrooms thru the Midwest, refuse to give more than a 50 per cent. McConkey Artists, which picked up Morgan, will probably not take Morgan out again under the same kind of deal they closed with him, whereby they got only a 10 per cent commission on the itinerary and had to guarantee \$7,000 per week with 60 per cent privileges. While it's difficult for Midwest agencies, such as McConkey, MCA, GAC and Associated, to fill out such a schedule, it's a rarity when it comes to the Coast offices, where

one-night ballroom operators are a rarity and promoters are strong out thinly across the territory.

When other important leaders, such as Lawrence Welk and Dick Jurgens, failed to re-sign with MCA, but gave only verbal agreements to go along with what the office suggested, it further stymied bookers. Without the signature on the bottom of a management pact in the archives of the American Federation of Musicians, agencies are more at the mercy of the lead-

ers. Jurgens, late in 1951, was an expectant father and notified MCA that he wanted to take time out for a rest on the Coast and then, perhaps, take one of his standard location jobs in the San Francisco area. Welk decided that he wanted to establish his family on the Coast in early 1951 and took a long-time location job at Aragon Ballroom, Ocean Park, Calif. Welk has been working at the seaside teryery ever since, and intends to remain on the Coast with only short junkets into the Midwest once a year for one-nighters. Will Jurgens, manager of his brother's band, said that he intends to work only 50 one-nighters in 1952 in the Midwest. Lecraw given the order by the verbal agreement has caused a terrific loss of revenue for the Midwest offices of the big band agencies, which were always No. 1 in earning power of the national one-nighter dates. Bookings on bands, such as Morgan, Welk, Hill and Jurgens, too, were more lucrative, for it takes far less in long-distance tolls to book these names than to initiate and carry thru a transcontinental tour on a newscaster. Eddy Howard further complicated the agency picture by failing to sign with MCA, but rather chose to continue to work as a single, with his personal manager, Biggie Levin, handling the reins. His failure to resume as a band leader during October thru December, when he had the big Mercury hit, "Sin," cut heavily into the revenue of MCA's Midwest wing. Art Kassel, another big Midwest grosser for years, is undecided about returning to the podium and is on his annual winter hiatus in California.

No Judgment In CAPAC Suit

TORONTO, Feb. 2. — Judgment in the request of the Composers, Authors and Publishers' Association of Canada, Ltd., for a percentage of the gross of the Canadian radio stations has been reserved.

The case, conducted before the Copyright Appeals Board in Ottawa, concluded after five and one-half days' argument by counsel for CAPAC and for the Canadian Association of Broadcasters.

Rustics Penetrate Major Night Clubs

HOLLYWOOD, Feb. 2. — The rustic music field, which has firmly established itself via recordings during the past two boom years, is penetrating major location spots and major agencies are showing renewed interest in the country artists. Biggest deal yet set for persons in the outstate industry was inked last week by Jimmy Denny, manager of the WSM, Nashville, Talent Bureau. Denny and execs of the Astor Hotel, New York, closed a deal whereby Denny will supply the shows for this important summer bistro for 16 consecutive weeks, starting May 26.

eran film and Capitol recording artist, to a long-term pact, with MCA execs reportedly talking to other artists here and in the Southwest. It's known that Rex Allen, Republic film star, has been getting a big pitch from MCA for a contract for personal. Larry Barnett, music bagman with the agency, and Hal Howard, Coast band biggie, made a trip to WSM in October last

(Continued on page 53)

All-Night Deejay Shows Portend End Of AM's Waning Dance Band Remotes

NEW YORK, Feb. 2. — The dance band remote, long in a state of disfavor in radio, appears headed for eventual demise. The late evening remotes have been and will be replaced with varying forms of late-hour and all-night disk jockey shows on flagship stations.

Ted Cott, general manager of WNBC here, sparked the move to eliminate the remote this week with a declaration that the key NBC station will no longer carry them. At the same time, Cott was a key figure in putting WNBC back on a 24-hour-a-day broadcast schedule by extending the disk broadcasting day with a midnight to 6 a.m. symphonic disk show. Since WNBC is commonly considered a barometer of moves and planning of NBC-owned and affiliated stations and affiliates across the country, it can be anticipated that these stations will follow Cott's pattern and do away with remotes.

Remotes will be further decimated when Ted Cott's WNBC completes its plans to go on a 24-hour broadcasting schedule. WNBC has in preparation an all-night disk jockey show.

WOR, flagship for the Mutual web, is planning to open an all-night deejay strip with Ted Lawrence at the helm. WOR-Mutual was one of the strongest of the remote broadcasters in this area prior to its decision to turn to the disk jockey format to fill its programming time. WJZ-ABC recently put on Bill Williams to run a chatter-type deejay session.

Cott pointed out that he initially found the validity for the replacement of the remote with scheduled programs when he put Skitch Henderson in the 11-15 to midnight slot on WNBC. Henderson's listener response was 300 per cent greater than that drawn by the remotes. Cott felt that niteries and hotel rooms would probably be hit by the elimina-

LOTS OF SILK FOR A BLIMP

NEW YORK, Feb. 2. — Let's hope that 350-pound Chubbie Silvers, singer and sideman for the Sammy Kaye ork, never has to use the special parachute that the Army made for him. The band recently flew to Raleigh, N. C., to play an Army installation, but the plane was held up at Mitchell Field until the Army put together a parachute large enough to support the rotund musician in case of emergency.

SPA Counts 1,864 Paid-Up Memberships

Adds 400 in '51; Para-Famous, One Of 30 New Pubs

NEW YORK, Feb. 2. — The Songwriters' Protective Association increased its membership roster by 400 during 1951, while signing basic agreements with 30 additional publishers. SPA is now 1,864, while 378 publishers are in the SPA fold. The current (Continued on page 50)

ASCAP May Probe Plan On Availability Revision

NEW YORK, Feb. 2. — Arbitration panel examining the claim of Southern Music and affiliated catalog for a hike in availability rating was reported late this week as virtually set to make a report to the American Society of Composers, Authors and Publishers. Case is of special interest for several reasons: It is the first major case of its kind to be decided under the machinery provided in the amended Consent Decree; secondly, it is understood that the arbitration panel, in its report to

the Society, is suggesting a revised version of computing availability.

The new method of arriving at a catalog's availability rating would be more mathematical than that which now prevails. The Society, it is understood, is under no obligation to accept the suggestion of the panel.

Catalogs involved are Southern, Charles K. Harris and LaSalle. When publisher Ralph Peer first made his claim for a hike in availability for the three catalogs, ASCAP's classification committee offered a hike, but Peer regarded it as inadequate. Peer, too, asked for an analysis of the concept of availability and an examination into the procedure of arriving at ratings.

Panel which has been studying the Southern Music case includes Adolph Vogel of the publishing firm of Elkan-Vogel, cleefer Jay Gorney for Southern, and Tom Belviso, NBC music exec, who has been acting as impartial chairman. The search for a mathematical means of determining availability has intrigued music men for years.

Cindy Walker Sets Pubbery

HOLLYWOOD, Feb. 2. — Cindy Walker, veteran song-spinner known for her Western ditties, this week set up her own pubbery, Mesa Music, a BMI affiliate, after breaking away the songs from Sylvester Cross, who had them previously in his Cross Music and American Music catalogs. Edith Jacobs, attorney for Miss Walker, would not divulge how the songs were taken from the Cross firm. Miss Walker's 84-song catalog includes such hits as "Dusty Skies," "Miss Molly," "Yours From Texas" and "I Want Somebody."

Blair Files Suit Vs. BMI

HOLLYWOOD, Feb. 2. — Hal Blair, chief of Folk Songs, BMI affiliate, filed suit against Broadcast Music, Inc. in Superior Court here Thursday (31), asking a complete accounting of royalties due on "Jezebel."

Blair, thru attorneys Maurice Hindin and David Sosson, claims that the BMI has paid him approximately \$15,000 in royalties since the Frankie Laine hit disk on Columbia was released in March, 1951. BMI has failed to furnish him with a specific breakdown of (Continued on page 50)

Goody Denies Schwann Claim

NEW YORK, Feb. 2. — Following the filing of Schwann's complaint against retailer Sam Goody (The Billboard, January 26), in which Schwann claimed that Goody had allegedly infringed upon his copyrighted catalog, Goody's attorney stated this week: "We categorically deny all the charges made in the Schwann complaint. We also seriously doubt the validity of Schwann's copyright for his Long Playing Record Catalog."

According to Abraham Lowenthal, Goody's lawyer, "The Schwann catalog contains material of other peoples, and is not Schwann's own material." The attorney also said that the Schwann complaint would be answered in two weeks.

coming in the March 1 Issue

The Billboard's 1952 Juke Box Special

(MOA Convention-in-Print Number)

... published co-incidental with the vital 3-day series of MOA meetings, discussions and elections to be held at the Palmer House, Chicago, March 3-5.

More Details on Page 45.....

FORECAST

WHEEL OF FORTUNE
by
Arthur Prysock
27987*

DECCA DATA

YOUR WEEKLY GUIDE

TO
AMERICA'S FASTEST SELLING RECORDS

FLASH!

GOODBYE SWEETHEART
and
WISHIN'
by
Russ Morgan
and His Orchestra
27922*

TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators

TO BUILD PROFITS

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST

COUNTRY

8	TOO OLD TO CUT THE MUSTARD I'M IN LOVE WITH MOLLY Ernest Tubb and Red Foley	46397*
4	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTBREAK RIDGE Ernest Tubb	46389*
10	WONDERING NEW SILVER BELLS Webb Pierce	46354*
23	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14579*
6	BEER BARREL POLKA STARDUST Grady Martin	27838*
40	JUST A CLOSER WALK WITH THEE STEAL AWAY Red Foley	14505*
3	YOU KNOW I'M STILL IN LOVE WITH YOU I'M GONNA SEE MY BABY Webb Pierce	46385*
18	IT IS NO SECRET He Bought My Soul At Calvary Red Foley and Andrews Sisters	14556*
3	RACINE MELODY TUCK ME TO SLEEP IN MY OLD 'TUCKY HOME Red Allen	27876*
11	I'M STEPPIN' OUT OF THE PICTURE DRIFTWOOD ON THE RIVER Ernest Tubb	46377*
SEPIA		
1	"A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT Arthur Prysock	27971*
28	SMOOTH SARKING Love You Madly Ella Fitzgerald	27491*
18	BLUE VELVET The Morningside Of The Mountain Arthur Prysock	27721*
18	TRUST IN ME COCK-A-BOODIE DOO Louis Jordan	27784*

*Also available in 45 RPM (add prefix "7" to record number)
**Another Decca "Best Bet" makes the "Best Seller" list this week!

DECCA "BEST BETS"

Your guide to the hits of tomorrow based on actual sales

POSITION THIS WEEK

POSITION LAST WEEK

POPULAR

2	1	OLD PAINT WINDOW	The Weavers and Gordon Jenkins	27928*
3	2	FETTER FINGERS DIZZY SINGERS	Bill Snyder	27907*
12	3	I'LL SEE YOU IN MY DREAMS GOOD NIGHT SWEETHEART	Guy Lombardo	27911*
10	4	PLAY ME A HURTIN' TUNE I'M ON A SEESAW OF LOVE	Andrews Sisters and Guy Lombardo	27910*
4	5	OOPS! NECESSARY EVIL	Ella Fitzgerald and Louis Armstrong	27901*
11	6	PLEASE, MR. SUN If I Forget You	Bill Keagy of the Ink Spots	27946*
6	7	TELL ME WHY SLEW FOOT BAG	Roberta Lee and Grady Martin Grady Martin	27926*
7	8	BEHINDA THE LITTLE WHITE CLOUD THAT CRIED	Roberta Lee	27893*
5	9	YOU BETTER GO NOW Baby Did You Hear?	Jeri Southern with Music by Camarata	27840*
8	10	LAY SOMETHIN' ON THE BAR Ma Sale	Louis Jordan	27898*
—	11	TRY ME ONE MORE TIME BABY WE'RE REALLY IN LOVE	Roberta Lee	27936*
—	12	YOU'RE THE APPLE OF MY EYE BIG BUTTER AND EGG MAN	Louis Armstrong and Velma Middleton	27931*
—	13	STOLEN LOVE MARSHMALLOW MOON	Guy Lombardo	27962*
—	14	ROUGH RIDIN' I DON'T WANT TO TAKE A CHANCE	Ella Fitzgerald with Ray Charles Singers Ella Fitzgerald	27948*
—	15	ALIGNMENT FIDDLER MOUNTAIN LAUREL	Jane Turzy	27949*

COUNTRY

2	1	LETTER FROM MY DARLIN' RAW HIDE	Bill Monroe	46392*
6	2	THE COTTON WALK HAVE YOU EVER BEEN LONELY	Lenny Dee	27891*
1	3	IS HE SATISFIED I'VE GOT SO MANY MILLION YEARS	Red Allen with Anita Kerr Singers	46390*
4	4	SOMEONE TO CARE; I WON'T HAVE TO CROSS JORDAN ALONE	Jimmie Davis	14596*
5	5	SEARCH ME LORD NOW BURN'T II RAIN	Jordanaires	14602*
—	4	I AIN'T GONNA GIVE NOBODY NONE O' THIS JELLY ROLL FOREVER'S A LONG, LONG TIME	Jimmie Davis	46396*

SEPIA

1	1	I DO BELIEVE LOVED ONE	Lincoln Chase	48270*
—	2	I'M GONNA JUMP IN THE RIVER 'TIL MY BABY COMES BACK	Buddy Johnson	27947*
—	3	WHEN THE SWALLOWS COME BACK TO CAPSTRANO SHE'S A REAL LOVIN' BABY	The Guy-a-Vocs	48274*
2	4	IT IS NO SECRET THANK YOU JESUS	Harmonizing Four of Richmond	48273*

*Also available in 45 RPM (add prefix "7" to record number)

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST

POPULAR

9	TELL ME WHY A GARDEN IN THE RAIN Four Aces	27860*
21	A KISS TO BUILD A DREAM ON I Got Ideas Louis Armstrong	27720*
5	WHISPERING SHADOWS CRAZY HEART Guy Lombardo	27888*
4	WHEN IT'S SLEEPY TIME DOWN SOUTH IT'S ALL IN THE GAME Louis Armstrong and Gordon Jenkins	27899*
2	BLUE TANGO Belle of the Ball Loeay Anderson	27875*
3	BE MY LIFE'S COMPANION Love Lies Mills Brothers	27889*
1	"DANCE ME LOOSE River in the Moonlight Russ Morgan	27900*
25	PEACE IN THE VALLEY SAY A LITTLE PRAYER Red Foley	27856*
12	SLEEPING BOATS Moral, Moral Moral Delores Gray with Music by Camarata	27822*
14	ALABAMA JUBILEE Dixie Red Foley	27810*
15	SLOW POKE I Wanna Play House With You Roberta Lee	27792*
10	UNDECIDED The Lie-De-Lie Song Guy Lombardo	27823*
10	CHARMAINE When I Grow Ten Old To Dream Gordon Jenkins	27884*
12	COLD, COLD HEART BECAUSE OF YOU Louis Armstrong	27816*
4	SNOW FLAKES Queen-Sleeves Guy Lombardo and Evelyn Knight	27892*

*Also available in 45 RPM (add prefix "7" to record number)
**Another Decca "Best Bet" makes the "Best Seller" list this week!

NEW RELEASES

SINGLES	My Sentimental Heart I'll Sing To You Don Cherry 27914*	Silver and Gold The Lonotes From Tennessee (There'll Be) Peace In The Valley (For Me) Sister Rosetta Tharpe with the Anita Kerr Singers 48219*	NEW IN 45 RPM AND LONG PLAY
Bundle Of Southern Sunshine Headlin' Big Guy Lombardo 27971*	You Left Your Brown Eyed Baby Blue Tommy Dorsey 27943*	Hardrock Quarter 46404*	MILLY BERTIE TRIO Organ - Piano - Drums 4-139-52.50 Also available in 4-139-54.25
Yulpe And Heather You'll Never Walk Alone Fred Waring 27864*	I Wanna Love You Sonny Burke 27919*	Now The Cross Wheel Of Fortune McIen Humes with Gerald Wiggins 48294*	NEW ON LONG PLAY
Heaven Drops Her Curtains Down Music by Camarata 27989*	I'm Always Be Following You Arthur Prysock 27967*	All Night Long *Also available in 45 RPM (add prefix "7" to record number)	SOPHIE TUCKER A Collection of Songs She Has Made Famous Orchestrated under Direction of Ted Shapiro and Bob Haggart DL 5371-53.80 Also available in 4-798-53.80 + 4-56-11.98 (Does not include SOME OF THESE DAYS and LOUISVILLE LOU)
Only Faith Begin The Beguine Believe It Beloved Cry Adios The Blacksmith Blues By Oliver with Trudy Richards Any Time	Wheel Of Fortune 'Til All The Stars Fall In The Ocean The Blacksmith Blues Salty Dog Rag Bomb Bomb Boogie Texas Stamp Charming Betsy High Heels	Don Cherry 27914*	LES PAUL AND HIS TRIO 4-912-52.98 DL 5373-53.80
Connee Boswell 27945*	Jack Kowza 48298*	Lonzo and Oscar 46295*	BOHANN MINEVITCH and His Harmonica Rascals DL 5341-53.80 Also available in 4-526-54.15 + 4-144-53.75



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

2 SENSATIONAL SPECIAL RELEASES

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



FIRE WITH FIRE, HUH?

Price-Cutters' Enemy
Forms Cut-Price Club

Continued from page 7

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

Gust of Ad

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

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

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

Music Masters

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

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

PITCH TO DJ'S

Deane Notes
Lines Used
By Pluggers

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

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

Palladium Sets
Hefty Ork Sked

HOLLYWOOD, Feb. 2.—The Palladium here is lining up a potent array of summer bands, although Jimmy Dorsey has actually inked his pact with Sterling Way, danery chief, for an April 15 to May 31 stint.

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

Hull Buys Style;
Palitz to Coast

CHICAGO, Feb. 2.—Russ Hull, Country Music Enterprises, Inc., topser, this week completed the purchase of Style Songs, Inc., from Al Kennedy (The Billboard, January 10). Later becomes a subsidiary of Country Music effective immediately.

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

VICTOR-BOAC
"BERMUDA" TIE

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

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

GOSPEL FOURS

McCormick
Marks Banner
Yr., Plans '52

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

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

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

43½¢ A Year

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

McCormick promotes the Harmonics (RCA Victor), the Levee Trio and Howardland Harmony (Bibletone), Sunshine Boys and Blue Ridge (Decca), Statesmen (Capitol) and the Rangers on Rangers label.

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

Jung Hotel to
Run Top Bands

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

The Modernaires, in order to make the engagement, will have to leave seven "Club 10" radio shows. Sponsor permission to do this was being awaited at press time.

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

3 Chi Musicians
Hurt in Collision

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

TV-PHONO MERCHANDISING:

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

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

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

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

Effect of freeze lift

On RTMA's Agenda . . .

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

McConkey Inks
Terry Vance,
Brand, Harris

CHICAGO, Feb. 2.—McConkey Artists Corporation this week signed Terry Vance and her unit after the latter had received her release from Music Corporation of America. Also inked by McConkey were the Gene Harris and Brand units, the Chene Blanton Trio and two name flick actors, Arthur Lake and Preston Foster.

Org's drive to build up its large band stable also continues, with Perez Prado and his mambo ork being signed this week, and Don Reid and Machito also being signed. Firm is dickering with Tiny Hill (The Billboard, February 2). Office will headquarters its band activity here, under Dick Shelton, head of the Chicago office.

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

Decca Signs
Ives for 2 Years

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

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

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

time rules, will top issues to be probed and discussed at the February 5-7 conference of the Radio-Television Manufacturers Association in New York City.

A report by a special task force working to determine industry ramifications of the coming TV thaw will be presented to Dr. R. G. Baker, chairman of the TV committee. Further points to be made at the third trade practice conference to be called soon by Federal Trade Commission will also be discussed.

ALWAYS 2D

"Ivory Rag"
Gets Lost in
Hit Shuffles

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

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

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

Rene to Stay
With Victor

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

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

BMI Issues First
Sketch Book as
Tele Stations Aid

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

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

Versatile
Vaughn
comes up with

2 great sides

Vaughn
Monroe
and the MOONMAIDS

"MOUNTAIN
LAUREL"
and

"OOH! WHAT
YOU DID"

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



the **BIG** ^{New} **HITS** are on . . .

RCA VICTOR RECORDS

VERSATILE

All 'Round Lawrence on Many Fronts

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

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

Fined for Mailing Obscene Records

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

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



TANNEN MUSIC, INC. 146 West 55 St., New York 19

Stop—Look—Listen NAT COLE'S New Release "UNFORGETTABLE" Capital 1808

BOURNE, INC. 179 7th Ave. New York 10, N. Y.

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

Another BMI Pla-Up Hit! SILVER AND GOLD Published by Blue River Recorded by... Exclusively licensed by BROADCAST MUSIC, INC.

MUSIC SALES OFF FROM '50

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

Chi AFM Hikes Class A Spots Scale by 10%

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

While the rates in Class B and C locations remain the same, the minimum working hours per night have been increased from 8 to 9. Class B scale is \$3 per hour, while Class C locations pay \$2.40 an hour.

H. Bluestone Quits Standard

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

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

Ziggy to Front V. Monroe Band

NEW YORK, Feb. 2.—While the boss is in Hollywood making with the celluloid, singer-comic-saxist Ziggy Talent will take over the helm of the Vaughn Monroe ork to play a series of dates. Talent, a mainstay of the Monroe organization since its inception in 1938, will take the crew into Frank Dalley's Meadowbrook for four successive three-day week-end jobs beginning March 7. He will front band of about 14 musicians.

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

Derby Into Pop Field

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

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

Showbiz Wants Copyright Bill

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

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

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

ASCAP for Bill

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

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

Stryker Asks For Accounting

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

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

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

Parade to Issue \$1.69 Operatic LP's

NEW YORK, Feb. 2.—Parade Records, indie LP diskery, this week will issue 12 disks of arias from such operas as "Faust," "Carmen" and "Aida." Each 10-inch platter will retail at \$1.69. The opera excerpts are performed by the "State Opera" soloists with symphony ork and chorus. The diskery's other operatic excerpt series, with Milton Cross as narrator, have been pressed at \$4.85 list to \$3 each. Firm recently completed its move from Brooklyn to Manhattan.

Granz's Jazz Gets Regular Merc Release

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

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

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

Iowa Reformatory Weighs Instrument Repair Shop Plan

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

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

French, Spier Swap Songs

NEW YORK, Feb. 2.—Publisher Larry Spier has unveiled a Broadway music line, which he recently launched publisher business as the result of an unusual and reportedly unprecedented international song swap. The new firm is known as Montauk Music. It was set up primarily to handle a new ditty called "Beware," an adaptation of a current French hit, "Escaltes A Victorie." To obtain the French copyright, Spier swapped his current hit, "The Little White Cloud That Cried," with French publisher Raoul Bretton as exchange for the Gallic hit. No cash was involved in the transaction. Spier's exchange deal was the most enticing of five American bids for the Yank rights to the "Escaltes" copyright. Spier obtained an English lyric for the song, and it's new title is the above-mentioned "Beware." The BMI arrangement is a straight licensing deal and offers no advances or guarantees to Spier.

Lauder for RCA Collectors' Series

NEW YORK, Feb. 2.—RCA Victor will add a Sir Harry Lauder album to its collectors' series this spring, when it issues a packed set of six Scottish ditties recorded by Lauder in 1928 and 1928. The album will be available on both 45 and 33 1/2 speeds. Included in the album will be "Roamin' in the Gloamin'," "Soosie MacLennan," "A Wee Deoch an' Doris," "Breakfast in Bed on Sunday Morning," "When I Meet MacKay," and a "Scotch Memoirs" medley.

Cap Continues Staff Shifting

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

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

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

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

Featured in 20th Century-Fox's "GOLDEN GIRL" NEVER ROBBINS MUSIC CORPORATION

Watch this "NATURAL" HIT MOUNTAIN LAUREL Recorded by VAUGHN MONROE (Victor) JANE TURLEY (Decca) Others to Follow Pleadfully Music Corp. 1619 Broadway, N. Y.

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and "I WANNA LOVE YOU"



Record No. 1964

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Headed for Hitdom!



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Sing
to
You"

MY
SENTIMENTAL
HEART

and ...

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

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and 9-27944
(45 RPM)

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America's Fastest Selling Records

THE BILLBOARD Music Popularity Charts

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

HONOR ROLL OF HITS

The Nation's Top Tunes

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

Last Week | This Week

1. **1. Cry**

By Churchill Kohman—Published by Melrose (BMI)
RECORDS AVAILABLE: E. Barlow, Coral 46592; R. Casey, Cadillac 103; P. Chapman, Dec 27857; B. Farrell, MGM 11113; Four Kings, Cap 1875; G. Gilbe, Mercury 5749; (L)116; D. Lightfoot, De 48754; A. Holmes, King 53450; Lou Tini, Diamond, V 23-2424; M. Lynn, London 1197; B. McLaurin, Decca 7985; J. Ray, Decca 4840; C. Singleton, Atlas 1003; C. Taylor, Mercury 8242; J. Vahl & H. Winterhalter, V 20-4304; B. Williams, V 20-4400
ELECTRICAL TRANSCRIPTION LIBRARIES: Daily Dawn, Thebanus; Glenn Owee, Associated.

3. **2. Tell Me Why**

By Al Albert and Warty Gold—Published by Sigma Music Co. (BMI)
RECORDS AVAILABLE: M. Bailey, Coral 46625; E. Fisher & M. Winterhalter, V 20-4304; Four Aces-A. Roberts, Dec 27857; Four Tops, V 20-4497; H. Kaye, Cap 1779; E. Lee & G. Martin, Dec 27926; R. Martin, Mercury 5767; S. McDonald, Cap 1947; Swallow, King 4515; D. Washington, Mercury 8247.
ELECTRICAL TRANSCRIPTION LIBRARIES: George Saxe, Associated.

2. **3. Slow Poke**

By Pee Wee King, Red Stewart and Shelton Price—Published by Rhythmic (BMI)
RECORDS AVAILABLE: R. Flanagan, V 20-4373; A. Goldrey-Chapman, Columbia 37327; J. Gray, Serenita-S. Sueda, Eilat 1299; H. Hawkins, King 494; Tiny Hill, Mercury 5740; Pee Wee King, V 21-0480; B. Lee, Dec 27792; A. Moorey, MGM 11115; H. O'Connell, Cap 1837; J. Watson, Rich-R-Tone 1625.
ELECTRICAL TRANSCRIPTION LIBRARIES: Spade Cooley, Standard; Pee Wee King, Standard; Glen Owee, Associated.

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

By Jeanette Ray—Published by Larry Spier (ASCAP)
RECORDS AVAILABLE: L. Blanning, Cap 1872; H. Lance, Mercury 5761; R. Lee, Dec 27893; J. Ray, Decca 4840.
ELECTRICAL TRANSCRIPTION LIBRARIES: George Saxe, Associated; Daily Dawn, Thebanus.

7. **5. Any Time**

By Herbert Hayes Lauer—Published by Hill & Parer (BMI)
RECORDS AVAILABLE: E. Arnold, V 20-2700; E. Fisher & M. Winterhalter, V 20-4319; A. Haley, Mercury 6099; D. Hayes, Dec 24504; Lee & Tini, Inno 8004; H. O'Connell, Cap 1899.
ELECTRICAL TRANSCRIPTION LIBRARIES: Slim Bryant and Wild Cats, Thebanus; Alan Heimer, Associated.

6. **6. Shrimp Boats**

By Paul Mason, Howard and Paul Weston—Published by Wolf Dinary (ASCAP)
RECORDS AVAILABLE: D. Bravens L. Baxter, Cap 1873; D. Brown, King 15151; B. Farrell, MGM 11113; D. Gray, Dec 27832; D. Schell, V 20-4405; J. Stafford-P. Weston Dix, Col 39581; Tex Williams, V 20-4409.

5. **7. (It's No) Sin**

By George Hound and Chester Stall—Published by Algonquin (BMI)
RECORDS AVAILABLE: S. Churchill, V 20-4210; D. Cole, Decca 1081; W. Davis, Prestige 911; Four Aces, Mercury 5741; Four Kings, Cap 1866; G. Kaminling, Dec 27853; E. Howard, Mercury 5711; M. Lane Dix, Cap 1943; S. Kaye, Cap 1956; A. Morgan, Dec 27794; B. Peacock, King 4503; A. Project, Dec 27749; T. Smith, United 107; B. Williams Quarter, MGM 11064.
ELECTRICAL TRANSCRIPTION LIBRARIES: Daily Dawn, Thebanus; Dea Houston, Long-Worth; Glenn Owee, Associated.

8. **8. Charmaine**

By Erno Rapee and Lou Pollack—Published by Lion (ASCAP)
RECORDS AVAILABLE: G. Ammons, Prestige 916; D. Baker, Col 36636; P. Brown's Delta Kings, Mercury 10034; F. Carl, Col 36570; A. Cash Dix, 0486 8551; M. Davis, Algonquin 10034; F. Carl, Col 36570; Four Kings, Cap 1879; Harmonica, Mercury 5707; H. Hayes, MGM 11112; H. Hill, Coral 60599; G. Jernick, Dec 27859; H. Koch, Acme 780; J. Lee, Cap 1894; G. Lombardo, Dec 27878; J. Lunceford, Dec 27423; A. Lyman, Col 37508; Muncie, London Dec 27878; M. May, Cap 1949; V. Moorey, V 20-4375; L. Morgan, Sunset, Atlantic 453; H. Peacock, King 4504; Ray Dix, Dec 48240; F. Scott, Cap 15733; E. Smith, Dec 27894; J. Thomas, Swing Time 240; P. Weston, Col 29616; X-Ray, Coral 45048.
ELECTRICAL TRANSCRIPTION LIBRARIES: Airline TPA, Long-Worth; Davis Denny, Associated; Allen Roth, Thebanus; J. Sodia, Long-Worth.

9. **9. Down Yonder**

By L. Wolf Gilbert—Published by LaSalle (ASCAP)
RECORDS AVAILABLE: C. Butler, Col 36533; M. Carmon, Dec 46342; J. Fitzgerald Carr, Cap 1777; L. (Piano Roll) Coe, Abbey 15053; S. Cooley, Dec 46355; Honey Tones, V 20-4784; T. Jackson, Mercury 6365; B. Johnson, Dec 24475; P. Martin, V 20-4162; P. Petty, King, MGM 11053; E. Smith, King 5042; C. Stone, Cap 74091; G. Weiss and A. Tracy, Mercury 5495; G. Willis, V 21-0120; H. Wolf, Rich-R-Tone 1022; D. Wood, Tennessee 778.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Long-Worth; The Satisfiers, Associated.

10. **10. Tiger Rag**

By Harry Dr. Costa and the Original Dixieland Band—Published by Leo Feist Inc. (ASCAP)
RECORDS AVAILABLE: G. Barnes, Dec; Mr. Goon Bore, Mercury; L. Cook, Abbey; L. Paul-M. Fero, G&S; A. Tatum, Dec.

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Neison & Co., Inc., 3000 12th St. N.E.
- Miami 36, Florida
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South Bend Distr. Co., 432 Carroll St.
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- St. Louis 3, Missouri
Capitol Records Distr. Corp.
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- Billings, Montana
Central Distr. Co., P. D. Box 1551
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Buelter & Selby, 1024 Farnam St.
- Newark 4, New Jersey
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- Buffalo 9, New York
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- Syracuse 3, New York
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Capitol Records Distr. Corp.
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- Cleveland 13, Ohio
Capitol Records Distr. Corp.
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- Oklahoma City 3, Oklahoma
Capitol Records Distr. Corp.
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Capitol Records Distr. Corp.
1007 Forbes St.
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Capitol Records Distr. Corp.
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- 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.
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- El Paso, Texas
Boyd Distr. Co., Inc., 2209 Mills St.
- Houston 2, Texas
B. Warnecke Co., 3445 Loveland Ave.
- San Antonio, Texas
R. Warnecke Co., 121 Navarro St.
- Salt Lake City, Utah
Mountain States Distr. Inc.
622 S. State St.
- Seattle 9, Washington
Capitol Records Distr. Corp.
620 Eastlake Ave.
- Milwaukee 2, Wisconsin
Capitol Records Distr. Corp.
1434 N. Farwell Ave.

NEW RELEASES

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

TOP COUNTRY & WESTERN

	QUANTITY	78	45
"THE WILD SIDE OF LIFE" "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson			
"POSTAGE DUE" "ALL I DO IS SIT AND CRY" Jack Hurt			
"MISSING IN ACTION" "JUST A LITTLE MORE WAITING" Jimmy Wakely			
"HEARTBREAK RIDGE" "TENNESSEE ROSE" Wesley Tuttle			
"SATISFIED" "HIDE ME, ROCK OF AGES" Martha Carson			
"I'M GONNA FIND ANOTHER SWEET-HEART" "LET ME CHANGE YOUR NAME" Gene Dobbie			
"HONEY, HONEY, HONEY" "CRY BABY BLUES" Rod Morris			
"A NICKEL FOR A DOZEN ROSES" "OH, HOW BEER" "Big Bill" Lister			
"TEARDROPS AND TEA LEAVES" "I'LL BE YOUR SWEETHEART" Hank Thompson			
"BLUE WEDDING BELLS" "TEARS ON MY CHEEK" Eddie Dean			
"CAROLINA WALTZ" "DEAD END STREET" Cliffie Stone			
"BE MY LIFE'S COMPANION" "TELL ME WHY" Skeet McDonald			
"TRUCK DRIVERS BOOGIE" "MY MAIL ORDER MAMA" Jess Willard			
"LIFETIME OF SHAME" "TRUE OR FALSE" Jimmy Hood and Perk Williams			
"BOOGIE BLUES" "YOU'RE A LOVIN' WOMAN" Leon Chappel			
"TIME" "I WANT YOU SO" Terry Bremer			
"HOLY LIFE INSURANCE" "WHEN THE BOOK OF LIFE IS READ" Jimmie Skinner			
"LIPS THAT KISS SO SWEETLY" "I'VE GOT A BROKEN HEART TO HEAL" Jimmie Lee			

TOMORROW'S HITS—TODAY

	QUANTITY	78	45
"WHEEL OF FORTUNE" "I WANNA LOVE YOU" Kay Starr			
"WISHIN' "GOODBYE, SWEETHEART" Gene MacKenzie			
"BEAM ME UP" "BROKEN HEARTED" Ray Anthony			
"WHEN YOU'RE SMILING" "MUSIC MAKIN' MAMA FROM MEMPHIS" Joe "Fingers" Carr			
"LET OLD MOTHER NATURE HAVE HER WAY" "GIVE ME MORE, MORE, MORE" Margaret Whiting and Jimmy Wakely			
"BLUE TANGO" "PLEASE, MR. SUN" Les Baxter			
"UNFORGETTABLE" "SILVER AND GOLD" Billy May			
"DRIBBLIN' IN THE RAIN" "I LET A SONG GO OUT OF MY HEART" Ray Anthony			
"MAGGIE" "TELE-VEE-SHUN" Stan Freberg			
"COME WHAT MAY" "BABY, WE'RE REALLY IN LOVE" Helen O'Connell			
"CALL ME A DREAMER" "I WAS LUCKY" Norman Kaye			
"WHAT'S ALL FOLK?" "DON'T YOU EVER GET TOGETHER WITH ME" Mel Blanc			
"PULPIT AND HEATHER" "TAVERN IN THE TOWN" Red Baileys			
"DOPE!" "ROUND AND ROUND" Margaret Whiting			

TOP SELLERS—POP

	QUANTITY	78	45
"TIGER RAG" "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford			
"UNFORGETTABLE" "MY FIRST AND MY LAST LOVE" Nat "King" Cole			
"SLOW POKE" "I WANNA PLAY HOUSE WITH YOU" Helen O'Connell			
"JUST ONE MORE CHANCE" "JAZZ ME BLUES" Les Paul and Mary Ford			
"A WEAVER OF DREAMS" "WINE, WOMEN AND SONG" Nat "King" Cole			
"DOWN TONDER" "VOYV RAG" Joe "Fingers" Carr			
"WHIN I TAKE MY SUGAR TO TEA" "CHARMAINE" Billy May			
"SUGAR BLUES BOOGIE" "I JUST LOVE AFFECTION" Clyde McCoy			
"CRY" "CHARMAINE" The Four Knights			
"THE BLACKSMITH BLUES" "LOVE ME OR LEAVE ME" Ella Mae Morse			
"ROCK CITY BOOGIE" "STREAMLINED CANNON BALL" Tennessee Ernie and the Dinning Sisters			
"I'LL SEE YOU IN MY DREAMS" "AT LAST" Ray Anthony			
"RACTIME MELODY" "SNOW DEER RAG" Joe "Fingers" Carr			
"TENNESSEE SATURDAY NIGHT" "SENSATIONAL" Ella Mae Morse			
"TRUST IN ME" "I'LL STILL LOVE YOU" Lou Dinning			
"SIN" "THE GLORY OF LOVE" The Four Knights			
"HEARTBREAK HILL" "HOT, HOT, HOT THAT!" The Dinning Sisters and Jan Barber			
"MY DOWNFALL" "JUNGLE" Bob Savage			
"SIN" "HERRING BOATS" Mickey Katz			
"ANY TIME" "CRAZY HEART" Helen O'Connell			
"CHINA DOLL" "TENNESSEE CENTRAL" Cliffie Stone			
"SHRIMP BOATS" "ALOUSIE" Dick Beavers and Les Baxter			
"MISS ME" "HERE'S TO MY LADY" Nat "King" Cole			
"I'M MURKIN" "WALKIN'" Nat "King" Cole			
"MAGGIE" "TELE-VEE-SHUN" Stan Freberg			
"WISHIN' "GOODBYE, SWEETHEART" Gene MacKenzie			
"I LOVE THAT FEELIN'" "PARADISE" The Voices of Walter Schumann			
"UNTIL" "MY HEART HAS FOUND A HOME NOW" Dean Martin			
"BAD" "GIVE ME TIME" Lou Dinning			
"GREEN ACRES AND PURPLE MOUNTAINS" "BABY DOLL" Gordon MacRae			
"THE WAY I FEEL" "I WISH I HAD A GIRL" The Four Knights			
"I'LL ALWAYS BE FOLLOWING YOU" "DON'T PLAY THAT SONG" Helen O'Connell and Big Eberly			

MAIL TO YOUR NEAREST



DISTRIBUTOR

CUST. ORDER NO. DATE

NAME

ADDRESS

CITY

ZONE

STATE

THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received January 30, 31 and February 7

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

Table with columns: POSITION, Weeks (Last This to date/Week/Week), Record Title, Artist, and Record Label. Includes entries like 'CRY' by J. Ray, 'TELL ME WHY' by Four Aces A. Alberts, etc.

coming in the March 1 issue... Records Available on Top 10 Tunes, 1945 to 1951... THE BILLBOARD'S 1952 JUKK BOX SPECIAL

VOX JOX

By JUNE BUNDY

Preems Dave Rosehill has switched from WDEM, Providence to WGSB, Huntington, L. I. Norman Lenzhardt, ex-WXYZ and WWJ, Detroit staffer, is moving to WJMK, Detroit, where he will pilot a daily two-hour morning show and double as a TV stand-by announcer.

MGM Records' publicity, advertising and exploitation manager Sol Handwerker is going all out to push the "Quo Vadis" album, via a three-speed series of the Miklos Rozsa film score, and multi-station tie-ins with local movie house bookings of the flicker.

Best Selling Sheet Music

Based on reports received January 30, 31 and February 7

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.

Table with columns: POSITION, Weeks (Last This to date/Week/Week), Record Title, Artist, and Record Label. Includes entries like 'SLOW POKE' by Ridgeway, 'CRY' by Mellow, etc.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John C. Trammell's Audience Coverage Index.

Table with columns: POSITION, Weeks (Last This to date/Week/Week), Record Title, Artist, and Record Label. Includes entries like 'A Garden in the Rain' by Melrose-ASCAP, 'Any Time (R)' by Hill & Range-BMI, etc.

England's Top Twenty

Table with columns: POSITION, Weeks (Last This to date/Week/Week), Record Title, Artist, and Record Label. Includes entries like 'LONGING FOR YOU' by Stereolab, 'LOVELIEST NIGHT OF THE YEAR' by French Day, etc.

WEEKLY SPECIAL



SPINNING TO TERRIFIC HEIGHTS!

Swing and Sway with **SAMMY KAYE**
to these 2 great songs—

"WHEEL OF FORTUNE"
Vocal Chorus by The Kaydels

"GOODBYE SWEETHEART"
Vocal Chorus by Tony Russo
and The Kaye Choir

78 rpm 39667 • 45 rpm 4-39667



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

Based on actual sales figures for week ending February 2

★ POPULAR

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

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

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

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

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

JEALOUSY
FLAMENCO
FRANKIE LAINE
39585—4-39585

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

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

BABY DOLL
DOPI
DORIS DAY
39637—4-39637

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

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

PINKY
A MIRACLE HAPPENED
SARAH VAUGHAN
39634—4-39634

ONCE
NEVER
TONI ARDEN
39577—4-39577

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

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

CHARMAINE
AT DAWNING
PAUL WESTON
39616—4-39616

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

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

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

SIN
JEALOUS EYES
SAMMY KAYE
39567—4-39567

★ FOLK

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

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

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

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

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

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

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

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

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

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

OKEH BEST SELLER

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

★ GOING STRONG

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

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

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

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



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

THE BILLBOARD Music Popularity Charts

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

• Best Selling Pop Singles

Based on reports received January 30, 31 and February 1

POSITION	Weeks Last	This to date	Title	Artist	Label
12	1	1	CRY Little White Cloud That Cried	J. Ray	Decca 7816040; (45)4-6840-BMI
10	2	2	TELL ME WHY Garden in the Rain	Four Aces A. Alberts	Dec 78127860; (45)4-27860-BMI
10	5	3	ANY TIME Never Before	E. Fisher-H. Winterhalter	V78120 4159; (45)47-6359-BMI
12	3	4	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Decca 7816040; (45)45-6840-ASCAP
15	4	5	SLOW POKE Whisper Meek	Pee Wee King	V78121 0489; (45)48-0489-BMI
4	7	6	TIGER RAG It's a Lonesome Old Town	L. Paul-M. Ford	Cap 78131920; (45)17-1920-ASCAP
6	8	7	TELL ME WHY Trust in Me	E. Fisher-H. Winterhalter	V78120 4444; (45)47-4444-BMI
6	10	8	BERMUDA June Night	Bell Sisters-H. Rene Ork	V78120 4422; (45)47-4422-BMI
13	6	9	SHRIMP BOATS Love, Mystery and Adventure	J. Stafford-P. Weston	Col 78139581; (45)34-3958-ASCAP
5	13	10	BLUE TANGO Belle of the Ball	L. Anderson	Dec 78127875; (45)19-27875-ASCAP
3	20	11	There Am I BROKEN HEARTED Please, Mr. Sun	J. Ray	Col 78139636; (45)34-39636-ASCAP
6	16	12	SLOW POKE Dance Me Loose	A. Godfrey	Col 78139632; (45)34-39632-BMI
7	14	13	DANCE ME LOOSE Slow Poke	A. Godfrey	Col 78139632; (45)34-39632-ASCAP
3	11	14	PLEASE, MR. SUN (Here Am I) Broken Hearted	J. Ray	Col 78139636; (45)34-39636-BMI
13	11	15	CHARMAINE Just for a While	Manfroy	London 78131020; (45)34-1020-ASCAP
21	9	16	SIN My Wife and I	E. Howard	Mercury 7815711; (45)17-15711-BMI
24	24	17	DOWN YONDER Wine and Wine	Del Wood	Tennessee 781775; (45)45-775-ASCAP
9	19	18	SLOW POKE I Wanna Play House With You	H. O'Connell	Cap 7811837; (45)17-1837-BMI
22	29	19	SIN Antique Music	Four Aces A. Alberts	Victoria 101-BMI
19	15	20	UNDECIDED Semi-annual Journey	Ames Brothers-L. Brown	Coral 78105166; (45)16-60566-ASCAP
7	17	21	KISS TO BUILD A DREAM ON I Get Ideas	L. Armstrong	Dec 78127720; (45)19-27720-ASCAP
6	22	22	MOTHER AT YOUR FEET IS KNEELING	B. Wayne	London 958
14	17	23	JALOUSIE (Jealousy) Flamenco	F. Laime	Col 78139585; (45)34-39585-ASCAP
6	26	23	GARDEN IN THE RAIN Tell Me Why	Four Aces A. Alberts	Dec 78127860; (45)19-27860-ASCAP
2	21	25	I WANNA LOVE YOU I'll Still Love You	Ames Brothers	Coral 78160617; (45)19-60617-ASCAP
1	—	26	WHEEL OF FORTUNE You Showed Me the Way	E. Wilcox-Sunny Gale	Derby 787-ASCAP
17	22	27	DOWN YONDER In My Rag	J. (Fingers) Carr	Cap 7811777; (45)17-1777-ASCAP
6	—	27	SHRIMP BOATS More, More, More	D. Gray	Dec 78127832; (45)19-27832-ASCAP
15	25	29	UNFORGETTABLE My First and My Last Love	Nat (King) Cole	Cap 7811808; (45)17-1808-ASCAP
1	—	29	TRUST IN ME Tell Me Why	E. Fisher-H. Winterhalter	V78120 4444; (45)47-4444-ASCAP

• Best Selling Classical Titles

Last Week	Title	Best Selling 3 1/2 R.P.M.
1	Verdi: La Traviata (Complete Opera), L. Abbado, G. Cappuccini, P. Dennis, J. Carr, R. Merrill, J. Moreland, J. Perce, M. Sullman, NBC Symphony Ork & Chorus, A. Toscanini, conductor; Wilhousky, Director	V3371 LM-6003
2	Debussy: La Mer; NBC Symphony Ork, A. Toscanini, conductor	V1331 LM-1221
3	The Great Carnegie Hall, Lanza, RCA Victor Ork, C. Callahan, conductor	V1331 LM-1127
4	Blayer Camera (Complete Opera), L. Abbado, G. Cappuccini, A. De Palmi, D. Harding, P. Lecher, R. Merrill, P. Puccio, M. Rogers, H. Stevens, H. Thompson, New York Voice Franchise Children's Chorus, R. Shaw, conductor of R. Shaw Chorus, RCA Victor Ork; F. Reiser, conductor	V1331 LM-6102
5	Puccini: Madame Butterfly	London 1331 LLP-A-B
1	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, P. Muzina, conductor	V045 WDM-920
2	Debussy: Swaz Lala Ballet, St. Louis Symphony Ork, Y. Goldovsky, conductor	V451 WDM-1028
3	Puccini: Highlights From Madama Butterfly, L. Abbado, J. Malina, L. Brondino, RCA Victor Ork	V451 WDM-1068
4	Enlightenment: Nutcracker Suite, E. Ormandy, Philadelphia Ork	V451 WDM-1020
5	Love Songs and Nocturnal Serenade, N. Lanza, RCA Victor Ork, Sinatra, conducting	V451 WDM-1066
6	Rachmaninoff: Concerto for Piano & Ork, No 2, A. Bakststein, St. Louis Symphony Ork	V145 WDM-1075

Best Selling 45 R.P.M.

1	Wendy-Kerslow: Scherzando, San Francisco Symphony Ork, P. Muzina, conductor	V045 WDM-920
2	Debussy: Swaz Lala Ballet, St. Louis Symphony Ork, Y. Goldovsky, conductor	V451 WDM-1028
3	Puccini: Highlights From Madama Butterfly, L. Abbado, J. Malina, L. Brondino, RCA Victor Ork	V451 WDM-1068
4	Enlightenment: Nutcracker Suite, E. Ormandy, Philadelphia Ork	V451 WDM-1020
5	Love Songs and Nocturnal Serenade, N. Lanza, RCA Victor Ork, Sinatra, conducting	V451 WDM-1066
6	Rachmaninoff: Concerto for Piano & Ork, No 2, A. Bakststein, St. Louis Symphony Ork	V145 WDM-1075

DEALER DOINGS

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

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

Chatter
Sherman Clay's Record Shop, San Francisco, writes: "MGM's Victor Marches has an extremely pleasing, fresh-sounding voice. It has a little bit of Tibbett's quality, warm and rich. He should become very popular as a singer, in all fields — ballad, semi-classical and opera." Henry's Jewelry, Binghamton, N. Y., says he only has one beef about the record business. That concerns the fact that he orders records from his distributors as soon as a tune starts to break but often by the time he receives the disks the tune is dead, and he is stuck with the platters. Arends TV Center, Shennandoah, Va., claims: "The record business has slowed down to a creep since Christmas. Columbia going on strike hurt a lot, as its disks were our hottest sellers. We could buy more records if we had a 20 per cent return privilege." Renee Manola, of Carlisle Radio & Record Shop, Carlisle, Pa., says: "Congratulations to Capitol Records on its Hit Parade on LP. We could use it as a 45 package, too. It created a lot of new customers for us. We have also increased our 45 business by sticking to our 'records'." Al Meyers, of Town & Country Music, Westwood, N. J., writes: "Our 45's are exceeding 78's in sales. Whether this will continue after the next few months is doubtful, but it is a straw in the wind." And Mary L. Sneed, the Musical Bottle Record Company, Missoula, Mont., sent us a copy of a letter she wrote to RCA Victor in which she states that one of the most unfair things about the record business is the manufacturers' dropping prices of their records without warning or protection for the dealer. She writes: "In our humble way we try to practice the golden rule, by making it a policy that if a customer asks that a record be put away for him, even though the price to him has increased during the meantime, we still sell it to him at the price quoted when he requested it, regardless of the length of time held, and, on the other hand, give him full advantage of all price lowering."

• Best Selling Children's Records

Based on reports received January 30, 31 and February 1

POSITION	Weeks Last	This to date	Title	Artist	Label
20	1	1	ALICE IN WONDERLAND (One Record)	M. Beaumont-E. Wyam	V781Y-437; (45)WY-437; 1331Y-1
60	1	1	TWEETY PIE (One Record)	M. Blanc-B. May	Cap 781CA5-3074; (45)CAF5-3074
37	4	3	LONE RANGER VOL. 1 (He Becomes the Lone Ranger) (One Record)	G. Tirmale	Dec 781BK-29; (45)1-152
104	1	4	CINDERELLA (Two Records)	J. Woods & Others	V781Y-399; (45)WY-399
122	8	5	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Yance Photo Colliv. Cap 781B8X-34; (45)CBX-305; 1331B8X-114	
31	8	6	LONE RANGER VOL. 3 (He Finds Silver) (One Record)	G. Tirmale	Dec 781BK-30; (45)1-153
21	10	7	SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Dennis Day	V145WY-35; 781Y-33
2	14	8	HOWDY DODDY'S DO'S AND DONT'S (One Record)	Howdy Dobby-B. Smith	V781Y-445; (45)WY-445
42	5	9	PETER AND THE WOLF (Two Records)	Sterling Holloway	V781Y-386; (45)WY-386
19	5	9	HEMERY HAWK (One Record)	M. Blanc	Cap 781CA5-3096; (45)CAF5-3096
20	7	11	TWEETY'S PUDDY YAT TROUBLE (Two Records)	M. Blanc	Cap 781DBX-3102; (45)CBX-3102
6	12	12	THREE ORPHAN KITTENS (One Record)	D. Wilson	Cap 781CA5-3096; (45)CAF5-3096
54	13	12	BOZO AND THE BIRDS (Two Records)	P. Colvig-B. May	Cap 781DBX-3033; (45)CBX-3033; 1331BK-3064
1	—	12	IT'S HOWDY DODDY TIME (One Record)	Howdy Dobby-B. Smith	V781Y-446; (45)WY-446
1	—	15	SPARKY'S MAGIC PIANO (One Record)	H. Blair	Cap 781DC-78; (45)CCF-3003; 1331M-3003

• Best Selling Pop Albums

Based on reports received January 30, 31 and February 1

Last Week	Title	Best Selling 3 1/2 R.P.M.
1	AN AMERICAN IN PARIS G. Kelly-G. Gurney-J. Green	MGM 781MGM-93; 1331E-93
2	SHOW BOAT Original Cast-K. Grayson-A. Gardner-N. Noel	MGM 781MGM-84; 1331E-59
3	GLENN MILLER CONCERT G. Miller	V781P-25; 1331LP-16
4	I'LL SEE YOU IN MY DREAMS Doris Day-Original Cast	Col 781C-289; 1331EL-6208
5	HONEY TONK PIANO F. Castle	V781P-327; 1331P-26
6	KING AND I Original Cast	Dec 781DA-876; 1331DL-9008
8	NEW SOUND VOL. II L. Paul-M. Ford	Cap 781CCN-286; 1331N-286
4	SOUTH PACIFIC Mary Martin-Elio Piria	Cap 781MM-850; 1331ML-4180
9	PAINT YOUR WAGON Original Cast	V781OC-6; 1331OC-1006
6	CARNEGIE HALL JAZZ CONCERT VOL. I & II B. Goodman	Col 781C-160

Best Selling 45 R.P.M.

1	AN AMERICAN IN PARIS (Four Records)	MGM 781MGM-93; (45)13-93
2	SHOW BOAT (Four Records)	MGM 781MGM-84; (45)13-84
3	GLENN MILLER CONCERT (Four Records)	V781P-25; (45)1WP-25
4	I'LL SEE YOU IN MY DREAMS (Four Records)	Col 781C-289; (45)1B-289
4	NEW SOUND VOL. II (Three Records)	Cap 781CCN-286; (45)1CP-286
6	HONEY TONK PIANO (Three Records)	V781P-327; (45)1WP-327
7	SOUTH PACIFIC (Seven Records)	Cap 781MM-850; (45)1A-850
7	TRIBUTE TO GLENN MILLER (Four Records)	Dec 781A-876; (45)1B-876
10	ONE FOR MY BABY (Four Records)	Col 781C-287; (45)1B-287
6	NEW SOUND VOL. I (Three Records)	Cap 781CCN-224; (45)1CP-226

• Classical Reviews

72 KREISLER MELODIES

Arthur Schnitzler's 72 Kreisler Melodies (33 LP-130) is a gem. The transcription of Kreisler's solo for piano pieces doesn't quite do justice to the exquisite melodies, the familiarity of the pieces may make up for any possible loss. While some are well known, some are less so, and have been transcribed with skill and taste. They are arranged to retain even the violin's grace. Compromisingly, this is the type of album which helps bridge the gap between pop and classical for many people. Sales potential appears to be strongest with the disk buyers who want either piano music, background music or "something classical like Strauss." According to excellent...

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
50-59 POOR

72 VIVALDI: DIXIE (PSALM 109)

Handwritten manuscript of Vivaldi's Dixie (Psalm 109) is a gem. The transcription of Kreisler's solo for piano pieces doesn't quite do justice to the exquisite melodies, the familiarity of the pieces may make up for any possible loss. While some are well known, some are less so, and have been transcribed with skill and taste. They are arranged to retain even the violin's grace. Compromisingly, this is the type of album which helps bridge the gap between pop and classical for many people. Sales potential appears to be strongest with the disk buyers who want either piano music, background music or "something classical like Strauss." According to excellent...

a
SENSATION
in his
FIRST RECORD

DON ESTES

with
NORMAN LEYDEN'S
Orchestra

**"A MAN and a
MOUNTAIN"**
and
**"NOTHING MORE,
NOTHING LESS"**

RCA 20-4486 (78) — 47-4486 (45)*



This week's

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

Release 42-6

Ships Coast to Coast, Week of February 10

POPULAR

- WAYNE KING and his Orchestra**
Somebody Cried
20-4369—(47-4369)*
- THE THREE SONS**
Blazin' Love
Cool, Cool Kisser
20-4510—(47-4510)*
- MERY GRIFIN**
The Hills of County Clare
Isle of Innisfree
20-4512—(47-4512)*
- HUGO WINTERHALTER and his Orchestra**
Blue Tango
The Gypsy Trail
20-4518—(47-4518)*
- DANNY SCROLL with Orchestra conducted by Norman Leyden**
The King
Let Me Dream
20-4519—(47-4519)*
- JOHNNY VADNAL and his Orchestra**
Chopsticks Polka
Debid Waltz
20-4504—(47-4504)*

COUNTRY — WESTERN

- GRANDPA JONES**
Bitter
Mountain Laurel
20-4345—(47-4345)*
- TEX WILLIAMS and his Orchestra**
Only Foolin'
Shame on You
20-4506—(47-4506)*

RHYTHM-BLUES

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

BLUES-RHYTHM REISSUE

- THE FOUR CLEFS**
Dig These Riffs
Four Clefs' Wobble
20-4507—(47-4507)*

COLLECTORS

- TOMMY DORSEY and his Orchestra**
There Are Such Things
Daybreak
20-4132—(47-4132)*

RED SEAL SPECIAL

- ZINKA MILANOV with RCA Victor Orchestra,**
Renato Cellini, Conductor
II Traviata: Act I—TACCA LA NOTTE
PLAIBIA
II Traviata: Act IV—TIMOR DI MEI
Aria: D'AMOR SULL'ALI ROSEE
47-3700*

- ZINKA MILANOV, JAN PEERCE and LEONARD
WARREN with RCA Victor Orchestra;**
Renato Cellini, Conductor
II Traviata: Act IV—MISERERE
II Traviata: Act IV—UDINTE' COME
ALIBIOGI
47-3701*

CHILDREN'S

- DENNIS DAY**
Snow White and Dopey—Part 1
Snow White and Dopey—Cand.
Y-167—(47-417)*
Snow White and Dopey—Part 2
Snow White and Dopey—Cand.
Y-168—(47-418)*

*48 rpm 10" disc.

Going Strong...

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

- ⑤ **Any Time/Never Before**
Eddie Fisher 20-4359—(47-4359)*
- ⑤ **Bermuda/June Night**
The Bell Sisters 20-4422—(47-4422)*
- ⑤ **Slow Poke**
Pee Wee King 21-0489—(48-0489)*
- ⑤ **Tell Me Why/Trust in Me**
Eddie Fisher 20-4444—(47-4444)*
- ⑤ **Silver and Gold**
Pee Wee King 20-4458—(47-4458)*
- ⑤ **Tulips and Heather/Please, Mr. Sun**
Perry Como 20-4453—(47-4453)*
- ⑤ **A Kiss To Build a Dream On**
Hugo Winterhalter 20-4455—(47-4455)*
- ⑤ **Make With the Magic/At Last! At Last!**
Tony Martin 20-4477—(47-4477)*
- ⑤ **Call Her Your Sweetheart/Bundle of Southern Sunshine**
Eddie Arnold 20-4413—(47-4413)*
- ⑤ **Domino/It's All Over But the Memories**
Tony Martin 20-4343—(47-4343)*
- ⑤ **Slow Poke/Charmaine**
Ralph Flanagan 20-4373—(47-4373)*
- ⑤ **Turn Back the Hands of Time**
Eddie Fisher w. Hugo Winterhalter's Orch 20-4257—(47-4257)*
- ⑤ **Grand Central Station**
The Fontaine Sisters 20-4387—(47-4387)*
- ⑤ **Loveliest Night of the Year**
Mario Lanza 10-3300—(49-3300)*
- ⑤ **Dance Me Loose/Allegriety Fiddler**
Mindy Carson 20-4457—(47-4457)*

Coming Up...

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

- ★ **AT LAST, AT LAST**
Tony Martin 20-4477—(47-4477)*
The Billboard Pick, January 28th issue.
- ★ **HEART OF A CLOWN**
Wade Ray 20-4429—(47-4429)*
Country and Western Disk Jockey's Pick,
Billboard, February 2nd issue.
- ★ **BLUE TANGO**
Hugo Winterhalter and His Orchestra 20-4518—(47-4518)*
The Billboard Pick, February 2nd issue.

TIPS

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

**MONROE'S
CAMEL CARAVAN**

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

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

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

February 1952

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

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

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

The stars who make the hits
are on

RCA VICTOR Records



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

2 great New Songs
great New KAYE arrangements...

ONE
SENSATIONAL
RECORD

Sing and Sway With

SAMMY KAYE



... VOCAL
CHORUS
by the KAYDETS



VOCAL
CHORUS
by
TONY
RUSSO
and
the
KAYE
CHOIR

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

**"GOODBYE
SWEETHEART"**



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



A NEW CORAL DE CAMPO HIT!

VINNI DE CAMPO

with DENNY VAUGHAN and his Orchestra

"TIL NOW"

"WHAT'S TO BECOME OF ME"

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

CORAL RECORDS

America's Fastest Growing Record Company

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

THE BILLBOARD Music Popularity Charts

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

Most Played Juke Box Records

Based on reports received January 30, 31 and February 1

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 9,358 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 otherwise) other available records of same tune listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part I.

Position	Weeks (Last) This	to date (Week) Weeks	Title	Artist	Label
11	1	1	CRY	J. Ray	Decca 27964
8	4	2	TELL ME WHY	Four Aces-A. Alberts	Decca 27964
10	3	3	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Decca 27964
14	2	4	SLOW POKE	Pee Wee King	Mercury 5770
10	6	5	ANY TIME	E. Fisher-H. Winterhalter	Mercury 5770
9	5	6	SHRIMP BOATS	J. Stafford-P. Weston	Mercury 5770
20	7	7	SIN	E. Howard	Mercury 5770
4	8	8	TIGER RAG	L. Paul M. Ford	Mercury 5770
5	10	9	TELL ME WHY	E. Fisher-H. Winterhalter	Mercury 5770
9	9	10	SLOW POKE	H. O'Connell	Mercury 5770
7	13	10	DANCE ME LOOSE	A. Godfrey	Mercury 5770
5	12	12	BERMUDA	Bell Sisters	Mercury 5770
19	11	13	UNDECIDED	Ames Brothers-L. Brown	Mercury 5770
3	21	14	PLEASE, MR. SUN	J. Ray	Decca 27964
2	20	15	STOLEN LOVE	E. Howard	Mercury 5770
1	-	16	BE MY LIFE'S COMPANION	Mills Brothers	Mercury 5770
10	16	17	SLOW POKE	P. Lee	Mercury 5770
26	13	18	COLD, COLD HEART	T. Bennett-P. Frith	Mercury 5770
4	16	18	SHRIMP BOATS	D. Gray	Mercury 5770
6	18	18	GARDEN IN THE RAIN	Four Aces-A. Alberts	Decca 27964
4	19	21	KISS TO BUILD A DREAM ON	L. Armstrong	Mercury 5770
5	22	22	SIN	Four Aces-A. Alberts	Decca 27964
13	27	23	DOWN YONDER	J. (Fingers) Essey	Mercury 5770
3	22	24	RETREAT	P. Pace	Mercury 5770
7	22	24	CHARMAINE	G. Jenkins	Mercury 5770
1	-	24	UNFORGETTABLE	Nat (King) Cole	Mercury 5770
13	15	27	JALOUSIE (Jealousy)	F. Laing	Mercury 5770
24	29	28	DOWN YONDER	Del Wood	Mercury 5770
7	27	28	DON'T LEAVE MY POOR HEART BREAKING	Cowboy Copas-R. Patton	Mercury 5770
10	-	28	DOMINO	T. Martin	Mercury 5770
1	-	28	I WANNA SAY HELLO	E. Sufjan-Sir H. Phm	Mercury 5770

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

AMERICA'S NUMBER ONE BAND

ralph

flanagan

ON MY WAY

(Got on my Travelin' Shoes)

20-4487 47-4487

VOCAL BY THE CINCINNATI SHOUTER ... and AUDIENCE



RCA VICTOR RECORDS

THE BILLBOARD Music Popularity Charts

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

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

Based on reports received January 30, 31 and February 1

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

POSITION	Weeks Last This to date/Weeks	ARTIST	TITLES	Label
6	3	1.	GIVE ME MORE, MORE, MORE... Lefty Frizzell	Capitol
14	2	2.	LET OLD MOTHER NATURE HAVE HER WAY... Carl Smith	Capitol
20	1	3.	SLOW POKE... Pee Wee King	Mercury
6	4	4.	BABY, WE'RE REALLY IN LOVE... Hank Williams	MGM
12	6	5.	ALABAMA JUBILEE... Red Foley	Decca
5	5	6.	MUSIC MAKIN' MAMA FROM MEMPHIS... Hank Snow	Vocalion
16	10	7.	SOMEBODY'S BEEN BEATING MY TIME... E. Arnold	Vocalion
2	8	8.	WONDERING... W. Pierce	Decca
26	—	8.	ALWAYS LATE... Lefty Frizzell	Capitol
16	7	10.	CRAZY HEART... Hank Williams	MGM
1	—	10.	BUNDLE OF SOUTHERN SUNSHINE... E. Arnold	Vocalion

Coming Up

1.	ASHES OF LOVE	Johnnie & Jack
2.	HEARTLESS LOVER	Moon Mullican
3.	I'D STILL WANT YOU	Hank Williams

• Country & Western (Folk) Record Reviews

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

ARTIST	TUNES	COMMENT
HANK WILLIAMS (The Drifting Cowboys)	86--86--86--86	
I'm Sorry for You, My Friend		MGM 11160—A seasoned country singer, with a few set of lyrics, receives an outstanding award by Williams. This disk should do well in all sections of the country market. Could even stir pop business.
Honky Tonk Blues	85--85--85--85	
Another great vocal by the country star on a noticeable honky-tonk blues. Should stir up action throughout the rural belt.		

(Continued on page 82)

FOLK TALENT AND TUNES

By JOHNNY SIPPPEL

Disk Jockey Doings

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

C&W Records to Watch

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

MILK BUCKET BOOGIE	Red Foley	Decca 27981
SALTY DOG RAG	Red Foley	Decca 27981
HONEY, MONEY, HONEY	Red Morris	Capitol 1946

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

• Folk Record Releases

Bitterroot, The—Annie Mae Allen—Gene Radd Ork (Liberty) Federal 12057

Blues—Annie Mae Allen—Gene Radd Ork (Liberty) Federal 12057

Boogie Blues—Lena Chapel (Vocal) Cap 1954

Cold, Cold Woman (and the Hot Guitar)—Eddie Hill (Educated) Mer 6379

Cr. Blue—Lena Chapel (Vocal) Mer 6379

Educated Fool—Eddie Hill (Vocal) Mer 6379

Honey, Honey, Honey—Red Morris—His Missourians (Vocal) Cap 1946

I Want You—Terry Preston (Vocal) Cap 1947

I'm Gonna Buy Every Year With a Kiss—Pee Wee Miller & Buck House Boys (Vocal) Holiday H-112

Love, Sweet Love—Yank Bros. (Vocal) King 1042

My Love's Companion—Shirley McDonald (Vocal) Cap 1947

Tell Me Why—Shirley McDonald (Vocal) Cap 1947

The Golden Sitar—Pee Wee Miller & Buckhouse Boys (Vocal) Holiday H-112

Time—Terry Preston (Vocal) Cap 1947

When You Want a Little Love—Yank Brothers (Vocal) King 1042

You're a Lovin' Woman—Lena Chapel (Vocal) Cap 1954

• Best Selling Retail Folk (Country & Western) Records

Based on reports received January 30, 31 and February 1

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

POSITION	Weeks Last This to date/Weeks	ARTIST	TITLES	Label
19	1	1.	SLOW POKE... Pee Wee King	Mercury
12	2	2.	LET OLD MOTHER NATURE HAVE HER WAY... Carl Smith	Capitol
6	3	3.	GIVE ME MORE, MORE, MORE... Lefty Frizzell	Capitol
1	—	4.	MISSING IN ACTION... E. Tubb	Decca
2	10	5.	TOO OLD TO CUT THE MUSTARD... Red Foley & E. Tubb	Decca
27	5	6.	ALWAYS LATE... Lefty Frizzell	Capitol
24	5	7.	MOM AND DAD'S WALTZ... Lefty Frizzell	Capitol
3	4	8.	BUNDLE OF SOUTHERN SUNSHINE... E. Arnold	Vocalion
45	8	9.	COLD, COLD HEART... Hank Williams	MGM
9	7	10.	MUSIC MAKIN' MAMA FROM MEMPHIS... Hank Snow	Vocalion

Coming Up

1.	HOW LONG WILL IT TAKE	Lefty Frizzell
2.	SILVER AND GOLD	P. W. King
3.	CALL HER YOUR SWEETHEART	E. Arnold

• Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received January 30, 31 and February 1

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

22	3	1.	SLOW POKE... Pee Wee King
16	2	2.	LET OLD MOTHER NATURE HAVE HER WAY... Carl Smith
7	1	3.	GIVE ME MORE, MORE, MORE... Lefty Frizzell
6	4	4.	WONDERING... W. Pierce
5	5	5.	BABY, WE'RE REALLY IN LOVE... Hank Williams
3	6	6.	TOO OLD TO CUT THE MUSTARD... Carlisles
2	9	7.	BUNDLE OF SOUTHERN SUNSHINE... E. Arnold
5	—	8.	MUSIC MAKIN' MAMA FROM MEMPHIS... Hank Snow
1	—	8.	MISSING IN ACTION... E. Tubb
3	7	10.	HOW LONG WILL IT TAKE... Lefty Frizzell

Coming Up

1.	TOO OLD TO CUT THE MUSTARD	Red Foley & E. Tubb
2.	CALL HER YOUR SWEETHEART	E. Arnold
3.	ASHES OF LOVE	Johnnie & Jack

"SILVER and GOLD"
by the Nation's #1 Western Band Leader

— SLOW POKE —

— TENNESSEE WALTZ —

RCA VICTOR'S **"Pee Wee King"** and his Band
\$20-4458

Featuring REDD STEWART

Published by BLUE RIVER SONGS—Hollywood—BMI

Selling Agent—KEYS MUSIC CO., 146 W. 54th St., N. Y. City

BMI

KEEP A LIGHT IN YOUR WINDOW TONIGHT

Record No. 1880

By **JIMMY WAKELY**

Capitol

M. M. Cole Publishing Co.
623 S. Wabash Ave., Chicago 5, Ill.

ANNOUNCEMENT

QUEEN RECORD CO.
Los Angeles, Calif.

Has appointed as National Distributor

So come to hear **Q-101** their new release

"I CAN'T FIND MY WAY"

by **ROY AGEE** with **RICHARD BROWN'S ORCHESTRA**

GOTHAM RECORD CORP.
1626 Federal St., Philadelphia 46, Pa.

Use The Billboard classified pages for **RESULTS!**

THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Rhythm & Blues Records

Based on reports received January 30, 31 and February 1

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

POSITION	Weeks (Last) This to date/Weeks/Week	TITLE	ARTIST	Label
2	4	1. CRY	J. Ray	0148(781680), 14914-6940—BM1
6	1	2. THREE O'CLOCK BLUES	B. B. King	RPM 339—BM1
15	5	3. FOOL, FOOL, FOOL	Clovers	Atlantic 944
15	2	4. I'M IN THE MOOD	J. L. Hooker	Modern 835—BM1
9	2	5. WEEPING AND CRYING	Griffen Brothers	Dot 1073
10	10	5. BEST WISHES	R. Milton	Society 414—BM1
12	6	7. COLD, COLD HEART	D. Washington	Mercury(78-5728), (45)5728X45—BM1
1	—	7. BOOTED	R. Gordon	Chess 1487—BM1
1	—	9. WALKIN'	Nai (King) Cole	Cas(78)1863, (45)W-1063—ASCAP
20	7	10. I GOT LOADED	Peppermint Harris	Atlantic(78)3297, 148545-3097—BM1

• Best Selling Retail Rhythm & Blues Records

Based on reports received January 30, 31 and February 1

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

POSITION	Weeks (Last) This to date/Weeks/Week	TITLE	ARTIST	Label
6	2	1. THREE O'CLOCK BLUES	B. B. King	RPM 339—BM1
8	3	2. CRY	J. Ray	0148(781680), 14914-6940—BM1
13	1	3. FLAMINGO	E. Basiek	King(78)4475, (45)45-4475—ASCAP
9	4	4. BEST WISHES	R. Milton	Society 414—BM1
10	8	4. WEEPING AND CRYING	Griffen Brothers	Dot 1073
19	6	6. FOOL, FOOL, FOOL	The Clovers	Atlantic 944
11	5	7. BECAUSE OF YOU	Tab Smith	United(78)1084, (45)1084-45—BM1
1	—	8. BABY, PLEASE DON'T GO	Orioles	Jubilee 5065—ASCAP
14	10	9. I'M IN THE MOOD	J. L. Hooker	Modern 835—BM1
2	8	10. I DIDN'T SLEEP A WINK LAST NIGHT	A. Prysock	0147(78)2787, (45)27-2787—BM1
1	—	10. BOOTED	R. Gordon	Chess 1487—BM1

• Rhythm & Blues Record Releases

At Last—Gilbert Harbison (These) Regent 1044
 Azores—Al Sears (These) King 4499
 Big City Blues—N. Bomb Ferguson (Big) Savoy 836
 Bookies Blues—N. Bomb Ferguson (Big) Savoy 836
 Come What May—Jimmy Scott (These) Coral 50450
 Darling—Rita More (Love) Dec 27873

Drumbeat—Markus Dell-Graham Prince Ork 0
 Don't Call Me 105
 Groovy, Sittin'—Al Sears Ork (Azores) King 4499
 I Don't Stand There—Markus Dell-Graham Prince Ork (Drumbeat) Cadillac 105
 Just a Poor Boy in Love—Marshall Bros. Raymond (Wing) Savoy 833
 Love Me as Please Let Me Be—Rita More (Darling) Dec 27873
 Sit and Loney—Linda Hopkins (Walker) Savoy 834
 These Faithful Things—Gilbert Harbison (At) Regent 1044
 Walkin' and Talkin'—Babs—Linda Hopkins (Snd) Savoy 834
 Wheel of Fortune—Jimmy Scott (Come) Coral 50450
 Why Make a Fool Out of Me—Marshall Bros. Raymond (Just) Savoy 833

The Money-making Version!
WHEEL OF FORTUNE
 by THE FOUR FLAMES
 #423
 Specialty

Write for LATEST CATALOG
 NEW RECORDS
 500 Different "Standards" and
 Hit Favorites. 33 1/3, 45 & 78 rpm.
\$10.00 per 100
 (78 rpm)
 1/4 with order, balance C.O.D.
 L.P.'s UP TO 75% OFF.
 45 RPM 60% OFF
 Over 1,000 Satisfied Customers
VEDEX COMPANY
 674 10th Ave., New York 19, N. Y.
 PLaza 7-0636
 Complete Inventories Bought!

DIRECT HIT!
 Another BIG SMASH by
H-BOMB Ferguson
 Savoy 836
"BOOKIES BLUES"
"BIG CITY BLUES"
 And Don't Miss
"EVERY EVENING"
"MARRIED WOMAN'S BOOGIE"
 Savoy 7857 by BILLY WRIGHT, The Prince of the Blues
Savoy RECORD CO., INC.
 58 Market St., Newark 1, N. J.

RHYTHM AND BLUES NOTES

By HAI WERMAN

For the first time in many months, the down-home, Southern-style blues appears to have taken a solid hold in the current rhythm and blues record market. Down-home blues had been taking a back seat in the market to the big city blues, good rocking novelties and vocal quartet ballads for quite a while. However, the Southern market appears to have opened up to its widest extent in some time, and the lowdown stuff has been cropping up as best-selling wax of late. Such artists as B. B. King, Howling Wolf, Roscoe Gordon, Fats Domino, Sonny Boy Williamson, Lightnin' Hopkins, John Lee Hooker, Lloyd Fulson, Billy Wright, Muddy Waters, etc., have taken a fast hold in such market areas as New Orleans, Dallas, Atlanta, Los Angeles, etc. Even the sophisticated big towns, like New York and Chicago, have felt the Southern blues influence in wax tastes.

R&B Records to Watch

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

BOOKIES BLUES
 N. Bomb Ferguson... Savoy 836
I'M COMIN' AGAIN IN THE RIVER
 Buddy Johnson Ork... Decca 27947
GROOVE STATION
 Al Sears Ork... King 4499

Johnny Hodges will take his all-star Mercury recording aggregation to the West Coast for the first time for a three-weeker at the Black Hawk Club, San Francisco, with the opening slated for March 4.... Esoteric Records obtained a group of off-the-air jazz masters from Vox Records and will issue them in two LP sets. Disks were made from jam sessions aired over New York's Station WNEW in 1947, and feature such jazz stars as Flip Phillips, Roy Eldridge, Charlie Ventura, Buddy Rich, Bill Harris, Allen Eager, Fats Navarro and Ralph Burns. The pair of LP's will be marketed by the middle of February.

Peacock Records signed guitar-warbler Lafayette Thomas to a wax pact. The same label sliced a session under the supervision of Cherokee Conyers of blues warbler Andrew Tibbs in New York.

Norman Granz, impresario of "Jazz at the Philharmonic" concert and Mercury recording wing, has moved his chief headquarters to Hollywood, but will maintain commute to New York every four to six weeks to conduct recording sessions and his other business.... (Continued on page 91)

• Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEW
CHARLES BROWN ORK Tender Heart ALADDIN 3310—Everything about this one is stand out; Brown's expressive reading, the superior material and the art's tasteful backing. (In all, this is one of the better Brown offerings.)	86--86--86--86	★★★★
Big City Blues The one changer is still pounding out the lyric with persuasion and drive, the material here is much less abrupt.	77--80--74--76	★★★

(Continued on page 88)

Make Real Money with IMPERIAL for '52



FATS DOMINO
5145

Rockin' Chair
Careless Love

5167 You Know I Miss You
I'll Be Gone



T-BONE WALKER
T-Bone's Greatest Since "Stormy Monday"
5171

Cold, Cold Feeling
News for My Baby



HERB FISHER
5172

Eyes Full of Tears
Tired of Me

IMPERIAL RECORD CO., INC.
6425 HOLLYWOOD BLVD. HOLLYWOOD 28, CALIF.

NEW ARTIST
NEW RECORD

26,000 RECORDS
SOLD FIRST 8 DAYS

BELLS OF JOY
Gospel Singers



GOSPEL SINGERS

PEACOCK #1584

sing
"LET'S TALK ABOUT JESUS"

b/w
"I'LL WORK, LORD"

PEACOCK RECORDS, Inc. 4104 Lyons Ave. Phone: Orchard 7861
HOUSTON 16, TEXAS OSege 3-9661

THE BILLBOARD Music Popularity Charts

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

Record Reviews

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

New Ratings Are Determined

Records are rated four ways: (1) overall; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a minimum number of points within which are placed the record. An 'S' indicates record is not suitable for a specific usage.

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (cover, etc.), 5; music publisher's air performance potential, 10; manufacturer's record promotion plan, length and other "plus" aids, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

LABEL AND NO.
ARTIST

COMMENT
TUNES



POPULAR

Table listing record reviews for the Popular section, including artists like Kay Starr, Tony Martin, Bobby Wayne, Andrews Sisters, Teresa Brewer, Dinah Shore, Francis Craig, Connie Boswell, Ray Anthony, Jane Yurzy, and Margart Whiting.

ARTIST
LABEL AND NO.

TUNES
COMMENT



POPULAR

Table listing record reviews for the Popular section, including artists like Joe (Fingers) Carr, Frances Wayne, Les Baxter, Pearl Bailey, Mary Small, Mickey Katz, Ralph Flanagan, Mel Blanc, Rosemary Clooney, Percy Faith, Woody Herman, Ella Fitzgerald, Jerry Southern, and Gordon MacRae.

VOX JOX

Continued from page 30

tic." is beaming with pride these days because his tortoise counterpart, "Larry the turtle," recently won first place in a turtle race conducted by Garry Moore on his TV show. Moore's video gimmick contest all started when a Minnesota viewer sent him a turtle with a letter of the turtle's strong resemblance between the two.

Gab Bag

"Can anyone supply me with actual dope on TV disk ideas that have clicked besides film Toons?" — Joe Martin, KMMJ, Grand Island, Neb. (We don't know of any, but perhaps your fellow TV spinners can help). "Recently I played Paul Page's 'And So In Sleep Again,' adding the male voice myself. To the surprise of all, the requests began to pour in asking us to 'Do it again and 'Is it for sale?' It's now a regular part of our Saturday show and has expanded to several other multi-vocated Page waxes. How weird can things be?" — Alan Norman, WTAC, Flint, Mich. ... "We have a Folkland label (polka bands only) and will send gratis disks on requests to any radio stations which have regularly scheduled polka shows." — Dave A. Besman, Sheboygan Radio & Record Center, 1210 Eighth Street, Sheboygan, Wis. ... "A Gold Needle Award to the big-time stars who realize the value of ties-in with us fellas in the six. When my turn came to record a song intro for use on Robert O. Lewis' Columbia Broadcasting System 'Wax-works' show, WTAG promoted the thing locally with good results. The surprise follow-up, which I never counted on, was the mail response — many of which I read on my wake-up show, adding more publicity and promotion value." — John Woods, WTAG, Worcester, Mass.

Hot Tape Hot Biz

Continued from page 21

ters sometimes are radio engineers, sometimes rather poorly paid on the continent. Other illegitimate tape sellers are those who set a tape recorder close to their radio set whenever a concert is broadcast, and individuals who have made tapes of concerts for their own personal use over the years who suddenly wake up to find they've won some very salable merchandise.

Low Price

The price for "hot" tapes is astoundingly low. One of the largest recording companies in the world, with main offices on both sides of the Atlantic, who have been trying to stamp out the market to illegitimate tapes, last June was offered five classical tapes of symphonies, operas, etc., for less than \$1,000 all told. And in Paris a French record firm was sent a list of Italian works for which the asking price was about \$500 per tape.

In some cases, tapes appear to be sold twice. Recently two American diskeries issued the same Russian record recording of a Shostakovich work (The Billboard, February 2). Apropos of the trade in tapes, the head of a local classical distribution outlet said: "Once the Europeans used to sell dirty postcards to visiting Americans; now they sell hot tapes."

One of the funniest switches in the LP tape business occurred last month. Usually, when a manufacturer buys an "illegitimate" tape he uses the name of a non-existent orchestra, conductor, soloist, and such, so that no one will know where he purchased his material. In this case, however, an indie diskery made a legitimate recording overseas with a well-known conductor and symphony orchestra, at a regular recording session. But the manufacturer felt that he would not get good reviews on the asking price since the critics regarded this conductor and orchestra unfavorably. The diskery concocted a new orchestra title and a fictional conductor and issued the record that way.

(Continued on page 42)

AT LAST

JUST OUT . . . and ALREADY PICKED TO HIT!
for you . . . and AMERICA'S #1 BAND

• **The Disk Jockeys Pick**
THE BILLBOARD JANUARY 26, 1952

AT LAST . . . Ray Anthony Ork. . . Capitol 1952

RAY ANTHONY



Featuring **TOMMY MERCER**
and the Anthony Choir



*by Mack Gordon and Harry Warren
from "Orchestra Wives" of 1942



This is one of Red's Greatest ...

RED FOLEY

TWO TERRIFIC TUNES...

"MILK BUCKET BOOGIE"

and

"SALTY DOG RAG"

DECCA
27981 (78 RPM)
9-27981 (45 RPM)

America's Fastest Selling Records



THE BILLBOARD Music Popularity Charts

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

Record Reviews

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

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

Continued from page 40

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
BENNY STRONG ORK Tulips and Heather CAPITOL 1742—Heavy arrangement of the current ballad with the chorus singing it fast-tempo, and the orchestra backing the groove with a strong beat. A bright ending that could get plays.		78--80--72--82
Tavern in the Town The title receives a rousing, post-war reaction from the chorus and solo. They could pull some more.		74--74--70--78
DEAN MARTIN Untd CAPITOL 1938—Martin proves this latest Italian ballad adaptation with a good deal more conviction than has been custom on war of late. A pleasant warning.		76--79--75--75
My Heart Has Found a Home Now Martin does a wistful melody job with a thin ballad.		65--65--65--65
BING CROSBY (Bando Da Lua) Granada DECCA 27961—The Latin standard is beautifully treated by Doc Binley, in each voice here, with a scintillating backing from the Banda Da Lua, Carmen Miranda's great combo associates.		76--78--76--74
Copacabana Another Latin standard of more than passing merit is handed a member of by Crosby and the Banda Da Lua. Bing's real relaxed in he unfolds a real croon job.		75--76--75--74
RALPH FLANAGAN ORK (Harry Prime) More Than Love VICTOR 20-4248—Familiar Latin-American ditty from which this song was adapted is "Tango de Reyes." Harry Prime handles the lyric capably. Temp set should want this.		76--80--73--75
Only Fool Blurred dance man from the get and Prime, this time on an English tempo. The solo is an attractive one.		75--79--72--74
FREDDY MARTIN ORK (Merr Griffin-The Martin Men) Sweetheart Serenade, The VICTOR 20-4242—A highly attractive new ballad is given a smooth, danceable go by Martin's own, the vocal group and chunter Griffin.		76--78--74--76
Honey Lips Griffin and the male gang-sing chorus team up for a real vocal on a brand-new item with a cute lyric and sticky-lid tempo.		75--77--73--75
RAY CURA Since My Love Has Gone MERCURY 5783—Cura's a newcomer to watch. He sings with a honey expressiveness and a tear. His coverage of this Verdi adaptation should catch some for his first effort and an effective, extra-recorded backing.		76--80--74--74
Would You The warbler does well by the odds, currently non-approved. Generally, tho, the tempo is on the unattractive side.		68--70--67--67
LARRY FOTINE ORK (Cathy Cordovan) River in the Moonlight RCA 15155—Fotine's coverage of the brand-new ditty penned by the writers of "Crying Over the River." If the song makes it, this platter is due for a fair share of the action.		75--77--74--75
'Til All the Stars Fall in the Ocean Cathy Cordovan turns in an over-cute reading of the lyric in the style of David Seaman on catchy ballad. The solo is fine, tho.		72--75--70--72
GEORGE SHEARING QUINTET Thine Alone MGZ 11353—The smooth modern jazz of the Shearing group makes for a polished instrumental rendition of the evergreen. Shearing fans alone should account for a profitable return.		75--75--75--75
Geneva's Move An original score, in the line of the, makes lively fare for the Shearing leaders. Ditty is built on a catchy riff and spots a chunk of Shearing's driving keyboard improvisations.		75--77--75--73
ALAN DEAN (LeRoy Holmes Ork) Since My Love Has Gone MGM 11356—Dean is a young English warbler taking a flip at it over here. Here's a singer of style, polish and feeling and is able to showcase his attitudes fairly well on this current Italian adaptation from Verdi. Splendors should investigate.		75--77--74--74
If You Go (Si Tu Partais) Here's another top-five hitline from Dean on a current French. Guy shows plenty of potential on this coupling.		74--77--74--74
DAVID ROSE ORK Paris Ouf Ouf MGM 30523—A truly scintillating Rose original has a freshness and infectiousness that could capture attention. One of his best in the "Mating for Strangers" vein. Title choice could show an unfortunate handicap here.		75--78--75--72
Why Do You Pass Me By Rose offers a lush mood instrumental setting of a lovely, but neglected, title. Could carry on the wing of the Mancini-inspired semi-symphonic instrumental trend.		73--75--73--71
MARTERIE, RALPH ORK Goodbye Sweetheart MERCURY 5782—Marterie is in for a fast coverage on one of the most crooning of the current "sleeper" crop. His is a pleasant map-down of a solid core version—more open and should catch some action for its quick entry.		75--75--75--75
Autumn Leaves Marterie adds another thereby pleasant instrumental setting to her rapidly building solid standard catalog.		69--70--68--70
MARION MORGAN (The Four Hits-Skip Martin Ork) Take Me Home MGM 11350—Lobby reading of one of the quality songs of the day gives Miss Morgan a chance to shine. An okay sentimentalizer.		74--76--72--74
Always Miss Morgan pours her heart into a warm rendition of the fine standard. Makes for a solid catalog addition for MGM.		68--68--67--70

(Continued on page 44)

coming in the March 1 issue ...
"Good Record-Keeping Is the Key to Operator Profits"
... one of more than a dozen valuable features and lists in
THE BILLBOARD'S 1952 JUKE BOX SPECIAL
(MOA Convention-in-Print Number)

2 great Versions of a great Song



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by ...

Arthur PRY SOCK

Coupled with

"AM I TO BLAME"

DECCA 27978 (78 RPM)
9-27978 (45 RPM)



by ...

Helen HUMES

with GERALD WIGGINS and his Orchestra

Coupled with:
"YOU PLAYED ON MY PIANO"

DECCA 48282 (78 RPM)
9-48282 (45 RPM)



America's Fastest Selling Records

Permo Expands Bag Promotion

CHICAGO, Feb. 2.—Permo, Inc., manufacturer of phonograph records, has expanded its record bag promotion, which last year saw the distribution of 10,000,000 individual 10-inch bags to retail record stores throughout the country.

Under the expanded program, Gail S. Carter, vice-president and director of sales, said the firm will now offer 7, 10 and 12-inch bags, colored in yellow and black, and will subsidize up to \$2.50 per thousand bags of the cost involved. In addition, space for the individual store's imprint has been enlarged on the new series. Carter said the firm this year plans to hit 15,000,000 bags.

Made of 45-pound kraft stock, orders for the new bags are now being taken from dealers, and deliveries will start March 1.

THE BILLBOARD Music Popularity Charts

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

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
50-59 POOR

Continued from page 42

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
THE NOCTURNES (Chico Messini)		
Misirlou MGM 13158—A local group delivers a nice reading of the wacko side which is distinguished mainly for a vocal by Messini.		65--65--65--65
I'll Never Let You Cry Undistinguished rendition of an attractive ballad		61--61--61--61

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
ALAN DALE (The Ray Charles Singers-Gao, Barnes Ork)		
(Here Am I) Broken Hearted DECCA 27861—Dale, making his first for Decca, comes up with a pleasing coverage of the Johnnie Ray-revived side. Should catch a good slice of the second money.		73--74--72--74
Silver and Gold The warbler, in a simply designed chorus-dominated arrangement, comes up with a breezy coverage of the latest Pee Wee King contender.		73--74--72--74

JUNE VALLI & TONY BAAVAR (Norman Leyden Ork)		
What You Don't Know of Love VICTOR 20-4925—A simple, lilting ballad with a pleasing quality to brook its real ray fashion by the vocal. A charming riddling which should intrigue some spouses.		73--74--73--73
It's Raining (Why Must It Keep On Raining) The pair of promising newcomers blend effectively for a chant of a rather fine vehicle.		72--72--72--72

TEDDY PHILLIPS ORK		
Blue Smoke (Kohu-Auwahi) RCA 13153—The Mambo 6412 is handed a capable dance beat reading from the Phillips ork, Stan Vann and the chorus.		72--75--70--72
Tonight You Belong to Me The beautiful standard is delivered instrumentally for a first-rate dance drive.		70--73--68--70

NORMAN KAYE (Sid Feller Ork)		
Call Me a Dreamer CAPITOL 1945—Singer hands a good reading to a pretty new ballad over a smooth Lane arrangement.		72--72--72--72
I Was Lucky A pleasant and simple ballad is some with feeling by Kaye, backed tastefully by the ork.		70--71--69--70

VICTOR YOUNG ORK (Fred Darion)		
I'll Still Love You DECCA 27941—Young's strings make some pretty music with one of the pleasant current ballads. Darion handles the vocal in handsome style.		71--74--70--70
Untr Some story here. Song also is a pretty item, an adaptation from an Italian air.		71--74--70--70

THE CONTINENTAL		
Where Was I CAPITOL 1993—Take a man with a voice like Gregory Ratoff's and an accent similar to Charles Boyer's, and you have The Continental, as Count Three Cousins. The man talks to the girls of love and low and low, all in a well-organized background. The girls in the country houses and even in the wisest cities are probably going to spin this one, just as the devils will.		70--80--65--65
Take Me Back On the side, The Continental asks his inamorata to take him back. As if any woman would ever let a guy with a line like this fellow's get away.		65--80--58--58

FURTADO, TOMMY (LeRoy Holmes Ork)		
Heart of a Clown, The MGM 13157—Furtado, making his single debut on wax, shows off a pleasant forthright style as he bites earnestly into a few current country-type ballads.		69--72--68--68
Untr The warbler opens up for a ringing rendition of a current Italian adaptation in the big ballad tradition. He does nicely by the tune, but the earlier competitor will be enough to lock horns with.		67--70--66--66

TOMMY DORSEY ORK (Frances Irvin)		
You Left Your Brown Eyed Baby Blue DECCA 27864—Frances Irvin gives a rather unconvincing go to the usual efficient T. D. dance backing.		65--65--65--65
Aggravatin' Situation Light novelty item doesn't impress like the Dorsey writing is crisp and distinctive.		63--66--62--62

MARRIE DELL (Graham Prince Ork)		
Dreadful CAPITOL 195—A sweet and fanciful waltz is sung effectively by the chanteuse.		65--65--65--65
I Don't Blame Them The track is warm and intimate on a slight, yet pretty ballad.		62--62--62--62

SONNY CALELLO (Don Costa Ork)		
Cindy Lou RCA 13158—A bright, alternating verse-chorus item is handed a reading up by Calello, chorus and ork.		73--75--70--74
King, The Calello, the ex-Tommy Dorsey vocalist, tries hard with virtuoso-like control on his new ballad. It's all just a bit pedestrian, however.		70--73--68--70

JACK RICHARDS & THE MARKSMEN (Ralph Stevens Ork)		
You're Not Worth My Tears RCA 13161—Close harmony by male voices back up the singer as he tries to talk himself out of a bad case of unrequited love. Ballad has a country-ish flavor.		65--65--65--65
There's a Blue Sky 'Way Out Yonder Ordinary tune and lyrics are given a big boost by the spirited rendition.		60--60--60--60

LIZ TILTON & ENSEMBLE		
Silver and Gold CAPITOL 1955—Pee Wee King's latest entry is treated to the Max Tundra for a solid top-topper which could catch a share on the song. Liz Tilton vocally assisted a male ensemble while the band runs elegantly in the background. An excellent commercial try for May.		82--85--80--80
Unforgettable Billy Way Ork.		80--85--78--78
May come up with his Lincolnian sounds to provide a fine dance coverage of the ballad which has hit via a Nat Cole sketch. He indeed is a crack dance band idea. It's all instrumental, incidentally.		

CHILDREN		
WILLIAM BOYD (Billy May Ork)		
Hopalong Cassidy and the Story of Topper, Pts. I & II CAPITOL CAS-3110—Kids will love this one. Bill Boyd tells how he raised his famous mascot from a spindly-legged cat to a powerful stand thru the right kind of care. The story is simple but completely done and manages to inject a few palatable behavior lessons. Hoof beats and horse neighs add notes of realism that will delight mascot connoisseurs.		88--88--88--88

GILBERT MACK-ANNE LLOYD-SUSAN DOUGLAS (Mirch Miller Ork)		
Snow White in the Cottage GOLDEN D.—Radio-like actress Douglas acts as narrator to the familiar Disney story of Snow White's first visit to the dwarf's home. Reissue of the motion picture assures this platter of a good sale—particularly because of the 12-cent price. Production is excellent.		85--85--85--85
Whistle While You Work Anne Lloyd, Mack and the house ork and chorus team up for a delightful re-reading of the familiar "Snow White" flick ditt.		85--85--85--85

GILBERT MACK (Sandpipers-Mirch Miller Ork)		
The Seven Dwarfs "Hi-Ho, Hi-Ho" Pts. I & II GOLDEN D.—Mack and the house ork group tell the familiar Disney story from "Snow White" with clear diction while the ork comes thru with instrumental gimmicks which figure to attract the prospects. Re-release of the flick should assure healthy sales for the disk.		85--85--85--85

BETTY CLOONEY (Mirch Miller Ork)		
Egbert the Easter Egg GOLDEN D.—An infectious new Easter ditt with a catchy melody and charming lyric is done with infectious spirit by Miss Clooney, while the Miller ork turns in a cute-as-a-button background. This should be a big item come spring.		85--85--85--85
Bunny, Bunny, Bunny The house ork group covers up with one of their usually effective readings of an attractive new Easter ditt.		75--75--75--75

(Continued on page 48)

NEW RELEASE!

by AMERICA'S HOTTEST GROUP

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"WHO'S TO BLAME" (backed by)

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Foes Hit Juke Box Op Tax

Continued from page 21

... who wrote a number of hit songs, was paid only \$439 a year in the past two years by ASCAP." Chaffetz cited figures showing that the juke box industry, the deriving small profits, was paying heavy statutory record royalties while popularizing music. He said that "even if there were any merit in the claim (by ASCAP) that the juke box operators are not paying adequately for the music which they employ, the Congress should think twice before placing

in the hands of ASCAP the club which this legislation would represent, under which ASCAP would be able to threaten the small juke box operators with enormous penalties and with the requirements of monthly reports and monthly payments of substantial sums unless the operator agreed to take out an annual license on ASCAP's terms. 14-Mil Gross "The New York Times a few weeks ago reported that ASCAP's

latest annual gross would amount to \$14,000,000. There are 2,500 authors and composers who are members of ASCAP, but the \$14,000,000 is by no means divided among them. "About \$3,500,000 appears to be left over for the poor authors and composers. However, Mr. Harbach is quoted in The Billboard as admitting that 56 per cent of the total available for authors and composers goes to the top 100 writers. This means that the top 100 writers, that is those selected as such under ASCAP's rules, each get an average of over \$30,000 a year.

"In other words, out of the total sums collected by ASCAP, it is apparent from their own statements that about 80 per cent goes for administrative expense, and payments to a select handful of publishers and the 100 biggest writers. Only 17 per cent or less goes to the 2,400 authors and composers comprising numerically the principal membership of ASCAP, and more important, comprising the group which ostensibly is to be the beneficiary of this bill.

"To the extent that we are able to do so, we hope to present to this committee such evidence as we can of the amounts of revenue that do accrue to typical authors and composers from recordings, compared to what they get from ASCAP. I am sure it will surprise the members of this committee, after the previous testimony given here, to learn that probably the majority of authors and composers today derive more income from the statutory royalties paid on records used in juke boxes than they collect from ASCAP."



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Coral Boosts Talent

Continued from page 21

and Texas Bill Strength of Atlanta.

Pop Front
On the pop front, Hilliard last week signed crooner Don Cornell to a term recording contract. Cornell, until recently, recorded for RCA Victor. The singer already has recorded for the Coral firm, with former Victor star, Norman Leyden, providing arrangements and conducting. The acquisition of Cornell gives added depth to the Coral male singer department which recently grabbed off Johnny Desmond and already includes Buddy Greco and Vinni De Camp.

In the rhythm and blues field, Teddy Heig, the diskery's recording rep in that market, completed term contracts with warbler Little Jimmy Scott, New Orleans thrasher L.H. Miss Cornshucks and Jessie Allen, and Cleveland-based tenorist Eddie Chambliss and his orchestra.

Diskery also signed an artist for its international wax line, Steve Garcher and his polka band of Youngstown, O.

when answering ads...
say you saw it in THE BILLBOARD!

THE BILLBOARD Music Popularity Charts

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Record Reviews

90-100 TOPS
80-89 EXCELLENT
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50-59 POOR

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

Continued from page 44

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEW	GRADE
CHILDREN			
ANNE LLOYD (Sandpipers-Mitch Miller Ork) Casper, the Friendly Ghost GOLDEN 4-74—These youngsters who've seen the Paramount Pictures' cartoon are sure to go for this. The rest will act on it as the strength of the cute song material and the performance.		85-85-85-NS	
The Little Ghost's Dance MITCH MILLER ORK Instrumental here is from the pen of Eyla Bartok. The one is bright as can be in setting the material.		72-72-72-NS	
TEX BITTNER Carbon, the Copy Cat CAPitol CAS-3103—An entrancing ditty about a cat who wants to sound like other animals, but can only say meow, it beautifully sung by Bittner. Clever echo effects are used and the song has the kind of "bambadey" lyrics that children love.		82-82-82-NS	
Mr. Buzzard There's a true folk flavor here as the farmer warns Mr. Buzzard to stay away from his chickens and turkeys. Clever lines and a buoyant tune make for enjoyable listening at several up levels.		80-80-80-NS	
SANDPIPERS (Mitch Miller Ork) Star Spangled Banner GOLDEN 4-74—Old and choral group sing the national anthem with spirit and full-blown sound. Lack of similar hits on the current market should mark up a healthy and steady sale for this one.		80-80-80-NS	
My Country 'Tis of Thee Same comment.		80-80-80-NS	
BETTY CLOONEY (Mitch Miller Ork) Fussy Wussy GOLDEN R-90—The familiar melody is done up with much skill and effectiveness in this 25-sec. version. Clooney will could give big sister Rosemary a spot of competition on the ditty.		80-80-80-NS	
Sleepy Bear's Dance MITCH MILLER ORK Straight instrumental wax here as the Miller set comes up with a lovely little item which should attract parents more than the kids. It's actually bestwax.		72-72-72-NS	
BRET MORRISON (LeRoy Holmes Ork-Barbara Burris) Tom and Jerry and the Rocket Ship to the Moon Pts. I & II CAP CAS-3104—An excited take-off on the movie cartoon has the same character run thru a fast-action game complete with horrendous sound effects that might frighten the more tender small fry. It's the story of a chase with the hungry cat after the mouse. The new animal is fattened into a rocket ship and both characters are off on a dizzy show piece. On the moon they discover the effects of reduced gravity. And their small animals are large, and the satellite is not made of green cheese.		80-80-80-NS	
WILLIAM BOYD (Billy May Ork) Hoppy's Happy Birthday, Pts. I & II CAP CAS-3105—This ditty has an extremely happy "Hoppy" wishing happy birthday to any lass who is having one. Hoppy sings again and again, "Happy Birthday" six times, and "California" is somewhat amusing. Outside of a short waltz dance and one cute song by "Shorty," this kiddie has little to offer. Any child who repeats it could do better with the old minutes. But Hoppy's hold on kids will probably still be strong in spite of the poor plotter. It is aimed at the five to 10 set.		73-70-75-NS	

(Continued on page 50)

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HITS THAT MEAN: FASTER SALES-MORE PROFITS!



ART MOONEY
"THE BLACKSMITH BLUES"
b/w
"YOU'RE NOT WORTH MY TEARS"
MGM 11171 (78 RPM) K11171 (45 RPM)



BILLY WILLIAMS QUARTET
"WHEEL of FORTUNE"
b/w
"AFTER I SAY I'M SORRY"
MGM 11172 (78 RPM) K11172 (45 RPM)

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for STARTING ANOTHER HIT on Its WAY



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"I'LL BUILD a STAIRWAY
to PARADISE"
MGM 30400 (78 RPM) K30400 (45 RPM)

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THE BILLBOARD Music Popularity Charts

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

• The Billboard Picks

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

- THE BLACKSMITH BLUES** Ella Mae Morse Capitol 1922
A ballad with a clanking steel gimmick and a swinging reading by the thrush looks like it's headed for some hefty action. Three other strong entries are by Sy Oliver's oak on Decca 27972, Art Mooney's crew on MGM 11171, and Bill Darnel on Decca 27968.
- WISHIN'** Eileen Barton Coral 60651
Miss Barton's personality shines thru brightly on a happy interpretation of a simple, repetitive melody, while the Phillips crew, which started the ditty, hands it a steezy tempo go with much vocal.
- Teddy Phillips Ork King 15162

• The Disk Jockeys Pick

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

1. AT LAST, AT LAST Tony Martin Victor 20-4477
2. SINCE MY LOVE HAS GONE Tony Bennett Columbia 39635
3. WEMOWEN The Weavers-Gordon Jenkins Ork Decca 27928
4. WHEEL OF FORTUNE Sunny Gale-Eddie Wilcox Ork Derby 787
5. WOULD YOU DANCE WITH A STRANGER Peggy Lee Capitol 1926

• The Retailers Pick

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

1. SILLY DREAMER Tony Bennett Columbia 39635
2. WISHIN' Teddy Phillips King 15166
3. SINCE MY LOVE HAS GONE Tony Bennett Columbia 39635
4. COME WHAT MAY Patti Page Mercury 5772
5. CINTATOWN, MY CINTATOWN Bobby Marshall Mercury 5773
6. TULIPS AND HEATHER Perry Como Victor 20-4453

• The Operators Pick

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

1. COME WHAT MAY Patti Page Mercury 5772
2. PLEASE, MR. SUN Perry Como Victor 20-4453

• The Country and Western Disk Jockeys Pick

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

1. MONEY TONK BLUES Hank Williams MGM 11160
2. ROCK CITY BOOGIE Tennessee Ernie-Burmes Sisters, Capitol 1911
3. DON'T JUST STAND THERE Carl Smith
4. I TOLD THEM ALL ABOUT YOU Sons of the Pioneers
5. SHE DOOKED MY GOOSE Clyde Moody King 967
6. TO PATCH UP OUR LOVE AFFAIR The Carlises

coming in the March 1 issue . . .
"Record Distributors and the Labels They Represent"
... one of more than a dozen valuable features and lists in
THE BILLBOARD'S 1952 JUKE BOX SPECIAL
(MOA Convention-in-Print Number)

THIS 'n DATA About



• **The Billboard Picks**

CHINATOWN, MY CHINATOWN..... Bobby Maxwell..... Mercury 5773
 Maxwell, a hot harold, has manufactured a strong, swingy rendition of the evergreen song via the mellistic doo route. The live sound and swinging spirit should carry this one far.

• **The Retailers Pick**

STOLEN LOVE..... Eddy Howard..... Mercury 5773

• **Records Most Played by Disc Jockeys**

1—28. RETREAT..... P. Page..... Mercury (78) 5772: (45) 5772X45—BM1

• **Records Most Played by Disc Jockeys**

1—30. STOLEN LOVE..... E. Howard..... Mercury (78) 5773: (45) 5773X45

• **The Retailers Pick**

RETREAT..... Patti Page..... Mercury 5772

• **Most Played Juke Box Records**

1—20. STOLEN LOVE..... E. Howard..... Mercury (78) 5773: (45) 5773X45

• **Most Played Juke Box Records**

2 28 22. RETREAT..... P. Page..... Mercury (78) 5772: (45) 5772X45—BM1

—AND NOW FOR A NEW SMASH COUPLING

STOLEN LOVE WITH WISHIN'

EDDY HOWARD

MERCURY 5784 - 5784X45

• **The Retailers Pick**

I WANNA SAY HELLO..... Sophie Tucker..... Mercury 5762

• **The Billboard Picks**

WHEEL OF FORTUNE..... Bobby Wayne..... Mercury 4805
 A Benjamin and Wells lifted source like a winner, Bobby Wayne handles it a powerful go which, since with his current popularity as a London religious singer, adds up to commercial use.

POPULAR

- COME WHAT MAY
RETREAT
PATTI PAGE
MERCURY 5772 - 5772X45
- STOLEN LOVE
WISHIN'
EDDY HOWARD
MERCURY 5784 - 5784X45
- CHINATOWN
OFF TO BUFFALO
BOBBY MAXWELL
MERCURY 5773 - 5773X45
- GOOD BYE SWEETHEART
AUTUMN LEAVES
RALPH MARGERIE
MERCURY 5782 - 5782X45
- BABALU
MORE THAN LOVE
XAVIER CUGAT - RICHARD HAYES
MERCURY 5780 - 5780X45
- MILK BUCKET BOOGIE
SILVER AND GOLD
TINY HILL
MERCURY 5789 - 5789X45
- SINCE MY LOVE HAS GONE
WOULD YOU
RAY CURA
MERCURY 5783 - 5783X45
- TELL ME WHY
PERDIDO
RALPH MARGERIE
MERCURY 5767 - 6767X45

Mercury
Pick

- WHEEL OF FORTUNE
HEART OF A CLOWN
BOBBY WAYNE
MERCURY 5779 - 5779X45
- BLUE TANGO
FOR SENTIMENTAL REASONS
DICK HAYMAN
MERCURY 5790 - 5790X45
- WHO
LONESOME OLD TOWN
JIMMY PALMER
MERCURY 5786 - 5786X45
- BE MY LIFE'S COMPANION
THE OKLAHOMA POLKA
GEORGIA GIBBS
MERCURY 5758 - 5758X45
- HOT LIPS
MA BELLE
JAN AUGUST
MERCURY 5781 - 5781X45
- PERDIDO
LULU
RALPH MARGERIE
MERCURY 5787 - 5787X45
- WANNA SAY HELLO
AFTER YOU'VE GONE
SOPHIE TUCKER
MERCURY 5762 - 5762X45
- BEER BARREL POLKA
STAR DUST
PETE HANDY
MERCURY 5776 - 5776X45
- AU REVOIR
SLEEPY TIME DOWN SOUTH
BUDDY CHARLES
MERCURY 5766 - 5766X45

COUNTRY AND WESTERN

- THEY LOCKED
GOD OUTSIDE THE
IRON CURTAIN
NO CRIPPLES UP THERE
BOOTS WOODALL
MERCURY 6380
- CURLY'S BOOGIE
STOMPIN'
CURLY ALLEN
MERCURY 6379
- THE LONG WAY HOME
PORT OF LOVE
KEN MARVIN
MERCURY 6382
- STOLEN LOVE
SALTY DOG RAG
EDDIE HILL
MERCURY 6383
- FIVE FOOT TWO
WASHINGTON - LEE
EDDIE HAWKS
MERCURY 6381
- JUST WALKING
OUT THE DOOR
I'LL HATE MYSELF
IN THE MORNING
SUE THOMPSON
MERCURY 6377

- WOULD IF I COULD
OLD LOVE AFFAIR
CARLISLE BROTHERS
MERCURY 6371
- MISSING IN ACTION
HEARTBREAK RIDGE
KEN MARVIN
MERCURY 6373
- ROLL IN MY SWEET
BABY'S ARMS
JUST PRETEND
LESTER FLATT - EARL SCRUGG
MERCURY 6372

RHYTHM AND BLUES

- WHEEL OF FORTUNE
TELL ME WHY
DINAH WASHINGTON
MERCURY 8267 - 8267X45
- NO MAIL BLUES
NEED HELP
MEMPHIS SLIM
MERCURY 8266
- OOPY DOO
STAR DUST
JOHNNY OTIS
MERCURY 8263 - 8263X45
- RANDLE'S ISLAND
YOU'RE MY THRILL
BEN WEBSTER
MERCURY 8265
- HIT THE ROAD
GIN DRINKIN' BABY
SUNNYLAND SLIM
MERCURY 8264



THE BILLBOARD Music Popularity Charts

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

Record Reviews

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

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

Continued from page 46

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	RECORDING	SALES
CHILDREN				
PETER DONALD-GILBERT MACK (Sandpiper-Mitch Miller Ork) Bongo "The Circus Bear"	80-80-80-NS Song about the good and bad sides which children will probably confuse more than it will help them. Miss Brice did well. Both stars seem to be for three to seven year groups.	80-80-80-NS		
SPACE CADET CHORUS (Mitch Miller Ork) Tom Corbett Space Academy Song	75-75-75-NS GOLDEN #10—The many repeats who are familiar with the Space Cadet video show are certain to talk mean and bad just hearing this, the "official" song of the TV show. It's value in non-TV markets is somewhat less.	75-75-75-NS		
FANNY BRICE (Billy May Ork) Cleanliness	75-78-72-NS CAP CAS 3118—A fine performance by the late Fannie Brice and cast on this dialing which tells why kids should use soap and water. However, moral is pushed hard and action is rather fast for late.	75-78-72-NS		
FANNY BRICE (Billy May Ork) Table Manners	72-72-72-NS CAP CAS 3115—If you don't observe proper feeding etiquette you'll be a "tableau" and who wants to be that? The song and story, the table-manner values are only seen for the kids, but parents who remember Miss Brice should be a soft touch.	72-72-72-NS		
FANNY BRICE (Billy May Ork) Truthfulness	70-72-70-NS Sweetie learns not to tell any more fibs until she tells a story that happens to be true. But sounds like a whopper and gets a goodie. Here again, youngsters will probably show only slight enthusiasm.	70-72-70-NS		
FANNY BRICE (Billy May Ork) Kindness to Animals	70-75-65-NS CAPITOL CAS-3117—A preachy platter about treating animals kindly is only saved by performance of the late star and song. Song and story, the cuts for adults. Is not a very effective type of educational material for youngsters.	70-75-65-NS		
FANNY BRICE (Billy May Ork) Crossing Streets	65-70-60-NS This topic is only for kids with strong stomachs. The cast is fine and the disk is well done, but there must be better and less violent songs to teach children from four to eight to stay out of the streets.	65-70-60-NS		

HOT JAZZ

TERRY GIBBS SEXTET Begin the Beguine	70-72-70-67 SAVU 829—Gibbs does this swing treatment of the Porter classic with nice set against his small ensemble. Disking has merit mainly for a hard-driving beat as well as for Gibbs' own inspired improvisation.	70-72-70-67
Swing's the Thing	68-70-68-65 Younger Gibbs leads his sextet thru a pleasant little effort. The leader offers up a mess of raucous jazz on his sides while Hal McCracken gives some tasty boogie clarinet for his go.	68-70-68-65

(Continued on page 81)

HERE'S HOW Today's TOP TUNES HELPS SALES

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E-1928-(45 rpm) 47-4519-(45 rpm)

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MICKEY GLASS, Prof. Mgr. (Suite 2302) BOB SMITH, Chicago

Columbia Sues Jolly Roger

Continued from page 21

sive. Columbia, with its great catalog of jazz classics, must take protective action as quickly as possible. He pointed out Conkling added, however, that the problem is one which faces the entire industry. He expressed the hope that the Record Industry Association of America would tackle the matter shortly.

Julian Abeles, attorney who is working closely with Fox on a course of action against bootleggers, states that Fox will aim at getting a judgment in Federal Court in a civil action. Following this, the district attorney would be expected to step in, inasmuch as there would be cause for criminal action. It is the view of Abeles, Fox, and some major diskeries, that a criminal action would result in a great deal of jail for the pirates. Some see this as the ultimate and permanent method of putting a stopper on the bootleggers.

Precedent Is Cited

Conkling and Attorney Norman Adler noted that there was strong precedent for the Columbia-Armstrong case in the recent injunction against unauthorized off-the-air recordings of Metropolitan Opera broadcasts. Injunction was obtained in New York Supreme Court by Columbia and the Met, with whom Columbia has an exclusive pact. Wagner-Nichols and American Broadcasting Company were defendants. Injunction was upheld following an appeal by Wagner-Nichols.

The "Jolly Roger" disks on which Columbia bases its evidence contain 64 titles. The Columbia records were edited and produced by a. & r. exec George Avakian. Conkling, in presenting the Columbia case, pointed out that the diskery made these records available on Columbia and Okeh labels; that there has been a continual process of reissuing the great jazz classics, and that there is no justification to the

argument that it was morally right for other diskeries to put them out because they were unavailable. With the advent of LP, the disks were not made available immediately in the new medium because it took time to get the right sound.

Attorneys handling the Columbia-Armstrong complaint are Rosenman, Goldman, Collin & Kaye.

HOLLYWOOD, Feb. 2.—Norman Granz, the jazz entrepreneur, this week revealed how he single-handedly stopped the one attempt made to counterfeit his jazz sides. During the summer of 1951, Granz received information that New York jazz retailers were selling a counterfeit record on Q.T. label of material which he originally released in his notable "Jazz Scene" limited edition album, which went for \$25 per copy.

The counterfeiters had cut down from 12 to 10-inch size his masters of "Repetition" by Neal Hefti, retitling it "Parker With Strings" and backed it with "The Bird," which title was stolen from the record by Charlie Parker in the collectors' item album. The disk sold for \$2.50.

Granz wrote to the four leading New York jazz stores, informing their owners that he would take them into court on grounds of unfair competition. He told them that the court action, no matter who won, would force them to spend at least two days in consulting with attorneys and making a court appearance. He pointed out that this two days away from their business would cost them more than they would make off total sales of the counterfeit disk. Further checks at the stores indicated the disk was no longer being sold.

Mercury Records Signs Anita O'Day

NEW YORK, Feb. 2.—Anita O'Day was signed to a recording pact by Mercury Records. She was inked by Norman Granz, who heads up the jazz wing of the diskery. Thrush last recorded for London Records, and has previously cut sides for Granz.

Blair Files Suit

Continued from page 22

where and how the royalties were earned. He said that the majority of the royalty payments were ambiguously paid, with BMI failing to break down the statements as to what amount was accrued thru radio performances and record and sheet music sales. He further maintains that lack of such specific breakdown makes it impossible to properly estimate royalties due from him to Wayne Shanklin, writer of the tune.

Blair contended that the Laine disk alone went over 1,000,000 copies which, when taken at the statutory rate of 2 cent per record, would mean a \$20,000 payment. In addition, the tune was also cut by Alan Green and the Alexander Brothers in two separate Mercury releases, by the Blue Jackets on Columbia, Freddy Darin, Vita, and Terry Preston, 4 Star. BMI, when contacted here, would not comment, for Bob Sour, who was served with the summons, was out of town and could not be reached.

SPA Counts

Continued from page 22

roster of writers is broken down into 977 regular members and 887 associate members. These statistics were released this week by Miriam Stern, executive secretary of the association.

The key publisher added to the list of those who have signed SPA's basic agreement was the Paramount-Famous group. The list of new writers includes several additional estate memberships. The Signers Romberg, Pat's Walter, Al Johnson and Egbert Van Alstyne estates were added. Among the new writers who joined SPA last year were Abe Lyman, Zeke Manners, Margaret Wise Brown, Bob Miller, Willard Robison, Gene De Paul, Robert Stolz, Lou Busch, Henry Jerome, Vincent Lopez and Jerry Wayne.

It was also learned this week that 880 of SPA's 977 regular members signed written agreements calling for the payment of 25 per cent of any money collected for them via the audit of publisher books.

Et Tu, Mitch!

Continued from page 21

recording commitment, then any publisher will take their song, and they can also demand a bigger advance from the publishers.

Quoting The Billboard (January 19) that the number of coin-operated music machines is nearly 500,000, Miller recalled that, if any record company can hit even 10 per cent of these, it is 50,000 disks. He added that to the record company this "coin" means reaching the break-even point on that work, and to the publisher and composer that generally means \$2,000 in royalties from us—\$1,000 for the song on each side of that record.

Altho Miller's statement was to be submitted at the request of the coin machine operators, he emphasized to the committee that he had "no favorite" as between the music publishers and composers on one hand and the operators on the other. "My interest is in the sale of phonograph records," he declared.

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See page 3 for rates

FEBRUARY 9, 1952

Shop Talk

No Merman "Works";

"Jamie" on Hook... Herbert and Dorothy Fields have asked Ethel Merman to take the leading role in their upcoming musical, "The Works!" But Miss Merman, who leaves "Call Me Madam" May 31, is determined not to appear in another show before the spring of 1953. Irving Berlin may contribute the songs to "The Works!"... The 7 p.m. curtain for "South Pacific" Monday (28) was acclaimed a success. But Richard Rodgers advised withholding judgment on the practice until it has been tried a few more weeks... Leo Charnas, executive secretary of the Research Institute of America, has joined the arbitration board hearing the dispute between Arthur Kossler and Sidney Kingsley over the dramatic version of "Darkness at Noon." He replaces Marie Crowell, a Reader's Digest editor, who was forced to leave the three-man board because of a business trip abroad... Anthony Farrell, owner of the Mark Hellinger Theater, has made it known that he will not allow "Three Wishes for Jamie" to come into that house March 5, unless suitable quarters have been found by that time for its present occupant, "Two on the Aisle." If "Aisle" has not been able to move by then, "Jamie" will have to set up shop elsewhere. Farrell is backing both shows... Gent Galther's production, "Dear Barbarians," has been booked into the Royale for February 19. "One Bright Day," by Sigmund Miller, will preempt the house one month later, forcing "Barbarians" into a quick move. Howard Lindsay and Russel Crouse are producing the Miller play.

"Of Thee I Sing," Others On Spring Shed... Chandler Cowles is trying to get Victor Moore to play Vice-

President Threlbottom again in the forthcoming revival of "Of Thee I Sing." Best bet for the role of President Wintergreen is Jack Carson. New York opening of the musical, which won a Pulitzer Prize 20 years ago, will take place the week of April 13. John Golden is interested in Andrew Rosenbath's "Red Letter Day," which opens in London shortly. He may bring it to the Stem in the fall, after a summer tryout. Helen Hayes may star in it... David Hellwell is still looking for a 13-year-old girl for the title role in "Deeds and the Brave" by film actor Lionel Stander. He has offered major roles to Arthur Treacher and Nina Foch. The show is scheduled to go into rehearsal February 21, with Richard Barr directing... Hellwell is attempting to purchase the President Theater, formerly the showcase for the Dramatic Workshop. He would present experimental, non-commercial plays at the small house.

"McThing" Hunts House As "Elms" Continues...

The revival of "Desire Under The Elms" at the American National Theater and Academy Playhouse has been extended indefinitely. The box office is currently selling tickets thru the end of February. Mary Chase's "McThing," the second production in the current play series of the ANTA, will therefore have to be booked into another theater with a seating arrangement comparable to the ANTA Playhouse, so that subscribers can go to the same seat numbers. It will probably be the Martin Beck. "Mrs. McThing" is due in New York, February 12, after its break in at the New Parsons Theater in Hartford... The drive for money to build a Shakespeare Theater in the vicinity of Westport, Conn., is due to get under way in about a month, altho the site has not yet been selected. The project is fostered by Lawrence Langer.

The next show train on the New York, New Haven and Hartford Railroad will be on Friday (8) for "Paint Your Wagon" (8) for "The Danish version of Kiss Me, Kate," closed in Copenhagen last week after 120 performances. "The Rose Tattoo" ended its run there the next day after chalking up 14 showings.

New Script Set Shaped; "Bernardine" for Fall...

Mary Chase's "Bernardine" will not be seen on the Stem until the fall. Producer Irving Jacobs and director Guthrie McClintic decided it was impractical to have Miss Chase try to give attention to both this show and "Mrs. McThing" for ANTA at the same time... Helen Harvey, formerly head of the play department of the Music Corporation of America, has been appointed head of the play department of the William Morris Agency. Alice Kato, her assistant, has gone along with her... Arthur Lesser plans to bring the French revue, "Pleins Feux," to Broadway next fall. Starring Maurice Chevalier and Colette Marchand, the show opens in Paris, April 7... Truman Capote's "The Grass Harp" is booked to open at the Martin Beck on March 13... Welcott Gibbs has taken leave of absence from his job as legit reviewer for The New Yorker in order to complete a play for Nancy Stern.

Dramatic Routes

- Autumn Garden (Colonial) Boston.
Ballie Theater (Royal Alexandra) Toronto.
Cassidy (Theatre) Boston.
Bell, Book & Candle (Blumstein) Detroit.
Candida (with Olivia Dethleffsen) (Victoria) Washington, W. A., 1.
Akron, O. 8.
Youngstown 9.
Cocktail Party (Hedinger) Chicago.
Dances at Noon (Clyde) Auditorium Colorado Springs, Colo. 8.
Auditorium Denver.
Dear Bernardine (Walnut) Philadelphia.
Greco, Joe (Blackstone) Chicago.
Ours and Dolls (Hannal) Cleveland, La. 2.
Ours and Dolls (Hannal) Cleveland, La. 2.
Ours and Dolls (Hannal) Wilmington, Del. 2.
Merry Widow (Edwards) Boston.
Member of the Wedding (Auditorium) St. Paul 8-9.
Mr. Roberts (Biltmore) Los Angeles.
Moon Is Blue (Harris) Detroit.
Moon Is Blue (Harris) Chicago.
Oklahoma (Lyceum) Minneapolis.
Rose Tattoo (American) St. Louis.
Skinner, Cordelia (Clayton) Wash.ington.
South Pacific (Shubert) Chicago.
Ritual Prince (Nixon) Pittsburgh.
Three Wishes for Jamie (Shubert) New Haven, Conn.
Venus Observed (Shubert) Philadelphia.

Out of Town Review

VENUS OBSERVED
Shubert Theater, Philadelphia

A comedy by Christopher Fry. Directed by Laurence Olivier. Settings by Roger Furse. Music by Herbert Grigge. Missions by the Duke of Valentin, others by Mildred Trevor. Press representatives, George and Dorothy Ross. Presentation by the Duke of Valentin. Arrangement with Laurence Olivier Productions Ltd.
The Duke of Valentin... Rea Harrison... John Merrall... Robert Redford... Muriel Williams... Dominic... Muriel Williams... Rosabel Fleming... Joan Haythorne... Jessie Hill... Claudia Moran... Captain Fox Reddeman... James Waterfield... Hilda Taylor-Saunders... Eileen Pea... Perpetua... Lilli Palmer

Facing the fact that theatergoers by and large get their motivation when the accent is on yocks, or the appeal is on the optics or the stimulation is on the lobes, it's expecting a lot of development for a receptive mood where the incentive is primarily talk. "Venus Observed" is just too much to take on a stage when all that happens is talk—particularly when a lot of it is blank verse which leaves the listener out in the cold unless he pays the strictest attention.

Apart from the fact that Christopher Fry has endowed "Venus" with a superabundance of words—beautiful as many of them string out to be—the thin story fabric is entirely engulfed in verbiage. There can't even be the luxury of a cough or a glance at the program notes or a twitch where there's an itch. A word missed is to lose the meaning of a sentence. Again, it's asking too much for an attention which is completely undivided.

Actors Left

A Coupling such complaints with the fact that the offering is so utterly British that dialog is difficult to decipher, and the cockney accents of the two servants almost beyond comprehension. All that is left of "Venus" from a commercial standpoint is Rex Harrison and Lilli Palmer, plus a supporting cast as strong in capabilities as in names. Added to the box-office lure, which is unquestionably potent, is the fact that Sir Laurence Olivier, who commissioned the author and staged in its London version, is its director.

It must be honestly reported that Fry has blown his verbiage top in this latest importation. And if it were not for the talents of the cast so singularly superb, "Venus" would be much better observed via reading glasses. While too much of it is mere conversation there can be no depreciation of the fact that much of the writing and the esoteric thoughts they express are most beautiful word pictures.

Whom For Wife?

Story-wise it's a triangle with a father and son after the same girl. Harrison is an astronomer, cynical widower. Miss Palmer, despite her offstage marital status, is the lovely and luscious Perpetua—young enough to be his daughter and young enough to marry his son, who is John Merrivale. Harrison is in the midst of choosing a new wife among his three mistresses—a former barmaid who busies herself writing letters to her father who can't read, a neurotic actress who finally gets off base and sets fire to the barroom, and a sloof socialite whose relationship is complicated by the fact that she is still married. Claudia Morgan, Jean Haythorne and Eileen Peel, as these three comubial candidates, respectively, earn full kudos for themselves.

While all perform admirably, a special nod goes to John Merrivale, an agent devoted to earthly pleasures to a point of systematic thievery. The two fine settings—the temple garden and observatory room, are by Roger Furse, who did the original London designs, and an original musical score of mood music is the work of England's Herbert Menges. "Venus" won't make theatrical history, but it's bound to make money. Maurie H. Orodnenker.

Broadway Openings

JANE
Coronet Theater

A comedy by E. N. Behrman. Based on a story by Somerset Maugham. Staged by Cyril Ritchard. Settings and costumes by Edli von Kantow. Company manager, Peter Davis. Stage manager, George Grossberg. Press representatives, Joseph Heidt and Reginald Denmark. Presented by the Theater Guild.
Adrienne Cori... William Whitman... Peter Crews... Al Collins... William Tower... Earl Hathorn... Millicent Tower... Irene Brown... Jane Fowler... Edna Best... Sarah Marshall... Lord Prosser... Howard St. John... Gilbert Dabory... Phyllis Friend

Continued from page 3

perception of his own. Cyril Ritchard has staged these drawing-room doings effectively, altho there are considerable stretches of chat-chat that get his inventiveness down. The Theater Guild has given "Jane" a plush production, with a high-powered Hyde Park drawing-room background by Edli von Kantow who is also responsible for costumes, except those supplied for Miss Best's metamorphosis by Valentina. It is too bad that there is not a better play to go with it all.

MONODRAMA

Miss Skinner's "Paris '90" Is Huge Success

PHILADELPHIA, Feb. 2.—Cornelia Olla Skinner is no Johnny-come-lately to the theatrical whirl, and her talents in the field of monodrama are legend. This time around, Miss Skinner expands her solo efforts not merely to cover an evening's performance but to stretch a solo stand to a full week. And for her week, ending tonight (2), at the Locust Street Theater, Miss Sidner should achieve a success both financial and artistic.

Miss Skinner strings together 13 characterizations of women of the Toulouse-Lautrec period and Montmartre at the Fairbough St. Germain. And while the locale is "Paris '90" as the title of her monodrama indicates, her characterizations are not entirely Gallic. And for added measure, she gives her show an added fillip by singing a number of specialty songs composed by Kay Swift.

Bridging the characterizations together is the sprightly music. Persistence of Miss Swift's scoring arranged by Robert Russell Bennett, with Nathaniel Shilkret conducting the orchestra. Donald Oenslager has created an attractive setting and backgrounds and the 13 costume changes created by Helene Pons are historically authentic in reproducing the era.

Sock Projection

Altho working solo, Miss Skinner soon makes you forget that she is alone as she brings forward the various characters portrayed in full dramatic bluish. It doesn't take long for the large stage to catch her warmth and magnetism, with projection going beyond the footlights to completely captivate an audience.

For her first grouping, opening along the Champs Elysees, Miss Skinner includes a nursemaid, a dowager duchess in a funeral procession, a Spanish charmer of the commercial variety and a British hearty cycling in darning fashion with her Gallic fiance. "The scene shifts to the Left Bank for the second act. And in the shift, the monodrama gains great momentum as Miss Skinner carries a "hate" wave from her portrayal of an angel statue on the west portal of Notre Dame and speculating upon the lives of a gay laundress, a Boston school teacher tourist getting bored with her virginal self, a rendezvous-bent woman of flexible virtue and finally the refugee professor's wife who tries to explain to her child the racial and religious bigotry that threatens to snuff out

GERTIE
Plymouth Theater

A comedy by Enid Bagnold. Staged by Herman Shumlin. Settings by William and Jean Eckhart. Costumes by Hauli Roy. Company manager, Richard E. French. Stage manager, Louis Victor. Press representatives, Phyllis Perlman and Marian Byram. Presented by Herman Shumlin.
Blanca... Aulia Cooper... Gertie... Robert Duke... Gertie... Olvris John... Sarah... Patricia West... Mr. Ritchie... Alan Hauer... Mrs. Candida Kaufman... Polly Rowles... Rose

Herman Shumlin has had three Stem tries with English importations so far this season. It almost seems that Broadway has declared an open season on his choices, for this last one, "Gertie," a comedy by British authoress Enid Bagnold, is likely due for a shorter shrift than either of its predecessors.

In it he introduces an attractive young lady, Glynis Johns, voted, so the program advises, England's No. 1 film star. Miss Johns turns out to be a very capable young actress, indeed, with a titillating, send-out-pan, throw-away delivery and a rare way with a witty line. But she would have to be a practicing sorceress to make the three acts of "Gertie" other than a rather complicated and tepid soap opera.

For purposes of gathering her characters under one roof, Miss Bagnold has a few movie talent scout and her ex-mate producer visit an impractical scientist in rural England. The menage further consists of a son and two daughters. Gertie, the youngest is the one with iron in her soul. She wants out—America and a rich husband. She'll settle for it without bothering about love. So she concentrates on the producer with the idea getting his backing. Just how this is to be achieved is somewhat naive, and he speedily gets personal ideas about the lass herself. Anyway, she succeeds along the way in selling him on the notion of producing a play by her older sister on Broadway. At the final curtain it appears that she and sister will accompany him back to New York, and the rather underdone brother will stay home to take care of papa. It looked from this pew that Gertie was likely to succumb to the producer's wiles, and certainly the ear detected no offer of honest matrimony. But Gertie is a pretty smart gal, and likely she will make him do the right thing.

There are some amusing scenes in all this—particularly when Miss Johns is propositioning Albert Dekker and when she is romantically melo for the benefit of the visitors. But there just aren't enough of them to make up for an unconsciously dragging first act and the more-of-less inconclusive wind-up.

Shumlin has given his star solid support actor-wise, altho his frequently lagging production is no help to the actor. Albert Dekker is smoothly unscrupulous as the big play-and-picture man from New York and Hollywood. Polly Rowles gives a knowing performance of the career woman who is not so brassy as she likes to seem, and Patricia Wheel lets in some good moments as the amateur playwright. Alan Napier is the professional father, and Robert Duke is the son.

It could be interesting to see what a lady of Miss Johns' evident talents can do with a real play. "Gertie" isn't it.

Bob Francis. (Closed Saturday, February 3. Printed for the record.)

France's heritage of equality and liberty.

For the final stanza, Miss Skinner combines a dramatic portrait of four Parisiennes immortalized in Toulouse-Lautrec's vivid paintings—La Goulue, slatternly queen of the Moulin Rouge, a psychotic lion tamer of the Medrano Circus; "Dear Bertha," colorful inmate of the establishment characteristically called "a house of tolerance" by the French, and finally, Yvette Guilbert, famous Parisian chanteuse.

Miss Skinner is exciting and stimulating thruout, and her "Paris '90" is entirely rewarding. Maurie H. Orodnenker.

BROADWAY SHOWLOG

Table with columns for show title, time, and box office status. Includes Dramas, Musicals, and Closed shows.

Wirtz Icer Scores 190G Detroit Sale; Canada Trek Seen

Big New York Wind-Up Expected To Put Show 30% Ahead of '51

CHICAGO, Feb. 2.—A thumping \$180,000 advance sale had been scored by Arthur Wirtz's "Hollywood Ice Revue," with Barbara Ann Scott, thru Thursday (31) for its opening Thursday (8) at Olympia Stadium, Detroit. That's \$75,000 better than the sales for the same period a year ago, according to Tom King, ice show staffer.

King confirmed that the show was "seriously contemplating" a tour of Canada. He stated he was

"confident Mr. Wirtz will continue the tour" beyond Detroit and cited hefty grosses the new icer already has scored.

If final performances in New York are sellouts, as they are expected to be, King said, the blade opera will be 30 per cent ahead of last season's overall gross for the same period.

The Madison Square Garden business has been big, King said, and it, together with that at Chicago and Indianapolis, account for the king-sized boost. The show held its own at Milwaukee and St. Louis but registered no increases at those cities.

King said that the Detroit advance sale has been getting \$10,000 to \$15,000 days and the final week should boost the total to \$250,000. If that happens, he said, it will be the biggest advance ever recorded for the icer at Detroit.

The show closes its New York run on Wednesday (6).

TV Cuts Into Garden Fight Gates, Takes

NEW YORK, Feb. 2.—With an average attendance of 6,188 persons and an average gate of \$28,398 for 1951, boxing events at Madison Square Garden continued a downhill slide that began in 1947 when television started to gain momentum. Figures are based on 27 fight cards.

Joe Louis-Lee Savold fight, biggest of the year at the Garden, drew 18,179 persons, and the Rocky Marciano-Rex Layne bout was the third biggest. However, neither appears in the statistics, since both were off TV, while the 27 were carried on video.

Average attendance, gate and number of programs starting in 1947 were: 12,208, \$57,802, 32 programs; 1948, 10,330, \$36,960, 28 programs; 1949, 9,876, \$34,950, 23 programs; and 1950, 8,849, \$34,426, 26 programs. The televised, this year's Joe Louis-Rex Layne bout was the second biggest at the Garden, drawing 17,745 persons and \$152,845. It was pointed out that delay in making the match prevented the fight from going into a ball park.

Contrasted with the indoor video fights, outdoor promotions in New York hit new highs. Ray Robinson-Randy Turpin pulled \$1,370 and \$7,856. Jake LaMotta-Bob Murphy drew 21,257 and \$116,890, and Sandy Saddler-Willy Pep got 13,636 and \$75,311. All three matches were restricted to theater television. Counting the two Garden matches that were not on TV and three outdoor scraps, five non-video fights grossed \$1,127,465, while 27 TV shows got \$742,789.

Under the contract between the Garden and the matchmaking International Boxing Club, every show brings about \$20,000 for TV rights, with main event fighters each getting \$3,000 of that sum.

TV Barn Dance Show Will Tour Buildings

CHICAGO, Feb. 2.—A live show, carrying the title of "The Old American Barn Dance" and patterned after the TV filmed series of the same name, will go

"Ice Cycles" Tabs SRO in Vancouver, Gives Extra Show

VANCOUVER, B. C., Feb. 2.—"Ice Cycles of 1952" billed for seven performances at Exhibition Forum the week ending January 26, gave one extra matinee to take care of the overflow demand for seats. Booked under the auspices of the Vancouver Rotary and Pacific National Exhibition (PNE) every performance was a sellout.

Henie Slated For 11 Days At N. Y. Armory

NEW YORK, Feb. 2.—The Sonja Henie Ice Revue will play Kingsbridge Armory in the Bronx here March 25 thru April 5, following a week's lay-off for the show after a March 6-16 date at the Fifth Regiment Armory, Baltimore.

Contract for the Bronx stand was signed Monday night (28), and seating capacity for the icer is expected to be about 10,000 persons. The show will use its own tanks, and prices are expected to remain at the \$3.60 top in effect for other cities played. The pact for the local date actually runs from March 24 in order to allow time for the armory to be readied.

With the report on the Bronx and Baltimore dates came word that the Henie icer sought a week's work at the Springfield (Mass.) Coliseum to take up the slack, but the deal did not materialize. It was not known where the show will spend the idle week.

Prior to securing the Bronx spot, it also was reported that the show tried for March 27-April 8 at Convention Hall, Philadelphia. The house has never played an icer before, and the hall is municipally owned. A Philly city attorney vetoed the date, claiming that installation of ammonia tanks carried by the show was not practical.

Laine-Page-May Package Will Tour 30 Dates

To Kick Off April 12 For Halls, Arenas At 6-10G Per Show

Continued from page 22

from GAC on a guarantee and percentage basis. Other acts lined up to date for the tour include the Clark Brothers, the Choclateers, and comic Don Rocco.

Tour will play primarily in auditoriums and will hit several arenas and colleges as well. The heavy name unit will kick off either in Baltimore or New York on April 12 and will play thru the East, Midwest and Canada. It will hit the major cities in these territories with Chicago, New York, Baltimore, Washington, Richmond, Philadelphia, etc., among those cities due to get the package.

The tour will provide the first serious work for the new Billy May band. May, it is recalled, signed a booking deal with GAC one month ago and was not slated to debut a band until the summer. However, current plans call for the Capitol Records added orker to rehearse and break in a band on the West Coast several weeks prior to the concert trek. From these, May will work into the concert tour.

Henie Mulls Chi; May Open April 18 At Int. Amphitheater

Garner, Thayer Say No Booking Set Yet; Wirtz Circus Clash Seen

CHICAGO, Feb. 2.—Odds that Sonja Henie's ice show will play Chicago zoomed this week, altho Winthrop Gardner, the star's husband, said that no definite arrangements have been made yet.

Gardner said that a Chicago run is being considered and that, if booked, it would be at the International Amphitheater. In a telephone conversation from Denver, where the show is playing, he stated that a tentative opening date of April 18 is being considered.

In Chicago, Merton E. Thayer, manager of the Amphitheater, said no arrangements have been made. But he said he could not say the show would not come here.

If the Henie icer plays Chicago, the stand will offer a showdown comparison between it and Arthur M. Wirtz's "Hollywood Ice Revue," Henie's former vehicle and present arch-rival. Altho Wirtz is playing New York and Henie will play the Bronx, a Chicago stand for the latter would put the two in more direct comparison. The Wirtz show closed its Chicago run January 15, after adding two days to the original run.

Moreover, the tentative opening date, April 18, would put Henie and the Wirtz enterprises into a day-and-date clash, inas-

much as Wirtz's Cole Bros' Circus will open on the same date at his Chicago Stadium.

Gardner said that the Chicago stand and date remain uncertain, in part because the show has found it advisable to extend the length of runs in some spots.

Whether Sonja Henie would make Chicago has been a subject of conjecture since she broke with Wirtz and formed her own show. During recent months reports that she would or would not play here have been circulated, and for some time prior to this week it has been assumed that she would pass up Chicago, perhaps for inability to get a building. Her own portable ice equipment would make possible an appearance in the ice-less amphitheater.

'Holiday on Ice' Sets Records At Louisville

LOUISVILLE, Feb. 2.—All attendance and gross records for a one-week show at the Armory here were broken by "Holiday on Ice" January 21-27, Building Manager Herman J. Penn disclosed here this week.

It was the fourth attraction to score turnaways at the Armory this year, he said. Others were the Harlem Globe Trotters, which drew 8,300 and turned away 3,000 on December 27, and two college basketball games.

"Holiday" grossed \$85,000 and was seen by approximately \$2,000. The gross was 32 per cent above the show's 1951 score here and 8 per cent above the 1950 gross, the previous high.

Promotion program used 93 newspapers, 27 radio stations, three magazines, and tie-ins with 135 business concerns. General Mills handled a tie-up with grocery stores.

PORTLAND, Ore., Feb. 2.—Harlem Globe Trotters pulled an estimated 5,000 customers into the Portland Ice Arena Sunday (27) night for their SRO basket ball game with an all-star team entered by the Portland Basketball Association. Duets were \$1.50 and \$2.50.

NEWS NUGGETS

Flowers, Ballet, Henie, Cars, Etc.

OAKLAND, Calif., Feb. 2.—Twenty-fifth annual California Spring Garden Show will be staged in Oakland Exposition and Auditorium April 24-May 2. Show manager is Ned S. Rucker.

Commercial exhibits will be shown in the Arena, and a part of the Auditorium stage will be used to show commercial films by exhibitors.

Ballet Russe Grasas 56 at Spartanburg . . .

SPARTANBURG, S. C., Feb. 2.—One-shot gross of the Ballet Russe de Monte Carlo at Memorial Auditorium here was reported as \$5,442.95. Bulk of the sales were registered in advance of the January 19 appearance, according to T. K. Hudsons, Jr., auditorium commission chairman.

Henie Plans Invasion Of European Capitals . . .

COPENHAGEN, Feb. 2.—Sonja Henie is planning to bring her ice

Arena Routes

Send to 2160 Patterson St., Cincinnati 22, O.

- Aulry, Gene, Unit, Emira, N. Y., 6; (Armory) Schenectady 7; (Auditorium) Providence, 7; 8; (Auditorium) Springfield, Mass., 8; (Auditorium) Worcester 10; Memorial Hall Hartford, Conn., 11; Arena) New Haven 12.
- Dancers, Orrin, Circus, Detroit, Mich., 4-10; Cleveland, Oct. 11-24.
- Hamid Morton Circus, Milwaukee, Wis., 4-9.
- Holders on Ice: Memorial Auditorium Chattanooga, Tenn., 6-8; (Municipal Auditorium) Atlanta, Ga., 9-20.
- Hollywood Ice Revue at 1952 (Madison Square Garden) New York 4-6.
- Ice Canades of 1952 (Utah Arena) Washington, O. C. thru Feb. 13.
- Ice Palace 1952 (The Forum) Montreal, Can., 3-10; (Boston Garden) Boston, Mass., 10-24.
- Polack Bros' Eastern Circus (Capitol) Wheeling, W. Va., 8-9; (Arena) London, Ont., Can., 12-18.
- Polack Bros' Western Circus (Best Air Force Club) Ill., 8-9; (Armory) Louisville, Ky., 11-17.
- Skating Vanities of 1952 (I.M.A. Auditorium) Flint, Mich., 6-10; (Sporta Arena) Toledo, O., 12-17.

DEE TOURS

Detroit Building to Open In Spring; TV Hits Hockey

By DEE POLI
DETROIT, Feb. 2.—The new armory-fieldhouse being built by University of Detroit is expected to be completed in April and dedicated in May. The \$3,000,000 project was started a year ago and will be the first major building in Detroit constructed primarily for basketball.

Out of season, the new structure will be available for other events or shows approved by university authorities and the Athletic Board.

The permanent opera-type seats rise in tiers on four sides of the floor. There are to be two press galleries, one for newspapers and one for radio and television. The playing area, large enough for three basketball courts, will be permanently floored for basketball. Bleachers will be installed between the playing floor and the six-foot tile wall above which the permanent seats are located.

Under the seating will be offices, dressing and training rooms, a gym and four handball courts. Other floors will house classrooms, ROTC drill rooms and facilities

for wrestling, boxing and track teams.

Mull's Matinee Hockey
DETROIT — Olympia Stadium here may try Sunday afternoon hockey next season, General Manager Jack Adams said. Changing from evening to afternoon hours for Sunday hockey has been tried.
(Continued on page 74)

Aulry Group Plays To 8,906 in Cincy

CINCINNATI, Feb. 2.—Gene Aulry's troupe of Western entertainers in a matinee Sunday (27) at the Cincinnati Garden played to 8,906 fans, mostly children and their parents.

Aulry sang and emceed the show of 18 numbers, including Indian dancers, rope spinners, Smiley Burnette and Pat Buttram, hoop dancers, drum major specialties, colorists and instrumental numbers and appearance by Aulry's horse, Champion and Champion Jr.

Hocus-Pocus

By BILL SACHS

LADY FRANCIS, one of the top femagicians, Friday (1) moved into Beverly Hills Country Club, Newport, Ky., for a fortnight's stand. . . . **Vernon Colbert**, featuring his Numerology By Fire, played the Lotus Restaurant, Birmingham, week of January 28, with other dates in the territory to follow. On the bill with him at the Lotus was his wife, **Loreta La Pearl** and **Her Boxing Dogs**. They are slated to pick up more dates with the Warren Bros.' Circus in the near future. . . . **Jean Brandon**, after three days at the Municipal Auditorium, Birmingham, with her solo, full-evening show, headed northward thru the Carolinas from whence she moves into Illinois. . . . **Bob Nelson**, of Nelson Enterprises, Columbus, O., continues to pull free publicity in huge doses. Recently The Akron Beacon Journal spotted him a full page rotogravure showing him in the throes of haunting a house. The Pittsburgh Press of January 27 devoted a full page in its magazine section to the same subject. . . . **Barra**, Danish pickpocket magician, was spotted recently for two sessions at the North Hotel, Sarasota, Fla., as the result of the success he scored with the Ringling-Barnum show's engagement in Havana recently. John Bantling North is seriously considering Barra as a feature for the 1952 circus season. . . . **Danny and Eva O'Day**, who have been presenting their magic on school assemblies for the Lecture Bureau of the University of Kansas since September 10 last, wind up for that office at Weston, Mo., next Friday (8) to return to their home in Des

Moines. It was their first venture into the assembly field, and they describe the tour as "an experience."

"DORNEY" DORNFIELD, Chi- trixster and wit, will emcee an all-night show to be held in conjunction with the 21st annual Magi-Fest to be staged by the Columbus, O., magicians at the Neil House, that city, February 8-9. On the bill will be **Owens and Company**, Dayton, O.; **Francis Ireland** and **Joe Baro**, Chicago; **Jack Courtney**, Columbus; **Everett Duncan**, Youngstown, O.; and **Bill Neff and Company**, Indiana. Pa. Twelve dealers will display all that is old and new in magic. The two-day event kicks off Friday evening with a magic show at the Neil House, followed by a get-together party. At 11 a. m. Saturday, jugglers will gather, led by **Roger Wells**. At noon Saturday, **Ralph Smith** will lead a meeting of ventriloquists; at 1 p. m. **Francis Ireland** will conduct a magic school, and at 2 p. m. a dealers' and magicians' show will be emceed by **Claude Bowden**. Receipts to the public, will go to the **Manicott Orphans' Home**, Springfield, O. . . . **Tommy Windsor**, Marietta, O., magicker and vent, is doing a series of 54 shows for International Harvester Company on a unit set by **Jimmy Holzer**, of Huntington, W. Va. The trek runs until April 1, covering one-nighters thru Ohio, Kentucky and Indiana. Windsor is doing two turns, his magic pitch routine and a vent bit. . . . **Charles Hilderra** has just concluded his season of school and club dates with his comedy magic and is now prepping for his fifth consecutive season in clown alley with the **Clyde Beatty Circus**. Writing from his Pacific Grove, Calif., headquarters, Hilderra says: "Edwin Brush, old-time magician and a neighbor of mine, is busy lining up magi in the territory to form a magicians' club. We held our first meeting January 25 at the home of Edward Van Dering, one of the leading amateurs in the territory."



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Chi Spots Fear Horsemeat Deal

CHICAGO, Feb. 2.—The sensational multi-million dollar horsemeat racket, uncovered here in the past week, has already hit one of the city's pioneer eateries, the Blackhawk, and, according to city, State and federal officials, others may have unwittingly been involved. At present, hundreds of cafes, restaurants and other entertainment centers are submitting meat samples for testing to determine whether they too have been sold horsemeat by their suppliers.

The Blackhawk, for the past 32 years one of the leading Loop bistros in the city, was closed Tuesday night after two separate samplings of ground meat were reported to have shown traces of horsemeat. Donald I. Roth, whose family built the Blackhawk into a top nitery thru such innovations as the use of name bands in the early '20s, the introduction of many nitery performers to the Chicago area, and the use of such musical reviews as "Shootin' High," which ran for a full year, was in New York when the health department issued its order.

Location remained shuttered until Thursday evening, when it was given an okay to resume operation, but Roth reported "business light."

Caught Again

COPACABANA, NEW YORK: Jan Murray, Toni Arden and the Chandra Kaly dancers, the latest replacements here, opened big to a capacity house. The rest of the show, including productions, remained the same. . . . **Murray**, who headlined, showed that long lay-offs (he's been out of clubs for a long time, concentrating on television) can raise hell with a comic's timing. His material showed potential strength, particularly his cue-card opener, "That's the way we do it on TV— if you think I'm gonna memorize a new act for you, you're crazy," was genuinely funny. . . . The basic punch, that changes a funny line or a funny piece of business into a solid yock, wasn't there. . . . **Murray** is an excellent comic. With a few shows under his belt, he should be getting the big returns.

Toni Arden showed flashes of her previous smasheroo the first time here, but poor routineing, opening night jitters and too dressy a gown stymied her. She didn't get going until her next to closing, "Sorrento," which was wonderful. When she followed that with "Lover," she almost tore the room apart, in fact she closed so strong that following act, Chandra Kaly, had a tough time following. When Miss Arden belts out a strict melodic line, she is superb. But on a strict number, she doesn't hold them. Her new song, "My Gypsy Heart," which she announced as having been written for her on the West Coast, was much too slow to hold them. Number needs a terrific orchestration with a lot of strings. Mike Durso can cut a show with the best of them, but if he hasn't the music or the manpower he can't do it. Miss Arden is a pretty little thing. Dressing her in an elaborate floor length gown makes her look Lilliputian. A shorter gown plus some kind of net shoulder covering would take away from her awkward appearance. . . . **Chandra Kaly** with three girls and two boys has a real big, expensive looking act. The East Indian costumes are rich and flashy, and the dances are well staged. His second number, however, got the biggest hand. Coming on via leotards and bands in a West Indian costume, dance becomes a sensual, exciting thing full of precision gyrations and props. The number was almost a show stop.

Productions featuring **Harry Snow**, **Sheila Arnold** and **Elaine Dunn** are a holdover. Snow, the good-looking young singer, is better than ever. His looks and voice rate him a work at bigger things. Miss Arnold has achieved poise and a better voice quality than when first caught. Miss Dunn, a fine dancer, has slid back since caught last. She now over-nutts and has a patronizing air that may prove irritating. . . . **Bill Smith**, neat job of backgrounding, however.

Herb Rau, neat job of backgrounding, however.

Burlesque Bits

By UNO

RITA CORTES is readying a new audience-participation number to be introduced in Miami Beach, Fla., spots. "A grade 'B' Butcher Boy," it will be sung in Italian and English. . . . **Law Hearn** joined the Denise Darcel act at the Paramount, New York, January 30, for two weeks. . . . **Betty Howard**, strip, and **Harry Ryan**, straight, while driving from Chicago to Miami Beach, Fla., for a vacation recently, suffered the loss of costumes and clothing when thieves broke into their parked car. . . . **Selma Vandekers**, parade girl, leaves the Hudson, Union City, N. J., this week to return to Stuttgart, Germany, to bring her parents to America. . . . **Crystal Ames** opened February 1 at the Bandwagon nitery, New York, for an indefinite stay. . . . **Harold Minsky**, of the Plaza, Miami Beach, Fla., and the Rialto, Chicago, recently underwent a hernia operation in Chi. . . . New at the Red Feather, Hollywood, are **Collette**, **Heather English** and **Billy Foster**.

for Alex Scodamak in New York. . . . **Jerry King** has returned to the Penguin Supper Club, Alexandria, La., after eight weeks at the Circus Bar, Miami Beach, Fla. Others in the King revue are **Peggy Woods**, **Dale Leslie** and **Marcell**. The troupe has 16 weeks' booking in six clubs starting in March. . . . **Evelyn Brooks**, former soubrette on the old major wheels and wife of the late **Johnny Barry**, comic, now holds a responsible position in a Washington department store, while her son, **Johnnie Jr.**, is a student in William and Mary College, Williamsburg, Va. . . . **Sandra Lee**, chorine at the Hudson, Union City, N. J., was picked by producer **Paul Morokoff** recently to double in a strip-tease specialty.

GLORIA MARLOWE, following three weeks at the Mayfair Club, Rochester, N. Y., opened January 28 at the Lamplighter Club, Fall River, Mass. . . . **Nita Louise**, **Michelle**, **Jan Catala**, the **Bearys**, **Mary**, **Larry Kane**, **Smoky Wells** and **Hermie Rose** make up the cast at A. L. Meekins' Rivolt, Seattle, and **Johnny Watson**, **Bill Hart**, **Charleen**, **Dianna Carroll**, **Barbara**, **Bonnie Lee** and **Jackie** and **Max McSween** at the Star, Portland, Ore. . . . **Marty Knopf**, treasurer of the Hudson, Union City, N. J., left February 9 for a two-week vacation as guest of **Phil Rosenberg** at the latter's Miami Beach, Fla., home. . . . **Dave Meck**, part owner of the Red Robin, Union City, N. J., is in receipt of news from Los Angeles to the effect that local booker, **Socoy Welch**, in partnership with **Walt Briggs**, has taken over both the Burbank and Pollys houses there. They will rename the former the New Follies, continuing the burly stock policy, and switching the latter to straight films.

BONNIE BLUE, before becoming a strip feature, was a model

Rustic Music To Top Spots

year, at which time they attempted to ink some of the talent, but came back empty-handed. Earlier last summer a rep of the William Morris office visited Nashville, but came back with only a pass on the Jorgers. In addition to Ritter, MCA has a booking pact with the Maddox Brothers and Rose and Bob Wills and the Texas Playboys. The Jules Stein agency hired **Johnny Hitt**, Dallas country music promoter, as a booker January 1 in its drive to acquire more rustic talent.

EMA-ARA Shindig Big

CHICAGO, Feb. 2.—Annual dinner-dance held by the Entertainment Managers' Association and the Artists Representatives' Association Monday (28) at the Bismarck Hotel here drew one of the largest turnouts in recent years. Event was chairmanned by **Jack Lau**, with **Marvin Himmel** handling the entertainment. . . . **Paul Gray** emceed the show, with other acts including **Miss Loui**, the **Klimmes**, **Joanne Preston** and **Sol Grauman** and **Company**. Bookers and operators from as far west as Las Vegas, and Detroit to the east, were in attendance. Guests were welcomed by **Lyman Goss**, EMA president, and a special message from **Jack Irving**, American Guild of Variety Artists, was read.

They Come to
New York
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Milwaukee Pallomar Sets Busy Schedule

Promotions Popping at Hayes Skatery; Business Reported at Excellent Level

MILWAUKEE, Feb. 2.—With two major tournaments scheduled for spring, Phil Hays, operator of Pallomar Rink here, is looking forward to plenty of action.

First competitions to be held will be the Wisconsin finals of the Roller Skating Rink Operators' Association, scheduled for May 12. Entries should beat last year's totals, said Hays, because of recent addition to the RSROA roster of Reggie's Rink, Racine, and Tommy Cicco's Silver Beach Rink, Oconomowoc. Di Cicco was formerly the Pallomar pro and has promised a sizable delegation of top-notch skaters at the meet.

Great Lakes regional championships, May 29-June 1 at Pallomar, will bring together top skaters from Michigan, Ohio, Indiana, Illinois and Wisconsin. Over 700 entries for this Midwest title

scramble are expected to jam the rink.

Business at Pallomar, according to Hays, is holding up well. Monday high school night promotions continue to pull capacity crowds and week-end attendance is heavy. Special leap year promotion on February 29 has skaters excited about the crowning of the most popular skater as King Henry IX. Interest in the event is being kept alive by a barrage of postcards to patrons on the rink mailing list.

Hays also reports that after-school classes recently begun for youngsters have been building a new group of rink fans, many of whom are developing into good skaters. Classes are held from 4 to 5. Admission is free to those who register at the rink on week ends. Tuesday afternoon classes are for intermediates and on Thursday instruction is given to advanced pupils.

Pro George Berger is assisted at these classes by members of a recently formed group of RSROA greeters, composed of advanced regular Pallomar-ites organized to make newcomers at the rink feel at home.

Second-Hand RINK SKATES

Best quality skates, 12 & 13 1/2" \$2.50 a Pr.

Line New, 100% \$3.50 a Pr.

BONNY'S SKATING TIGHTS

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"Screamers" Skate Cases, rounded corners, doz. \$6.48

Shoe Laces, all colors, 54", 72", 81", doz. pr. 1.40

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One used 1200 Postville Rink complete, everything ready to open up. Situated in North Georgia. Want two more experienced Postville Rink Men, prefer men and wife to manage and operate. Must be able to furnish references. Will open soon as weather permits. How some repairs before opening. Give all information and salary expected first letter. If you have not had portable experience, please do not answer.

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New No. 1 Postville hand made 36"x70" interchangeable sectional floor with rollers and draw-backs for immediate delivery at only \$25.00 pr. new Chicago stamp skates mounted atop in cabinet for \$150. New complete 36"x70" Rink at cost, including one week delivery.

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see page 3 for rates

Arena's Derby Program Given Pass Build-Up

DETROIT, Feb. 2.—Arena Gardens, which made skating history with its marathon race held New Year's Day, is holding the first regular speed derby of the year Tuesday (5), with approximately 200 entrants expected.

Organization of the derby requires careful planning and re-ordination, it has been found. Early registration of those who plan to enter various classes is stressed by the management, since this permits proper planning of each event on the program. Regular skating is scheduled from 7 to 9 p.m., with the derby starting at 9:15, giving officials a chance to make last-minute adjustments.

A promotional program to build the speed derby idea from the spectator standpoint is being followed by owners Fred A. Martin and Earl King at Arena. Currently, courtesy passes are being used in the traditional show formula of "papering" the house at openings. Passes carry a service and are change and receipts and those already interested in skating are being urged to distribute the passes to as many newcomers as possible.

Michillinda Skating Meeting At Curvecrest

MUSKEGON, Mich., Feb. 2.—A skating conference will be held Sunday (17) at Perry B. Giles' Curvecrest Roller Rink here for the benefit of professionals, amateurs and operators from the States of Michigan, Illinois and Indiana.

- Purposes of the meeting are:
1. Inaugurate a series of similar monthly conferences to be held at different locations throughout the area.
 2. Set up a school for judges, with a view to securing more qualified judges in the area.
 3. Study and discuss skating fundamentals, and help establish uniform standards and better understanding of judging practices.
 4. Promote better co-operation between pros, operators and amateurs.
- Everyone interested in skating is urged to attend the conference, which will open at 10:30 a.m. and adjourn at 6 p.m. Operators and pros are invited to remain thru Monday for further discussion of skating problems and ideas.

"Dimes" Benefit Held at Ludend

SHREVEPORT, La., Feb. 2.—A free style roller skating exhibition was presented at Ludend Roller Dome January 24 by Cecil Davis and 517 was contributed to the local March of Dimes fund. The exhibition was witnessed by more than 500 spectators.

Davis, resident of Denver, and a professional representative of a skate manufacturer, was visiting here on business. The exhibition was preceded by presentation of medals recently earned by local skaters who completed efficiency tests given at the local rink.

Cawley in San Antonio

SAN ANTONIO, Feb. 2.—Bob Cawley, free style roller skater, is currently at Midtown Roller Dome here. During his stay he will hold classes in exhibition and dance steps.

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

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We write you to bring your skaters to Curvecrest and see for yourself.

GIVE TO THE RUNYON CANCER FUND

Roadshow Rep

JOHN D. FINCH, well-known exhibitor, scenic artist, writer and publicist in the rep. tent show, tub, musical and outdoor fields, attended the recent Illinois Fair Association meetings in Springfield. Finch accompanied Venell Smith, entertainment chairman of the 1952 Tri-State Oil Show, Grayville, Ill. and, as special agent, participated with Smith in the discussions and negotiations on behalf of the oil show committee. Mrs. Smith and Mrs. Finch acquired their husbands to the meetings. Jack Haver reports from Houston that he will return to the road this season opening his all-star cast Minstrel Show in Houston's Music Hall March 15 for a two-day showing. E. F. Hannan writes from Boston that "one of the most interesting and oldest of the current road shows is the Grimaldi Players who do their show in French and who have a wide territory in which they are well known. The show makes Montreal its headquarters and makes two around-the-circuit trips in New England. The troupe which now plays this territory is the second generation of the family and, with added talent, it strikes a good balance between drama and vaude. Taking its name from the noted original French pantomime artist, the group for many years did most of its show in sketches that loaned toward the famous short plays of Moliere, renowned French playwright. Of late, however, I have noticed that the groups' bills have been widened and they now offer a well-balanced program of short plays, sketches, vaude and radio soap-opera type presentations."

F. E. AUSTIN writes from Albany, N. Y., that he likes the notes about the old-timers appearing in this corner. "For me, the most interesting are the items about minstrel shows," Austin pens. "Low Benedict, noted minstrel, made his home in Albany in his later days and I met him often. Will Oakland, one of the best of minstrel's tenors, got his start in near-by Troy, N. Y. In the old minstrel days, I traveled as far as North Adams, Mass., to catch the Hi Henry Minstrel Show to gab with Arthur Deming, ace black-face artist. Later on, I traveled for a Syracuse firm and was glad to get into Birmingham, N. Y., for talk-fests with Eddie Bogart, who was Neal O'Brien's early partner. My uncle, Ward Austin, was in advance of many road shows and he planned the star banner on Jack Haverly's show. Are any of these old-timers left?" Mr. and Mrs. Lee Morcer are showing their marionettes around Jamestown, Pa., and mulling the idea of taking an East-to-West jaunt. Doc Frank Horgan, who has been pinning spots around Hop Springs with his solo show, will continue his journey to the West Coast. Inclement weather has cut into his business, he says. The Howe Family Show, which has been in the Baltimore area since last fall, has gotten the bug again and is moving West and playing any dates it can pick up. They are using E. F. Hannan's "Cousin Willie" as their regular menu on sponsor dates. Ray Garrity has been in Louisiana the past three weeks with his solo show and lecture feature.

Drivin' 'Round the Drive-Ins

GENE PLANK, manager of the Reading (Pa.) Drive-in, is spending the winter at Harrisburg, Pa., as manager of State Theater. Mel Geary, owner of Brandywine Drive-in near Wilmington, Del., plans to add an auto race track to his open-air. Races would be staged on Sundays only, when his drive-in shutters because of the ban on movies. Geary figures to use the drive-in as a parking area for those viewing the races. "End of March" now is the completion date set by Douglas Amos, of Lockwood & Gordon Theaters, for remodeling at the Danbury, Conn., Drive-in Theater. A new marquee and box office are being installed. Extensive renovation also is under way in the rest rooms and concession. Jack O'Sullivan, formerly with Warner Bros. Theaters in Connecticut, is manager. Managers of Leaksville Drive-in and Eden Drive-In theaters, Leaksville, N. C., presented 850 theater tickets to the Tri-City Jayceer and Spray, N. C., Fire Department to be sold by them. Proceeds go into the March of Dimes fund.

build a drive-in theater in that city. First open-air in the Maritime Provinces was opened early last summer by A. J. James on a farm he owns six miles north of Fredericton. Despite severe cold weather, considerable work is being done on a drive-in near Martinou, N. B. Promoting the 950-car capacity spot are J. M. Franklin and his son, Mitchell, St. John, N. B. The senior Franklin is wintering at Miami Beach, Fla.

James W. Crain has been named manager of the King Drive-In at San Marcos, Tex. Over a 10 month period some 940 loudspeakers valued at \$14,000 were reported taken from the 10 drive-ins around Houston, Tex.

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Want for '52 season. People in all lines and departments. General Business, Leads, Juvenile Work, Insurance. Those doing immediate work offered Piano Player. Feature Vaudeville Act with some changes. Show opens in April. Close Theatricaling Play offered three night and week stands. Please tell it all in first correspondence, address: BRUNK'S COMEDIANS, General Delivery, Sarasota, Florida.

SPENCER THEATER CHAIN is surveying sites near Charlotte, P. E. L. and Wolfville, N. S., upon which it is planned to erect drive-in theaters. Famous Players, largest theater chain in Canada, owns a half-interest in the Spencer group. Famous already has committed itself to build drive-ins in Halifax, N. S., and on Cape Breton Island between Sydney and Glace Bay. Both will have 1,000-car capacities. W. W. Family, of Fredericton, N. B., is planning to

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Tokyo Mushi Mushi

By RALPH KRZYZAK

Continued from page 2

America, with distribution handled from one central office. American film distributors also have opened up their own individual offices for independent representation. Heretofore, Central Motion Picture Exchange, under the U. S. Army, had complete control and censorship on all foreign film imports into Japan. For 1951 Metro-Goldwyn-Mayer's best revenue maker in Japan was "Annie Get Your Gun." Gary Cooper has been Japan's favorite American star for more than 20 years, while Joseph Cotton and Gregory Peck have become popular with the more intellectual elements, and John Wayne for Western roles. Humphrey Bogart is a sellout any time he appears in a war picture. On the feminine side June Allyson, Ingrid Bergman and Jennifer Jones are tops. Directors John Ford and Mervyn Le Roy automatically assure a picture's success, with William Wyler, King Vidor and Alfred Hitchcock also among the top five. In British films James Mason, Sir Laurence Olivier, Margaret Lockwood, Ann Todd and Jean Simmons are the most popular stars, and Noel Coward and Carol Reed, directors.

According to the Motion Picture Export Association, Japan has offered the best foreign dollar market for the past 5 1/2 years. The MPEA has received a total revenue in remittances of \$4,235,885.

The Japan Broadcasting Corporation will resume its overseas broadcasts late this month, Kyodo News reported Wednesday. Japan has been prohibited from overseas broadcasting since September, 1945, but was granted permission to resume it in July, 1948.

News Capsules

Continued from page 18

partnered with Bertha Bannan to form a new station rep outfit. . . . BAB has appointed Rudolph Pecorini research analyst and Araby Gilmore, formerly of CBS, promotion writer. . . . Hal Secor has joined the Atlas Film Corporation, Chicago. . . . Bob Longini, Jack Fenimore, Norman Tolson, John Collura and Mark Gelder have been added to Kling Studio's creative and production staff. . . . Al Mosey, formerly with Schwimmer & Scott, has opened his own writing and production office. . . . John Brubaker was upped to account exec in sales at WCCC, Hartford. . . . ABC-TV has decided to present Carl King's commentary on "King's Crossroads" live in the future. . . . Fred Green has been appointed program director for WDSB, Philadelphia. . . . Former G-Man Leon C. Turrou is negotiating with Micky Schiller of Equity for radio, TV and film rights to Turrou's rights to recent book, "Where My Shadow Falls." . . . Norman Nelson, former sales promotion manager for ABC's Western division was named general director of the Southern California Broadcasters Association.

RE SERVICES

See Progress In Production Cost Problems

Continued from page 14

than necessary because producers allow insufficient time for planning and get their demands in to the web at the last moment. The webs claim that if sets are ordered sufficiently in advance, they sometimes can be culled from pieces in stock; otherwise they must be built to rush order, with overtime often necessary. The agencies agree that this is a problem, but point out that where the networks ask for plans to be submitted 18 to 21 days before the showing, some agencies don't work on a show more than 14 days ahead.

Some outfits, such as the Du Mont web, do not mark up items made on the outside, but send along the original bill to the advertiser. That web specializes in cutting costs by making tie-ups with outfits who supply free hundreds of items and sets, including complete soda fountains, department stores, bus lines, cafes, delicatessens, etc.

Agencies and producers have complained that a modified form of blackmail exists on some shows. This is exemplified by a technical director's asking for a \$50 side payment for his work on a commercial, claiming that it is a tricky job, and "because it is so ticklish, my hand might slip at the wrong time and push the wrong button, unless I had a little extra inspiration to watch it."

With progress having been made consistently in recent months, the agencies and sponsors believe that two major problems still must be met. One is that, despite the setting up of standard cost charges, as printed in adjacent columns, they frequently find their costs higher because additional crew members were added or some charges raised. The other is the need to standardize charges even more specifically, to the point where an agency requiring a set calling for two doors, a bay window and six flats will be able to get an exact estimate from a network almost immediately. The time when this will be set up is not too far away, most industry execs now believe.

London Dispatch

By LEIGH VANCE

Continued from page 2

break. She has been signed by the Cafe de Paris to do a cabaret spot starting this week, one of the toughest assignments, for the following in the footsteps of top-liners like Kay Thompson, Bea Lillie and Noel Coward. A one-time hooper under her own name, Beverly Vance, Sue changed her name when she started singing.

ALLEN—Dr. Ernest T. M. dentist and choirmaster, suddenly January 23 at his home in Philadelphia. He was recognized as an authority on a member of the American Guild of Organists and other musical groups. Surviving are his wife, his parents, Mr. and Mrs. R. Ballard, a brother and a sister.

BALLARD—Dale, 40, pianist, accordionist and charter member of Local 386 of the musicians union, January 8 at his home in Greeley, Colo. Survived by his parents, Mr. and Mrs. R. Ballard, a brother and a sister.

BLOCH—Mrs. Ethel von Dahlen, wife of ex leader Ray Bloch, January 28 in New York. In addition to her husband, a daughter survives.

BOSS—Levin, 21, Milwaukee accordionist, in an auto accident in Aurora, Ill., January 29 when his car skidded into a snow bank and struck a tree.

BRADY—Mrs. Gertrude, 55, member of the New York movie theater family, January 31 in her winter home at Miami Beach, Fla. She was born in England in 1896. She was in 1922, and she took an active interest in the theater holdings of her family. Surviving are her son, two daughters and a brother.

BRIGGS—Marla, 27, veteran film and stage actor, January 28 in New York. He was in "Sister Charlie," a picture not yet released.

BROADBENT—George, 35, author of many Broadway hit shows, January 21 at his home in Santa Barbara, Calif. Born in England, he came to America in 1911 and worked for the Board of Trade there and on Midwest newspapers before he was hired by Patrick Hartley as treasurer of the Hennepin Theater, Minneapolis. From there he went on to manage the Bush Street Theater, San Francisco, and wrote his first play, "The Revolverist." His next work was "What Happened to Jones" when he also produced. His later successes included "The Wrong Mr. Wright," "The Crown Prince," "The Mid of the Hour," "The American Lion," "The Coward," "The Duke of Delah," "The Duke of Delah," "The Captain," "The Duke of Delah," "The Crimson Alibi" and "The Red Falcon." He also wrote "The Duke of Delah" in collaboration with Robert V. Robert, and it was produced by Lillian Russell. In 1916 he finished a play titled "The Man in Brown" with his wife, Lillian Trimble Bradley, a playwright and producer on his own, but it did not reach Broadway.

CORNELL—Walter, (Pagano), circus property man, January 29 in Detroit of pneumonia. He was working with the Orin Transport Shrine Circus at the time of his death but formerly been with Ring Barnum and worked with the King Bros. Circus last season. Survived by his parents. Burial following services in Detroit January 31.

DE ROCHFORT—Charles, 72, French actor-producer, February 2 in Paris. As a young man he was a silent screen actor and wrote in France before coming to America for movie parts. He starred with Pola Negri in "Mon Homme" and "The Girl in the Red Velvet" and with Cecil B. De Mille in "The Ten Commandments." After his depression he returned to France and opened his own theater where he introduced works by Noel Coward and produced plays by Garcia Lorca, Noel Vincent and Andre Coe. One of his most recent successes was "Chapelle Redoutable" by Gabriel Marcel, and in 1951 he produced three works by Strindberg.

DONALD—John R., 31, formerly in the legal department of Cavalier of Amusement Parks, was killed in Mobile, Ala. detective, January 26 in Houston. Burial in Mobile January 28. His widow survives.

ERNSTROM—Marie, 53, Swedish character actress, January 28 in Stockholm. She often appeared at the Royal Theater in Copenhagen.

FARRELL—Charles, 43, secretary of the E. A. Casey Showa, recently in Winnipeg, Man.

GARRITY—Henry, 90, electronics pioneer and builder of Station WRR, Dallas, January 19 in that city. The station is believed to have been the first completely owned station in Texas.

Paris Peek

By ANNE MICHAELS

Continued from page 2

but never produced on the stage. Anita Loos, who did the New York adaptation, is now in the process of translating the French "Ami-Ami" (Friend-Friend) into English for a New York production. The authors, Greedy and Barillas, have finally chosen a local new play, "Don Debarras" (Good Ridance); Anne Vernon opens it at the Theater Danou in February. . . . After Britannica, which ex-film star Jean Marais is doing at the Comedie Francaise, the actor will play Jean Cocteau's "Infernal Machine." "The Council," playing a re-engagement here in English and French, getting the best critical plaudits of the Paris theater season, especially star Patricia Neway, for whom the critics seem to be running out of superlatives. . . . Jane Charnay, forming a new ballet company in Paris with Paul Draper guesting one or two ballets.

the world. A daughter and two sons survive.

GOLDBERG—Lee L., 52, owner of Regalart Pictures, Cincinnati film distributing firm, January 31 of a heart attack at his home in that city. Survived by his wife and three daughters. Mrs. Mitchell Blackshear; a son, Jay M.; a brother, Joseph, and two sisters, Mrs. Joseph Shapiro and Sarah Goldberg.

GUINN—Johnny (Hoester), 50, carnival concessionaire for 25 years, January 19 in Veterans' Hospital, Oklahoma City, Okla. Burial in Memorial Park Cemetery, Oklahoma City.

HARTMAN—Leo, 50, Waterloo, Ia., band leader, of a heart attack as he prepared to be bandleader to play for a dance at Grand Park ballroom, Marshalltown, Ia. He had been a member of the band and had played for many years in the Midwest. He also was associated with radio station KEOK. Waterloo, and formerly operated a music store.

HUGHES—John Claude, 71, retired musician who had been a trumpet player with the late Victor recording orchestra, January 16 at St. John's Hospital, Philadelphia, after a long illness. He also had played in the John Philip Sousa, Fryer-Cook and Hummel's bands and was a charter member of the Philadelphia Musical Society. Three daughters survive. Burial following services January 21 in Philadelphia, with burial in Freeburg, Pa.

JACKSON—Horace A., 51, movie writer, January 26 in Los Angeles. His screen plays included "Beyond Victory," "Unguarded Hour," "Behind the American," and "Bury Me." He also wrote the Broadway play, "Bedside Manner," which Columbia made into a film.

JENSEN—Alfred, 51, Danish violinist, January 23 in Copenhagen, Denmark. He made his debut in 1923 with the Tivoli's Symphonic Orchestra, and "The Sella" with the State Radio's Symphonic Orchestra in 1931.

JOHNSON—Lester T., 74, pianist, January 26 in Detroit. Interment in Woodlawn Cemetery.

KATZMAN—Marshall F. B., 53, well known in outdoor show business for 20 years, January 26 of a self-inflicted gunshot wound in the washroom at a Fern Creek, Ky., amuseur station. At one time he served and operated the Virginia Rose Show, which played Kentucky territory, and for a number of years operated bingo in Louisville at his Veterans Service Club. Katzman also acted as emcee for "Band Bros." shows and sold sides, was en route to his Louisville home from Chattanooga, Tenn., when he was shot. He was married to Mrs. Thelma Hagedorn; three sons, Maurice, Russell and Marshall Jr.; a daughter, Mrs. Louis Pettit; his father, Louis, and a sister, Mrs. Thelma Hagedorn.

LYON—Frederick D. Jr., 71, legit actor, January 26 at his home in Verona, N. J. He had stage roles in New York productions of "The Prince of Wales," "The Belle of Mayfair" and "The Old Homestead." His last Broadway appearance was in "Ray Wong" during the 1934-35 season. His widow, Iva, sister and a brother survive.

MABELLE—E. H. (Hinnale), 58, former clown and road spinner, January 26 of a stroke. Survived by his widow, Alia, and a daughter.

MAVETT—Charles F., 54, theater owner and Canadian film producer (figure), January 27 in Kleinburg, Ont. He was the owner of the M.P. Theater at Weston, Ont. He founded the Mavett Film Delivery Service, which he sold recently. He also was one of the founders of Canadian Picture Producers and was the group's secretary-treasurer at his death. His widow, a son and a daughter survive.

MCCARGAN—Fred, 51, manager of the Bellman (Calif.) Roadster for 24 years and Monterey County fair for four of a heart attack January 28 in Chico, Calif., four days before he was to assume management of the annual there. He leaves his wife and two children.

McNEE—Charles E., 51, operator of the giraffe pit show on Kelly-Miller Circus, at Joplin, Mo., January 28. Survived by his widow, a son and a brother.

McKINNON—Walter C., 41, for 23 years in outdoor show business and formerly with the Hise Gram and Cumberland Valley shows, recently in Harry Hospital, Charlotte, N. C. Survived by his widow, a son, Charles, and a sister.

MEARS—Benjamin Stannard, 38, actor and playwright, January 27 in Clifton, N. J. He began his stage career in 1920 and among the actors with whom he appeared were Cyril Maude and William Parrham. He has been with Pearl White and other names of old movie days and also played vaudeville with his wife. Among the plays in which he had roles were "Bun Hoo," "The Girl in the Red Velvet" and "The Girl With Green Eyes." He collaborated with Hugh Stiglitz on the drama, "The Girl in the Red Velvet" when it was first produced as a play in 1918. With Stiglitz he also worked on "The Prince of Wales" and "You Know Me, Al." Two sisters and a brother survive.

MILLER—Al H., 68, veteran showman, January 23 of a heart attack at his home in Downey, Calif. Since retiring in 1931 he had staged Tivoli County Fair at Downey, Miller had run the business in 1918 as a stage manager. After serving in the Army during World War I, he toured with a vaudeville show of his own, Harry the South. In 1938 he opened a film theater which he operated until 1941. He also was a musician and member of the International Brotherhood of Magicians. Survived by his wife and four sons, Charles, Travis, James and Lamar.

MIDFREE—James B., 28, who was connected with a Fresno, Calif., dance studio and at one time danced on the stage, January 27 in Fresno. He was a veteran of World War I and a member of the American Legion. Survived by his mother, William, and a sister, Mrs. Norman P. Phillips, both, and a brother, William, and a sister, Mrs. Norman P. Phillips, both.

Ala. Burial January 31 in Magnolia Cemetery, Mobile.

PAYNE—Lawrence, 62, for 23 years operator of Crystal Lake Beach Ballroom, Beaver Dam, Wis., before retiring January 27 in St. Allen, Tex. hospital. He was a member of the Masonic, Elks and Odd Fellows lodges. Survived by his wife, Alice. Burial in the family plot in Clifton, Ia.

PHILLIPS—Claude D., 80, associated with circuses for years, January 27 in Los Angeles. He leaves two daughters, Ida Mae Babo and Gladys Perrot, both of Southern California. Burial in Evergreen Cemetery, Los Angeles, January 28.

PRIESTLY—Robert J., 76, former manager of CJOX, Toronto, Ont., and later a reader of poetry and philosophy on CKRC, Regina, Sask., in Veterans Hospital, Victoria, B. C., January 18. Surviving are a daughter and two sons.

WARD—Fannie, 76, former actress who made a career of looking young, January 27 in New York. Born in St. Louis she made her stage debut in "Pippin" with Eddie Foy (who later appeared in "Billboard" and in other legit works in New York before going to London in 1904 for the lead in "The Show Girl." In all she acted in some 40 plays in New York and London. She practically retired from the theater in 1915, being seen after that in a few variety shows and several movies. She returned to the stage in 1931 for a brief period and toured in "The Train Game." Survived by three grandchildren.

WEBB—William B., 81, owner of film theaters in Ontario, Shelby and Kings Mountain, N. C., January 28 at his home in Shelby. Survived by his widow and a daughter.

WRIGHT—John, 50, trumpeter and band leader, January 26 in Milwaukee. Born in England, he settled in Milwaukee in 1921 after touring as a trumpeter with Dan Pedro, with the Seattle Harmony Kings and leading his own groups in Indianapolis and Chicago. In recent years he worked for several Milwaukee music shops. His widow, father and a brother survive.



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In Loving Memory of Our Dear Mother **MARIE BEGAR** who passed away Feb. 8, 1950 **Graec, Earl and Harry**

In Memory of **J. H. (HEAVY) GUYTON** Who passed away February 10, 1948 **MRS. HAZEL BENLEY**

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Conklins Get CNE Pact; Execs Back U. S. Talent

Midway Ops Win Repeat 5-Year Pact

Mayor's Criticism Leads to Boost In Concess Costs

TORONTO, Feb. 2.—J. W. (Dalty) and Frank Conklin, fun zone operators at Canadian National Exhibition, were assured of five additional years of uninterrupted midway operations as the result of a decision this week by the board of directors. The contract, which reportedly will be ready for signing early next week, contains terms identical in most respects with those contained in the initial five-year pact which ran out with the closing of the 1951 Exhibition.

The delay in awarding the pact, normally expected to coincide with the staging of the outdoor meetings in Chicago, was occasioned by charges leveled by newly elected Mayor Allan Lamport at Elwood A. Hughes, CNE general manager; the Conklins, William Beasley, bingo operator, and others concerned with the operation of the famed annual.

At a series of CNE executive board meetings beginning last week, Mayor Lamport, charged that the awarding of midway contracts to Conklin and Beasley without open bidding resulted in "midway million fires being made at the expense of Toronto taxpayers." He questioned what he termed the "absolute authority" of Hughes to interpret the terms of the Conklin contract and sought to have deleted from the midway pact a number of miscellaneous concession units. *(Continued on page 57)*

New Video Circus Using Outdoor Acts

NEW YORK, Feb. 2.—Latest television outlet for outdoor talent will bow here Sunday (3) when the Sweets Company of America, Inc., tees off its Tooties Hippodrome via American Broadcasting Company.

To be telecast at 12:15 to 12:30 p.m. EST, the new show will use circus-type acts and one animal act each Sunday.

California Fair Executives To Attend Three-Day Seminar

SACRAMENTO, Feb. 2.—A college of fairs seminar for new managers, assistant managers, secretaries or limited paid personnel will be held here in the State capital, February 13-15, Louis S. Merrill, Western Fairs Association general manager, said. Sessions will be held from 9 a.m. to noon and from 2 to 5 p.m. daily with the exception of the last day when a noon adjournment is set.

The event is under the sponsorship of the State Division of Fairs & Expositions, Department of Finance, and the WFA. The sessions will be conducted by State agency representatives and WFA staffers. In announcing plans for the seminar, Merrill urged that all fairmen, who will be attending at their own personal expense, bring a manual of accounting and procedures and a service agreement guide, circular letter file and other general policy literature. The annual personnel also is being urged to submit questions in writing in advance to J. E. Snider, chief of the DF&E.

During the meeting, Snider will head the panel discussing division policies. J. F. Brady, insurance adviser, will lead the discussion on insurance and bonds. Other panels include Louis J. Heizer, administrative adviser, on legal approval of documents; deputy fire marshal, fire regulations and inspections, and Donald Van Riper, supervising landscape architect, procedure of the Division of Architecture.

TORONTO EXECS EYE ASSISTANT FOR HUGHES

TORONTO, Feb. 2.—Directors of Canadian National Exhibition have appointed a committee of six members to study the appointment of an assistant general manager to understudy Elwood A. Hughes, long time chief executive.

Altho the direct action stemmed from the criticism of Mayor Allan Lamport, a board member, fair execs said that possible candidates for the job had been under study for several years.

Ivan Brodie, manager of the exhibit space department at the Exhibition the past five years, is believed to have the backing of Hughes. Hughes has often praised the job done in handling this important department.

Ex-mayor H. E. McCallum is reported a possible candidate in the local press. A rumor a year ago that he would succeed Hughes proved unfounded.

Gotham Rodeo Pacts Four Hamid Acts

NEW YORK, Feb. 2.—Four circus-type acts booked thru the George A. Hamid office here were named this week for appearance at the Bronx County American Legion Rodeo, Stampede and Round-Up, February 22-March 1, by Gordon Kibbler, producer of the event.

They are Baudy's Greyhounds, Bob Cimse and Company, the Hollywood Sky Rockets and Mickey King. In keeping with the nature of the appearance, the first named will use a mock rodeo and stage coach hold-up, featuring ponies, dogs and monkeys. Cimse troupe will offer an aerial novelty involving a motorcycle. Sky Rockets will present a double swaypole routine and Mickey King will work a web, featuring one-arm turn-overs.

Acts join Buster Crabbe, Jim Atkins and Johnny Mack Brown, who will be top attractions of the rodeo.

William O. Gould, exhibit supervisor of the DF&E, is programmed for the premium pointers and procedures which will cover (a) allocating of State funds to district and county fairs, with emphasis on the agricultural and business and professions codes; (b) the master premium list, which will include general provisions, limitations and application; (c) the fair premium list as to preparation and approval, and entry, judging and award procedures from the point of personnel and processes, records and reports.

George N. Miller, assistant chief, DF&E, will talk on budgets and application; (d) the fair premium list as to preparation and approval, and entry, judging and award procedures from the point of personnel and processes, records and reports.

George N. Miller, assistant chief, DF&E, will talk on budgets and application; (e) the fair premium list as to preparation and approval, and entry, judging and award procedures from the point of personnel and processes, records and reports.

Two other important general accounting procedures are to be outlined by Walter H. Heineman, senior DF&E accountant, and David G. Moore, semi-senior accountant. *(Continued on page 75)*

Hughes Favors Bob Hope for Night Show

Mayor Plugs for All-Canadian Grandstand Show

TORONTO, Feb. 2.—Elwood A. Hughes, general manager, will shortly recommend to the board of directors of Canadian National Exhibition that the same grandstand show format used so successfully in recent years be retained in 1952 and, indeed, for many years to come.

It is believed that Bob Hope, whose free time reportedly coincides with dates of the CNE for the first time, will head the list of potential names to be submitted by Hughes as possible successors to the spotlight held last year by Jimmy Durante and before him by Danny Kaye and Olsen and Johnson.

Leon Leonidoff, producer of extravaganza at New York's Radio *(Continued on page 75)*

Phillips Resigns As Mich. State Fair President

Action Follows Jury's Charge Of Bribe-Taking

DETROIT, Feb. 2.—Sidney J. Phillips, president of the Michigan State Fair Board, this week resigned in the wake of a charge made last week by a one-man grand jury that he had accepted a \$300 bribe from a midway operator at the 1951 fair.

Phillips' resignation was accepted by Gov. Mennen Williams following a conference between the governor and Rep. Howard R. Carroll, chairman of the House Judiciary Committee, which had planned to start impeachment proceedings against Phillips.

Earlier the governor had asked the Legislature to institute impeachment action.

A farmer, Phillips is a Democrat and had been appointed to the fair board by the governor, who also is a Democrat. Phillips handled carnival concessions at the '51 fair.

The grand jury which indicted him is probing the administration of the State fair.

Third Group Bids for Right To CNE Races

TORONTO, Feb. 2.—St Clair Young Men's Christian Association announced this week that it was a third contender for the stock car racing concession at Canadian National Exhibition grounds which the parks committee decided to grant the week before.

Committee recommended that the contract be awarded to a group headed by Fred Hamilton, former controller, for 30 days of racing, with a minimum guarantee of \$60,000. Herb Payne, operator of the Van Hooten Shows, immediately protested awarding of the pact without bids "to a pal of Mayor Lamport." The latter said he would not approve any contract let without bids.

In the letter to the parks committee, Fred Graham, president of the St. Clair club, requested his organization be given the chance to bid for the concession. Proceeds from the venture would go to a children's camp, he said.

HE LIVES DANGEROUSLY

RICHMOND, Va., Feb. 2.—Ben Allen, of Posters, Inc., Philadelphia, produced a laugh at the recent Virginia fairs' meeting in the John Marshall Hotel here by a zany listing on the lobby directory, which he installed.

Appearing under the heading of thrill shows was the name of Roy Jones, ambassador to the outdoor field for Pepsi-Cola. Jones agreed that the listing was appropriate, and he and Allen toasted the designation.

At the North Carolina fairs gathering in Raleigh, those visiting Allen's hotel room had a choice not only of the usual refreshments but several kinds of fruit juice as well.

SELF-EMPLOYED

Liable to Pay 2 1/4% Tax on SS Regulation

CINCINNATI, Feb. 2.—In response to a number of inquiries made at its headquarters in the Post Office Building here, the Cincinnati Social Security Administration this week revealed that any member of the entertainment field, including carnival and circus acts and concessionaires, who operates as an independent contractor is considered self-employed and as such comes under Social Security rules and regulations. The local office pointed out that any self-employed person whose net income for 1951 was \$400 or more must pay a Social Security tax of 2 1/4 per cent on his net income for the year.

This return, the local office says, must be reported on Form Schedule C "schedule of profit (or loss) from business or profession and computation of self-employment tax (for old-age and survivors insurance)" and must be attached to the individual's return. *(Continued on page 75)*

Ark. Annuals Hunt Carnivals At Little Rock Convention

LITTLE ROCK, Feb. 2.—A shortage of midway attractions for Arkansas fairs was the biggest problem faced by fair executives of the State at the annual meeting of the Arkansas Fair Managers' Association here Wednesday and Thursday (30-31) in the Marion Hotel.

Due to earlier dates for the Arkansas Livestock Show and Rodeo here this year—brought about by leap year—county fair dates are crowded into a shortage of carnivals in the State. As a result, fair boards scrambled for midway contracts, but more than several left the two-day meeting without definite commitments.

Turnout of fair and attraction suppliers here hit a new high with 49 fairs represented and almost that many show people on hand. Only two formal speeches were on the program, those of C. A. Vines, University of Arkansas, and Victor H. Wohlford, of the university's department of vocational training.

Balance of the meeting was turned over to panel discussions Thursday afternoon's main topic along this line was an effort to stimulate better co-operation between fairs and associate members of the organization. J. O. Greene, Snapp Greater Shows, and Joe Sharp, American Beauty Shows, spoke for the carnivals. Other attraction suppliers who participated were George B. Flint, Boyle Woolfolk Agency, Chicago; Billy Senior, Barnes-Carruthers Theatrical Enterprises, Chicago; and Eldred Stacy, Music Corporation of America.

L. H. Autry was reelected president of the association. Clint Walden replaced Edgar Pyle as vice president and Sen. Clyde E. Byrd was named secretary-treasurer. Meeting reached its climax at the Thursday evening banquet.

Army to Get Part-Time Use Of Ind. Bldgs.

Hoosier State Fair Structure Leased On Temporary Basis

INDIANAPOLIS, Feb. 2.—Indiana State Fair this week signed a contract with the Army for rental of several buildings for use by the Army Finance Department but the deal will not affect fair operations, Carl Tyner, secretary-manager, announced.

Under the pact, the Army will take over two of the fair's youth buildings March 1. These structures will be used as a clerical training center for the finance branch, which is in process of being moved from St. Louis to near-by Fort Benjamin Harrison.

Buildings will be vacated by the Army in mid-August and returned to the fair. Following the fair, the Army again moves in to take over three youth buildings in addition to the Radio Center. The last-named is to be used to house administrative offices. Contract runs until August, 1953.

Rental of the buildings will not affect plans for 1952, which are going ahead as usual, Tyner said. Negotiations are under way to again sign a name attraction and groundwork also is being laid for special entertainment features as a tie-in with the fair's centennial celebration.

Bridgeport Skeds Barnum Celebration

BRIDGEPORT, Conn., Feb. 2.—The third annual Barnum Festival is tentatively set for July 3-6.

The city's annual tribute to the memory of one of its favorite citizens and one-time mayor was approved at a meeting of the advisory committee this week. Permanent honorary chairman is Herman Steinkraus, with remainder of committee comprising Mayor Jasper McLevy, J. William Hope, A. V. Bodine, Harold B. Dow, John Sheenton and Milton Friedberg.

Ark. Annuals Hunt Carnivals At Little Rock Convention

Following supper a floorshow was staged which included the following acts: Fred Lowry, Bob Evans, Katherine Toomay, Belmont Sisters, and Professor Backwards, who also emceed the show.

Visitors at the two-day confeb included Martin Zook, manager of the Mid-South Fair, Memphis; Harry Maloupe, secretary of the Carnivalsville, Mo., Fair; Mr. and Mrs. Vince McCabe, Harry Hennies, Keith Chapman, Bill Wilcox and Charlie Knoll.

Carnival attraction and show supply people on hand included: R. V. Pearson and H. M. Booth, Travel Operators Shows; J. D. Green, Snapp Greater Shows; Mr. and Mrs. Floyd O. King, Mr. Shows; Mr. and Mrs. Jimmie Pearson, Greater Distland Shows; Jack Moore, Moore's Shows; John Francis, John Francis Shows; Mr. and Mrs. E. A. Bogert, Bogert Shows; Mr. and Mrs. Joe Show, and Mr. and Mrs. Harold Smith, American Beauty Shows; W. H. Nealer, Nealer Shows; Mr. and Mrs. Bill Dewar, Dewar Shows; Billy King and Bill Pike, Southern Valley Shows. *(Continued on page 75)*

12 Annuals Buy Sound From Webb

NEW YORK, Feb. 2.—A. B. Webb, representing Price's Amplifying Service, Staunton, Va., signed contracts with 12 fairs during the recent Eastern fair meetings.

Sound service has been purchased by annuals at Richmond, Staunton, Petersburg, Galax and South City, Va.; Spartanburg, Sumter, Florence, Columbia, S. C.; Port Royal, Pa.; Washington, Del., and Roncoveite, W. Va.

Webb reported that several other contracts are pending, with only the confliction of dates offering a problem in most instances.



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Fort Worth Stock Expo Rumps Ahead of '51 Pace

FORT WORTH, Feb. 2.—Southwestern Exposition and Fair Stock Show drew an estimated 50,000 thru Wednesday (30), with the first six-day draw exceeding the total attendance for 10 days in 1951.
Ideal weather and a record lineup of special days is given credit for the high attendance by President-Manager W. R. Watt. For the first time in several years, there has been no rain or cold. Temperature here this week has been in the mid-70's while last year's show opened in the midst of the worst ice and cold spell of the winter.

Rodeo has had a sellout every night so far and expects capacity houses in the 6,500-seat Will Rogers Memorial Coliseum for the remaining night performances thru Sunday (3). Matinees have had good houses also, with four sellouts on the week-ends.

Opening performance of "The Merry Widow," being presented by the Fort Worth Civic Opera Association in the auditorium, adjacent to the Coliseum, drew capacity. Five performances are skedded in the 2,200-seat house.

A total of 90 special days, said to be a record number for any Southwest exposition, have been skedded by Boyce House, publicity director. Friday (1) was school kid's day for Fort Worth moppets, with schools closed and kids being admitted for a nickel. Day was expected to bring Bill Hanes Shows, occupying the midway, best business of the show's run.

Special days for organizations, towns and groups have been well patronized, House said. Special trains have come in from Baton Rouge, La., and Oklahoma City.

Rodeo this year has record prize money of \$60,000, according to Producer Verne Elliott of Platteville, Colo.

Holland Signs With National

CHICAGO, Feb. 2.—Bill Holland, Reading, Pa. auto race driver, and 1949 winner of the Indianapolis 500 mile, this week signed with National Speedways, Inc. (Al Sweeney-Gaylord White) to again compete for the organization in 1952.

Holland is skedded to open his campaign at the Sweeney-White big car races in Danville, Ill., May 11. He recently was appointed director of research for the National Association of Independent Garage Owners.

D-J ARBOGAST "AT LIBERTY"

CHICAGO, Feb. 2.—Arbogast slapstick disk jockey on Radio Station WMAQ here, took a look at the "free act" business Wednesday (30) but decided to pull back. Observing that The Billboard indicated high acts make good money, Arbogast revealed he had framed an act. In cahoots with the sound effects man, he stepped thru a window and, amid the audible flapping of wings, proceeded to fly.

But Arbo's partner wasn't impressed. "You'll never get \$500 a week for bird imitations," he opined.

Biz Reported Good for New Augusta Spot

AUGUSTA, Ga. Feb. 2.—Fun Land, new amusement park here which started building November 9, has been attracting excellent patronage, especially during week-ends. The park will operate the year 'round. It is the only one in this area.

The park is located on U. S. Highway 28, a quarter-mile from downtown Augusta on the route to the million dollar H-Bomb project which has 18,000 workers and is expected to expand to 55,000 employees by July 1. A trailer colony with 985 homes for Du Pont employees is being installed within 1,000 yards of the park. Two other housing projects are a half-mile away. Bus transportation will be ready by February 15, making the park easily accessible.

Fun Land is located on a 11-acre tract with ample parking facilities. Permanent buildings, so far, are a midway cafeteria, main office and bingo stand. Other buildings will be ready by spring when materials are available. Owner-operators are Dr. J. T. Norvell Jr., president; Joe Haworth, vice-president and general manager, and Mrs. Frances Norvell, secretary-treasurer.

Haworth, formerly business manager and legal adjuster for outdoor shows, is general manager of the park. The park now has a Ferris Wheel, Rolloplane, Comet, Baby Rocket, Baby Auto Ride and miniature train. Haworth expects a Merry-Go-Round and two kiddie rides to be added, plus six concessions for a total of 18.

Children's parties are staged Saturday and Sunday afternoons with a 9-cent charge on rides from 1 to 5 p.m., and a free circus program including Ralph Greene's trained ponies, a bear riding monkey, and Capt. Dan Riley and his talking mule and trained dogs presented in a ring.

Cafeteria is owned and managed by Mrs. Fannie Haworth, with Uncle Bill Spencer the chef. Jim Barfield manages the bingo, and concessionaires here include Little Joe and Babe Miller, two stands, Jack Gray, popcorn; Mrs. Frances Purvis, ball game; Helen Hunting, Ernest (Curly) Healy, Shorly Baker, J. C. Wilson and Harry Dingleman. Lynn Hunting is chief electrician. "The City" located in the rear of the park, has all modern conveniences and now has a population of over 50.

Pawnee Bros. Circus, with Ralph Greene manager-owner and Mary Greene, secretary, is wintering at the park. Recent visitors have included Buddy and Bootsie Paddock, Dr. J. R. Roberts; Curtis Bockus, general agent, James E. Strates Shows; William R. (Red) Hicks, general agent, and Johnny Vivona, owner, Vivona Bros. Shows; Ben Braunstein; Lou Riley, Dumont Shows; Tom and Jeanette Terrell, indoor circus promoters; Bennie Fowler, general agent, Rogers Bros. Circus; K. G. McGarry, Girl Show manager; Charles and Vates Cunningham, owners, and Bill Perkins, agent, Giant Jungle Rats exhibit; F. E. (Verne) Spain, business manager, Marion G. Circus Shows; and Eddie Lewis, retired concessionaire.

Williams & Lee Agency Inks Western Fairs

ST. PAUL, Feb. 2.—Williams & Lee Attractions will furnish the night grandstand shows at the Wyoming State Fair, Douglas, and the B and D circuits in Montana, Glady's M. Williams, announced here this week.
Other contracts for night shows and acts include Rice Lake and Friendship in Wisconsin; Waterloo and Albion, Neb., and Wheaton, Minn.

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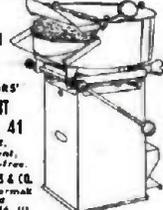
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Outdoor Biz Lined Up for Augusta Dates

AUGUSTA, Ga. Feb. 2.—Augusta is assured of plenty of outdoor amusements this season due primarily to the boom caused by the billion dollar H-Bomb project across the river from here on the South Carolina side.

First carnival will be the Ross Manning Shows, which will exhibit during the week of March 1, under police auspices. Contract was set by the late Stanley Roberts.

James E. Strates Shows are scheduled to play at the Exchange Club Fairgrounds the week of March 21, sponsored by the Shrine, Curtis Bockus, general agent, completed arrangements. Strates will use Augusta to brook the long move from De Land, Fla., quarters to the 10-day engagement in Washington this first week in April.

The Dumont Shows, with Lou Riley at the helm, has most of its equipment already set up on the lot in the 6300 block, Milledgeville Road, main highway to Camp Gordon, but so far no date has been announced.

Johnny Vivona, Vivona Bros. Shows, was in town with his general agent, William R. (Red) Hicks, but left after attending the fair meeting at Columbia, S. C., without announcing plans.

Rogers Bros. Circus, Si Rubins manager, will exhibit here two days in mid-March, sponsored by the Junior Chamber of Commerce. Bennie Fowler, general agent, signed the contract. Lot difficulties, due to a big raise in rent for the Green Street grounds, are giving general agents a problem.

Chi Outdoor Show Outpaces '51 Run

CHICAGO, Feb. 2.—Chicago Outdoor Show, thru Friday (1), eighth day of 10-day run, was outpacing its '52 predecessor by approximately 10,000 attendance. Nick Kahler, producer, announced. Show is being held at the Coliseum this year, after several years at Navy Pier.

Front gate is tabbed at \$1 for adults and 50 cents for children, with the arena show at \$1.75 reverts and \$1 for general admission.

All exhibit space is jammed but little in the way of midway games or booths was apparent.

Talent in the two-a-day show includes Jimmy Running, Ed Ludwowski, Artus and Bill Ludmoreaux; log rolling and canoe tipping; Bill Fontana, performing dog; Al Dault, table rock; Cilly Feindt, high-school horse; LeBrac and Bernice, cyclists; Vinson Sisters, aquatic; Johnny Roberts, golf trick shot; Max Patkin, baseball clown; Henry Hansen, ski jumper, and Dick Berg's Movieland Seals.

Publicity for the stand here is handled by Bill Margolis on radio-television and Ted Benato and Jerry Morrison, newspapers.

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Week-End Sale Big For Davenport Org

Detroit Houses Pick Up in Mid-Week;
Pinto Del Oro Injured, Goes Home

DETROIT, Feb. 2. — Orrin Davenport's Shrine Circus opened its full-scale season Monday (28) at the State Fair Coliseum here, with fair houses for opening days. Weather was clear, but temperatures near zero nightly discouraged patrons using the fairgrounds parking lot.

The two-week stand was set a whole month earlier than last year's. Advance ticket sale was highly encouraging, with Friday thru Sunday (1-3) reserves sold out. The usual slow start followed by capacity week-ends was expected.

Pinto Del Oro, single trapeze, was injured in a fall Tuesday (29) afternoon when she fell from a

rope as she was coming down after her act. At Highland Park General Hospital she was treated for a dislocated ankle and a pulled ligament. She was expected to be out of the act for about a month. She and her husband returned to Sarasota.

Walter Cornell, property man, died in his hotel room of pneumonia Tuesday. Funeral services were conducted by circus personnel Thursday.

2 Units Combined

The show here combined two units which had played separately at Grand Rapids and Saginaw last week. Grand Rapids set new records, Thomas said, and both stands played to capacity thru-out.

Good publicity, including advances, opening reviews and yards about acts, which appear in the Ringling-Paramount movie, was scored. New faces also helped to draw, with only three of the 28 acts being repeaters here, according to Thomas's list.

Acts in the program include: Tournament; Dick Lewis, table rocks, and the Hoffmans, plate spinning; Albert Rix, bears; the Ortons, swaying pole; and the Man in the Moon; Joe Geller, and the Elionis, juggling; La Blonde Trio, comedy bars; Roland Tieber's Seals with Francis Hogan; the Four Quilins; and the Four Macks, roller skating, and the Chaludis, bicycle; trapeze number, featuring Ely Ardeley.

Loyal Repensky, riding act; Wong Troupe; the Marcus Family, juggling; and Tien-Tsi-Liu Troupe, Chinese acrobats; Harry Haag's dogs and ponies, Sonny Moore's dogs, and Miss Ruby's (Haag), dogs; aerial ballet, featuring Pinta Del Oro; Kinko, middle auto; Manus, trapeze; Antark, high perch; and Galasso, one-finger stand; Roddy Brothers, aerial; Fredonias, acrobatic; Bokara Troupe, teeterboard; and Chatta Sisters, balancing; Ringling elephants (10), worked by Eugene Scott; Kimris Duo, aerial novelty; Cole Bros. Liberty horses; Flying Artonys and Flying Comets.

Staff for the Detroit show: Orrin Davenport, producer; Col. Harry Thomas, equestrian director; Izzy Cervone, band leader; Charles Jones, boss property man; Chuck Marine, assistant property

(Continued on page 61)

Watts Returns To Kelly-Miller As Gen. Supt.

HUGO, Okla., Feb. 2.—Ira M. Watts is scheduled to be back on the Al G. Kelly & Miller Bros. Circus this season as general superintendent. Watts closed early last season because of his wife's health and has been handling an advertising promotion plan since then. He has been on K-M several seasons.

Pete Lindemann, who took Watts' place last year, is to be on K-M this season as equestrian director.

Painting of the show has started here. Opening date, while not yet announced, is expected to be late in April.

Bob Mills To Direct Hunt Band

FLORENCE, N. J., Feb. 2. — Robert Mills, who directed the band on Mills Bros. Circus last season, will perform the same chores for Hunt Bros. Circus this year. It was announced this week by Harry Hunt, manager.

Lighting this year will be extra powerful, supplied by International Diesel, Hunt said. The lights will be strong enough to enable film to be made of the show for use on a television stanza built around Hunt Bros. and which is presently offered to sponsors.

Off-season activities for circus personnel and stock include a Saturday (10) appearance of Hunt's daughter, Marsha, on "Candy Carnival" via the Columbia Broadcasting System network. On the same day, Marvin and Hazel King, wire walkers, will appear on video's "Super Circus" from Chicago.

Capell Bros. to Drop Auspices; Opens Mar. 17, Mulls Canada

LEESVILLE, La., Feb. 2.—Capell Bros. Circus will show only three auspices dates, all coming within the season's first week, and then will switch to independent showings. H. N. (Doc) Capell, owner-manager, disclosed this week.

The show, now in quarters here, will open March 17, make six days in Louisiana and seven in Texas before jumping into Oklahoma and heading for the Northwest. Capell said Jack Capell, his son, now is in the Northwest arranging for a trek thru Western Canada.

Capell Bros. will carry four elephants, 12 head of lead stock, several cages of animals and Oklahoma Shorty's Gorilla Show, Capell reported. Big top will be a 90 with five 40s and Side Show will have a 70 with four 30s, he stated.

German Unit Solid in Rome

ROME, Feb. 2.—German Circus Apollo, which opened here January 15 to give Romans their first look at a major circus in 12 years, is doing good business.

Show opened here after stands in 11 major European cities. Matinees are offered at 4 o'clock, and the night show goes on at 8. In addition to a straight circus act line-up, the show offers a water ballet and a replica of Niagara Falls.

In quarters, Slim Kirkman has completed pictorial work on the trucks. Bill Capell has completed two more stake drivers and Bob Capell has built a new pile car and six concession stands. Doc Capell said concessions will be office-owned this season.

A new calliope wagon has been completed for use with the six-up pony hitch used with last year's wagon for downtown bally. A third light plant has been added to the show's array.

Visiting dignitaries have included Neal and James Walters of Neal Walters Poster Company, Eureka Springs, Ark.; Mr. and Mrs. Eddie Morran, of Southern Valley Shows; Mr. and Mrs. Jack Lucas, Mr. and Mrs. Lee Walters, Jay Warner, ride-maker, and Eddie Aranel, carnival owner.

THEATER TAKES POLACK CROWD

FORT WAYNE, Ind., Feb. 2.—Polack Bros. Western Unit scored such hefty turnaways at the final three performances here Saturday and Sunday (26-27) that Manager Louis Stern advised the overflow to go to the Embold Theater instead.

The local house is managed by Harvey Cox and regularly uses six acts of vaude, including humor, circus and variety. Cox spent much time with the Polack org during the engagement.

Cole-Walters Builds Seats; Expects Hippo

HUGO, Okla., Feb. 2.—Cole & Walters Circus, in quarters here, is building new bible-back seats which include aisle space between each seat. The space is designed for candy butchers or for use as a foot rest by persons in the row behind.

Whitey Thorn is supervising construction. Each seat is unusually large in addition to the space between them, there is the usual aisle at the end of each row. Seats will be six-high.

The show is expecting delivery soon on a pigmy hippo to replace one lost at the outset of last season. A new tank wagon is ready for it.

SCHMIDT TO WORK MILLS ELEPHANTS

English Clowns, Girls Contracted;
Production Numbers Planned for '52

CLEVELAND, Feb. 2.—Hugo Schmidt has been signed by Mills Bros. Circus as elephant trainer, it was announced here this week by Jack and Jake Mills. They also named several acts, including new importations, which have been contracted for 1952.

Schmidt, first brought to this country by Ringling-Barnum, will work the seven elephants and also will present his chimp act. While Schmidt is to be elephant trainer, Virgil (Ky.) Sagawa will continue as boss bull handler.

An enlarged troupe of Wallaby girls will be brought from England by Digger Pugh along with a half dozen English clowns. Among the latter will be Whimsical Walker's trio with a comedy car; Trudy, a woman clown, and a dwarf comic.

R-B Sponsor Dates Set Thru Mid-July

NEW YORK, Feb. 2. — Ringling-Barnum circus has either contracts or verbal commitments for all-auspices route into mid-July. Paul Eagles, promotion manager of R-B, reported this week.

New York, Boston and Philadelphia are exceptions. Eagles said that 10 Pennsylvania stands, all the show will make in that State this year, were signed with sponsors. Practically the entire East Coast route of the circus, which will take the show to about July 1, has been set with auspices, either contracted or by verbal agreement.

With the circus due to follow last year's route closely, the line-up includes dates in the States of New York, New Jersey, Delaware, Maryland, Massachusetts, Connecticut and Rhode Island, in addition to Pennsylvania.

Eagles said that since the announcement of R-B's new policy some weeks ago in The Billboard he had received more than 200 letters from groups wanting to sponsor the show. Some came from the maritime provinces in

Hamid-Morton Set For Milwaukee Bow

Bowling Event Forces Change in Date;
Early Advance Sale Pars Last Year's

MILWAUKEE, Feb. 2.—Hamid-Morton Circus will open its new season at the Arena here Monday (4) thru Sunday (10). Memphis comes next, with the show at Municipal Auditorium there February 15-22. Both dates are Shrine auspices.

Early advance sale in Milwaukee was running about the same as last year. Orner Kenyon, general rep, pointed out that the dates here are two weeks earlier than usual because of the 120-day bowling congress opening here shortly. Normally, H-M opens at Memphis and then moves on to Milwaukee. Kenyon said a number of major shows have lost their Arena dates here because of the bowling events.

Robert H. Morton will be on hand when the show opens. The program includes a number of major changes from last year's line-up. New acts arriving from Europe will move to Milwaukee via an extra sleeper and baggage car from New York. The cars are due in Milwaukee Sunday (3).

New Acts Named

Program for the show is scheduled to include a wild animal act, as yet not identified. Other scheduled acts include:

Twelve-girl ballet directed by Johnny Simms; Dime Wilson, table rock; Janet's Ponies and Dogs; Evelyn Sisters, dogs and ponies; Francine Volante, aerial leap; Three Sidneys, cycles; Two

Karolis, acro-balancing; Don-wallys, ladder perch; Roland Tieber's Seals; the Leontines, trapeze perch; Winifred Collano, trapeze and leap; Torelli Slaters, Liberty Horses; Ferdinand, slack wire; Three Sevillas, juggling; Linda and Constant, head balancing and shoulder perch.

The Allan Company, motorcycle treadmill and aerial ladders, English importation; Nelson's Trained Pigs; Two Bentons, comedy pantomime; Davis and Gabby, comedy; Florida Sky Rockets, aerial; Claude Vaisky, high-school horses; Six Tokayers, teeterboard; Helen Haag, chimps; Eight Arriolas, Spanish trampoline casting importation; Madame Malikova, high wire; Hamid-Morton Baby Elephants, two displays, Joe Hanson and Joe Hanson Jr.; Flying Otaris, flying return, and the Great Rasini, European automobile somersault importation.

Joe Basile again will have the Hamid-Morton band, and this year he is being billed as director of the band on H-M's "Big Top Circus," CBS television program.

Wallace-Clark Bows April 18; Buys Airplane

HOT SPRINGS, Feb. 2. — Norman (Luke) Anderson will open his Wallace & Clark Circus here April 18 under auspices of the Elks Club. He has purchased an airplane which he will use for advance promotion work.

Bill and Jackie Wilcox will be back as head of the advertising department and special agent, respectively. Syd Stevens, who was on the Biller show last year, will have the press chores on Wallace & Clark.

Fernandez Sets Japanese Plan

TOKYO, Feb. 2.—E. K. Fernandez, veteran Hawaiian showman, this week inked a contract to bring the first all-American circus here. The show is scheduled to play Tokyo for 40 days and then move to Osaka for 20 days. Other towns in Japan are to follow.

After about three months in this country, Fernandez plans to present the show in Hong Kong, Manila and Hawaiian Islands.

Fernandez said that he plans to go direct from here to Los Angeles to book talent. The performers will leave the States about the middle of March. In booking the show, the promoter said that it would be necessary for all performers to obtain passports and they must have been vaccinated for cholera, typhus, tetanus and paratyphoid before leaving America. Following his usual policy, the booker said he would pay transportation to and from the Orient, with lodging and board also to be taken care of.

RINGLING WANTS SABU FOR ELEPHANT TURN

CHICAGO, Feb. 2. — Ringling Bros. and Barnum & Bailey has made a pitch for Sabu, the elephant boy, who is now appearing with Tom Arnold's Harringay Arena Circus in England. The Indian youth, who became well-known by movie roles, is understood to be dickering now with Ringling about his television privileges during his proposed circus stint.

Presumably, Sabu would appear in an elephant display using Ringling bulls if the deal goes thru. In the English circus, he is working with 11 elephants owned by Franz Altolt. Rehearsals for the act were

held to a minimum because the elephants did not arrive at the arena until about four days before the show opened.

Sabu has made television films and it is understood that he wants to make more. He hopes to work out a deal with Ringling whereby he would be permitted to do television work while under R-B contract. This, however, would be a reversal of the present Ringling policy of keeping the show's acts off of video except for guest shots in which the talent usually doesn't perform. Sabu is due in New York Thursday (7).

Under the Marquee

Charles Davitt and Joe and Wally Beach, Springfield, Mass., caught Shrine Circus at Worcester, Mass., and visited with the Cycling Kings, Larry Griswold, Harry and Charlotte Levine and Joe Basile.

Frans Mikkenie, owner of Circus Mikkenie, whose winter quarters are located in Amsterdam, Holland, spent several days in Copenhagen lining up talent for next summer. Circus Mikkenie does not confine its activity to Holland. It frequently tours Belgium, France, Spain and other countries. Show carries a big top with metal-paneled side walls and ornate front.

Eddie Johnson is back in the Ringling-Barnum show department and is on the job in Sarasota, Fla. . . . John Ringling North passed thru Chicago last week en route from Rochester, Minn., to Ardmore, Okla., where he'll look in on the Ringling oil interests.

Museum of the American Circus, Sarasota, Fla., has prepared a 32-page booklet as a guide to the museum and history of circus business. Included are photos of the old wagons exhibited there, a chart showing the Ringling family tree, and credits to many show people for contributions to the museum.

Pat Puzell has resigned his advance post with "Skating Ventures." . . . Lucio Cristiani has returned to Macon, Ga., quarters of King Bros. after his European junket. . . . Mr. and Mrs. Sid T. Jessop, of the United States Tent & Awning Company, Chicago, caught the Sarasota, Fla., premiere of "The Greatest Show on Earth" Thursday (31), representing the Showmen's League of America, of which he is president. . . . George Hubler and Jim Copple, of Glenn Martin and Com-

pany, trampoline and bars, visited Joe Beach, fan and former clown, at Holyoke, Mass., where they played the Valley Arena Gardens. . . . They also saw the Ringling-Paramount movie in New York and visited the Skating Carters at Springfield, Mass.

Since closing the season as business manager of Hagan-Wallace Circus, Al Porter has been at Jack Brady's motel in Miami Beach, Fla., where he met Bob Lesley, promoter for the Orange Bowl date; Walterboro, S. C., where he met Dale Barron, who bought the Don Robinson Circus, and New York, where he talked with Bob Dickman, who is framing Van Bros.' Circus. Porter also met Al Stern, home show promoter, at Daytona Beach, Fla., and caught the Virginia fair meeting and visited with Isay Cellia, Curtis L. Bockus, Red Hicks, Bill Page and John Marks. He's now at Alexandria, Va.

Merle Evans was guest of honor recently at the meeting of the CFA tent named for him at Columbus, Kan., and returned to Sarasota, Fla., with rabbits bagged on a hunt there. Officers elected by the tent include D. J. Poyasor, Harris, Mo., president; Bill Hulet, Columbus, vice-president; Paul Van Pool, Joplin, secretary-treasurer; George Potter, Joplin, chaplain, and Don Walker, Kansas City, Mo., historian. Tom Taylor, magician, entertained.

Mr. and Mrs. Pat Kelly, of the Kelly & Morris Circus, last week motored to their home in Havana, Ill., from Punta Gorda, Fla. Charley Smith is at the show's quarters getting concessions ready for the season's opener.

Florence Galt, press agent with "The Kelly & Morris Circus Eastern Unit," visited the Press Club in Charleston, W. Va., last week between airplane flights en route from Huntington to Wheeling, W. Va.

Following a motor tour of Florida with his wife and C. S. Karland, owner, Karland's Three-Ring Magic Circus, Prof. Raymond Shannon suffered a paralytic stroke. Karland reports from his Norfolk headquarters, Karland says that Shannon held the chair of musical instructor at Long Island University, New York, and conducted a 98-piece band for the school. A former chautauqua singer and promoter, Shannon was considered one of the country's leading band instructors. His affliction is a distinct blow to the Karland circus and it is not known yet who will replace him. Karland said. While in Sarasota, Karland and the Shannons were guests of the Ray Merlows and G. W. Smith, former manager of the Ringling-Barnum show and current managing the Clyde Beatty Circus.

Happy Kellems, clown, will remain with the Gene Autry Show until February 24 when he begins his indoor circus dates. . . . Jack Moore, former wire walker with the Nettie Carroll Troupe on the Barnum & Bailey and Hagenbeck-Wallace circuses, is ill and confined to his home, 41 South Street, Danbury, Conn., and would like to read letters from friends. . . . Charles Hilderra, clown, last week signed with the Clyde Beatty Circus for 1952, marking his fifth consecutive season with that org.

Richard Scatterday, of the Kelly-Miller show, was in Chicago last week. . . . Doc Howe stopped off in Chicago on his way back to New York after Canadian fair meetings.

Paul Eagles, promotion manager of Ringling-Barnum, was a guest January 25 when the Circus Saints and Sinners put Sen. Robert Taft on the spot at a New York luncheon. . . . Frank Braden, R.E.'s press staff, left January 30 for a quick swing of Eastern cities on behalf of "The Greatest Show on Earth" flicker.

C. L. McGhee, Pit Show Operator on K-M, Dies

JOPLIN, Mo., Feb. 2—Charles L. (Peanuts) McGhee, for the past several seasons in charge of the giraffe pit show on Al G. Kelly & Miller Bros.' Circus, died Monday (28) at a hospital here. He had been a patient for 10 days. Surviving are his widow, Mrs. Margaret McGhee; a son, Charles, and a daughter, Charles, La., and a brother, Luther McGhee, of Lincoln, Neb.

Dressing Room Gossip

Polack Western

Promoter Sam Ward earned the nickname, "Two in a Seat," at Fort Wayne. Madeline Geraldo is now a member of the radio personality department. Joe Lemley's chimp college has added a kindergarten class for two new youngsters. Harvey Cox, manager of the Quimby theaters, held open house for the folks at his Embroid Theater to catch his vaude bill. The Wallendas have new turquoise blouses created by Mayme Ward. The Ward-Bas Grecian wardrobe is an eye-catching and original innovation.

Francis Brunner now does his finish trick on a mirrored pedestal. His assistant, Mary Tahmin, has beautiful wardrobe. Bobo Barnett's skunk is a tough character for assistant Tommy Roberts to handle. Ol' Man Winter got the best of Bobo's truck and cracked the engine block. Jack and Martha Joyce are enjoying their new trailer. The travel labels on the Excess Baggage props provide plenty of backyard reading material. The Packs elephants are sporting new red leather leg bands and the McDonaldis have new wardrobe.

Roger (Ring) Aigner is superintendent of the camel and is aided by John Mahoney. Spiller's penguins vie with the acts with all their varied wardrobe. Laurence Cross and Harry Dann hold the record for rapid-fire air wave conversation. Esmeralda Theron, six-year-old cycle performer, makes a big hit in the Therons act. Chester Sherman won a race with one of herma's chimps. Carl Walenda received many congratulatory telegrams on his birthday. The blacklight finish of the Whirlwinds skating act gets hefty applause. Harold and Mildred Ward took delivery on a new car.

Visitors: Bob Raupfer, Mahlon (Alabama) Campbell, the Orantos, Vivian Nelson, Leo and Mabel Parker, Mickey and Freddie Freeman, Carl and Babe Solts, Jack Lehr, Phil Worthen, Frieda and Ernie Wiswell, the Al Sweeney's, Loper and Adrianna, Charley and Thea Borza with Nita, Peppi, Americo and Charley Jr.; Ethel Robinson, Vula MacLeod, Len Fisher, Mickey Blue, Madeline Mahoney, Art Hansen, the Manolis Phillips, Eric Philmore, Dr. and Mrs. H. H. Conley, Tom Carroll, the Jack Cervones, Claude and Jeanne Crumley, Earl Shipley, Claire and Henry Barrett, Tubby and Spatz, Joanides and family, Art Bassett, Eva Mae Lewis, John and Shirley Tremblay Moran, the Claussons, Oliver Burch, Charlie and Jo Webb, Fred and Betty Proper, Mrs. Bessie Polack, Edith and Whitey Boyd, Bert and Corrine Dearo, the Bokaros, Charlie Jones, Genevieve Ward Sharp and Bud and Rose Lepper. — HARRY DANN.

Week-End Sale

Continued from page 60
man; Harry Haag, manager of transportation; Alvin Welch, manager of Ringling unit; wardrobe, Dorothy A. v. e. n. p. o. r. t., Charlotte Thomas and Hughey Burgeon.

Clown alley included Kenneth Waite, Felix Adler, Dick Lewis, Duke Anderson, Joe Lewis, Mickey McDonald, George LaSalle, Paul Jerome, Jack Kippell, Jimmy Armstrong, Frank Saludo, Charles Bell, Harry Nelson, Jackie LeClair, Oscar Lawande, Otto Griebling and Irving Romig.

Schmidt to Work

Continued from page 60
named. Newly designed poster cards are reaching final stages at Triangle Poster Company. Production of newspaper ad material will start next week.

Promoters James Hill, Sid Karp, Dick Rogers, Pat Flanagan, Sam Shaman and Eddie DeBoid are at work.

Leo and Jackie Davis, with the Clyde Beatty Circus last season, were visitors at the home office of The Billboard in Cincy last Friday (1), having just been released from General Hospital there, where Leo put in three weeks and Jackie eight weeks, both on major operations. They expect to be with the Kelly-Miller Circus the coming season.

Polack Eastern

Sam Polack, our general agent, was on for the opening at Lansing. Everyone is kept busy under the leadership of Mrs. L. J. Polack. Bobby Harrison has enlarged his props department with three new men plus last year's crew; Pop Hausman was shooting pictures at several performances.

Harold Conn has at last appeared in his home town, Lansing, after some 33 years in the circus business. Henry Kyes does a great job in the music, even if they do put his band in a far corner of the building.

The Cardboard Club has had several meetings. Visitors on the show included Hilda, Kirk and Nick Oranto, en route to Flint; Charlie Davis, Bill Kay and Johnny Simons of Flint; Dixie Davis and his committee from Flint; Bob Rich, Ted Hausman and Mr. and Mrs. Ed Mockey. Kathi King, a local youngster, has been our guest in clown alley, with Harold Conn applying the white.—BOB LORRAINE.

Orrin Davenport

After two big weeks in Toledo and Grand Rapids for the No. 1 unit and a big week in Saginaw for the No. 2 unit, we have joined forces for Detroit and Cleveland.

Visitors included Fred Moss, Bob Schultz, Gene Wakland, Henry Kyes, Georgetto Brothers, Earl Shipley, Bob Lorraine, Chick Yale, Vern E. Wood, the Shyrettes and Ed Lynch.

Felix Adler broke a lifetime record by going to bed at 11 p.m. Pa LaBlonde is the Daniel Boone of the aerial bars with his coon skin cap. Dorita Konyot still is one of the greatest menage riders. —DICK LEWIS.

HAPPY SPITZER

Presenting His Mule Act
"FOOLISH, WISE AND RECKLESS"
Appearing On
KEN MURRAY TV SHOW
March 2 and March 15
Next Opening
HUNT BROS.' CIRCUS
April 28
Permanent Address c/o The Billboard

ANIMAL MAN

Are you tired of traveling? Can you an experienced Animal Man to supervise feeding and cleaning of small tropical zoo. Year round job. Send picture, qualifications and salary expected in first letter.

Tropical Hobbyland

1525 N.W. 27TH AVE., MIAMI, FLA.

4 PHONEMEN

Wanted who can sell U.P.C. Book and Banners on 15 elephants, 10 street parking. For producers, 35 weeks consecutive on King Bros' Circus Advance Staff. Now working Jacez at Hickory, N. C.; Asheville, N. C.; Shrine, High Point, N. C.; Civitano, Noranton, Pa. Police and other top city agencies to follow. You must be able to produce and stage properly. Contact: E. M. B. V. A. S. Hickory, N. C.

PHONEMEN

Book, U.P.C. Tickets, Banners. JAYCEES CIRCUS OFFICE Room No. 23 414 1/2 W. Capital Street Jackson, Miss. Offices ready to go in 5 other cities

LEADER WANTED

For Flying Act, Amateur considered. Good solo. BOX D-137 c/o The Billboard Cincinnati 22, O.

E. K. FERNANDEZ WANTS

For His
ALL-AMERICAN CIRCUS
To Play JAPAN, HONG KONG, MANILA
and the HAWAIIAN ISLANDS . . .

LIONS, TIGERS, ELEPHANTS, MENAGE HORSES.
PONIES, MONKEYS, SEALS, CHIMPS, FLYING ACT.
AERIAL BARS, HIGH AND LOW WIRE ACTS, Etc., Etc.

People to leave for Japan about March 15. I will pay transportation and board and lodging while in Japan.

ALL PERFORMERS MUST HAVE PASSPORTS AND SHOTS FOR CHOLERA, TETANUS, TYPHUS AND PARATYPHOID.

All people that I have contacted, please write.
WHAT COULD BE BETTER THAN A WONDERFUL TRIP TO JAPAN WITH EXPENSES PAID FOR THE FIRST AMERICAN CIRCUS TO PLAY TOKYO AND OTHER CITIES.

Contact E. K. Fernandez
February, 1952
Billmore Hotel Los Angeles, California

WANTED

FOUR LITHOGRAPHERS WHO CAN DRIVE
Write. DO NOT telegraph or phone
RINGLING-BARNUM CIRCUS
F. A. BOUDINOT, 139 No. Clark St., Chicago 2, Illinois

ROGERS BROS.' CIRCUS

OPENS MARCH 19TH FOR 1952 SEASON
Can use reliable Promotional Men capable handling crews of men in such cities as Augusta, Atlanta, Chicago, Pittsburgh, Detroit and can operate clean. We have the cities but need capable, enter men to handle them. Write SI BUREAU, Ft. Myers, Fla. Jack Turner, contact BL. Can use Workmen for all departments and a couple of Clowns for Big Show. Chel Kels and Barney Beard, contact Rogers.

NOW ORGANIZING NEW CREW

WANT PHONEMEN FOR TEN BIG CALIFORNIA
SHRINE CIRCUS DATES STARTING MARCH 10TH
STEADY WORK—NO LAZYFOLKS
MUST BE OBTUSEMEN AND ABLE TO SELL CLEAN
CONTACT
JIMMY RISON—POLACK BROS.' SHRINE CIRCUS
OFFICE—512 So. Second St. Louisville, Ky.
WRITE—DO NOT PHONE OR WIRE

TELEPHONE SALESMEN
COMM.—HONOR.—ADVANCEMENT
Apply
G&A RADIO PRODUCTIONS
264 W. Cary St., Richmond, Va.
222 W. Commerce St., San Antonio, Tex.
Angelina Hotel, Lufkin, Tex.

POLICE AD MEN
For official sheriff and police magazine. Oklahoma, West Virginia, Colorado, Nevada. Top commission, permanent. No drafts. No collect calls. No advance. Write
SOUTHWEST LAW
Box 608, Tucuman, N. M.

PHONEMEN WANTED
Faster concert deal. Tickets and program. 25% Veterans of Foreign Wars sponsorship. Write or phone 3-2669. No collect calls.
C. SIGNORELLI
43 Hamilton Ave. Auburn, New York

CALLIOPE WANTED
New or used; steam or compressed air. State full particulars.
OCIE HUNT
105 W. Third Sweetwater, Texas

PHONEMAN
FRATERNAL PUBLICATION
Est. 52 years—Steady job, no travel, no advances, no drinkers. Hours 9 to 12, 1 to 5. If you can't follow instructions, stay away.
Phonem Geneva 0713, Minneapolis, Minn.

NOTICE
We are interested in sponsoring a small Circus or Roadshow; must be clean and top-notch.
A. L. BREWSTER
Commander, DAV
580 N. 21st St. Salem, Oregon

WILL H. HILL CIRCUS
Show opens early in February.
Place Circus Acts. Interested in Family and Platform. Will act in feature for concert. Good opening for Side Show with own outfit. Apply: Apple, Grass Stand, Popcorn, Novelties open. Candy Pitch open to reliable party. Address all mail and wires WILL H. HILL, General Delivery, Biloxi, Miss.
P.S. Pay your own.

CROWN & FLAP SHOES
Made of finest quality
and wearing material.
SEND FOR FREE CIRCULAR
LESTER, LTD. 14 W. Lomb St. Chicago 7, Ill.

PROMOTION URGED AT CONN. MEETING

Bartlett Re-Elected President; Johnson, Leonard Named Veeps

HARTFORD, Conn., Feb. 2.—Advertising and promotion is one of the most important factors in a fair's success, Jack Reynolds, manager of Eastern States Exposition, Springfield, Mass., told delegates to the 38th annual meeting of the Association of Connecticut Fairs at Hartford County Auditorium here Saturday (28).

He urged fair executives to spend more than half of their advertising budgets on newspaper space with the balance on radio, television and posters. Reynolds also cautioned that entertainment must be good, plentiful and clean, adding that people come to the fairs to learn something new, compare their methods with those of experts and to have a good time.

Adrian Potter, also of the Springfield annual, outlined the exhibit policy at Eastern States Exposition and Bilge A. Dodds, of Gouverneur, N. Y. Fair, related how strong attractions had built up front-gate attendance at his fair. Dodds, chairman of International Association of Fairs and Expositions' government relations committee, also told of the work done to eliminate admission taxes at fairs.

Neely Turner, of Connecticut's agriculture experiment station, spoke on agriculture in England; Fred Lubitzke reported on the Department of Farms and Markets and Randolph Whaples, State 4-H leader, spoke on youth organizations.

Joseph Bartlett, North Haven,

Atom Exhibit On Option to Morristown

MORRISTOWN, N. J., Feb. 2.—Morris County Fair has been given an option on the United States Atomic Energy Commission's exhibition, covering 8,000 square feet and including 25 unit displays, it was announced this week.

Option was obtained thru efforts of Sen. H. Alexander Smith and Nelson Lyon, chairman of the Par-Troy Hills planning board. At a special meeting of the annual's board of trustees, fair manager Alexis L. Clark presented a budget amounting to \$13,000. The board voted to accept \$5,000. The manager was authorized to invite a local corporation or individual to guarantee the fair against loss for the other \$8,000.

While agreeing that the atomic energy exhibit would be a potent crowd lure, the board and Clark were unwilling to accept total responsibility. They felt that the vagaries of weather and other circumstances beyond their control made such a move risky.

Starting last year the exhibition was placed at three Midwest and Southern State fairs. The State Civil Defense Division of New Jersey has promised full cooperation in publicizing the exhibit and in urging its 165,000 volunteer workers in 550 municipalities to see it.

Committee was named to aid the fair in efforts to offer the exhibit. It includes John Roach Jr., Robert Moore, Gen. Norman F. Ramsey, E. P. Baleh, E. J. McEwan, Sen. David Young, Frank Valgenti, William J. McEiry and Gen. E. H. Hawkwood.

Akron, O., Event Elects Cromleigh

AKRON, Feb. 2.—Joseph M. Cromleigh is the new president of Summit County Fair Board here a director for two years, he was chosen at the board's annual meeting.

Other officers elected were R. J. Berno, vice-president; Elder A. Fisher, secretary; and E. M. Palmer, treasurer. Fair will be held at Summit Beach Park, September 9-14.

was elected association president for his sixth consecutive term. Other officers include Paul Johnson, first vice-president; Emerson Leonard, second vice-president; and Mrs. Laura Bartlett, secretary-treasurer.

Board of directors includes J. Francis Ryan, D. Everett Neelans, Horace McKnight, Donald Williams, John Leahy, William G. Stark, James Fuller, Warren Brockert and Henry A. Kreser.

One-day meeting ended with dinner and a flourish presented by Harry Heari, a to Z Entertainment Bureau, Hartford.

Grandstand Rates Hiked At Sacramento

SACRAMENTO, Feb. 2.—Boost in prices of grandstand general admission and reserved seats at the 1952 California State Fair has been decided by the board of directors.

Evening performances seats will be \$1 for adults, up 40 cents from last year. Children, admitted free at night in 1951, will be able to see the show for 60 cents. Reserved seats are being boosted from \$1.20 to \$1.50 for both the afternoon and night shows.

Ned Green, secretary-manager, said that counties that had exhibited last year had indicated their intentions to again show. Several counties have requested larger space. The number of foreign countries to show has been upped to 10 with the addition of New Zealand and Japan requesting space.

BUSY BOWL LOOMS

Dallas Fair to Profit From Pro Grid Transfer

DALLAS, Feb. 2.—State Fair of Texas looks forward to its busiest and most profitable football season in history with the moving of the National Professional Football League New York Yanks franchise to Dallas. The Yanks franchise was bought by syndicate of Dallas businessmen and the name was changed to Texas Rangers.

Altho no definite deal has yet been worked out, backers have indicated a desire to play in the 75,311-seat Cotton Bowl. The fair gets rental and percentage of the take in the bowl and also a percentage of concessions.

Pro grid move to Dallas means at least six additional games in the bowl, to supplement one of the best line-ups of college games the stadium has skedded in many years.

Pro deal also means at least one and maybe two pro games will be played during the 16 days of the State Fair in October. This would help boost attendance and take.

About 16 professional and college football games loom for bowl in fall, plus Negro college game and several high school games. Pro games may boost number of tilts to be played during fair itself to 10.

Stadium schedule of major games tentatively includes Southern Methodist games with Duke, Georgia Tech, Kansas, Texas A&M, Baylor and Texas Christian; Texas vs. Oklahoma; Texas A&M vs. Oklahoma A&M; University of Mexico vs. Austin College. In addition, the new Dallas pro team will play six home games. Status of exhibition game sponsored early in season by Dallas Salesmanship Club between Detroit Lions and Green Bay Packers is uncertain but probably will be played.

Games skedded during fair will include SMU-Georgia Tech, Texas-Oklahoma, Mexico-Austin College, a Negro college game, four or five high school games and one or two pro games. Stadium averaged about 55,000 per game last year and drew a total of 457,552. Officials believe, total of 700,000 in

Meetings of Fair Assns.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 9-8. F. A. Lashley, Department of Agriculture Parliament Buildings, Toronto.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 14. J. M. Dean, Jackson, secretary.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., February 22. Glen B. Boyd, Ozark Empire Fair, Springfield, Mo., president.

Fred McCargar Dies Suddenly In Chico, Calif.

CHICO, Calif., Feb. 2.—Fred McCargar, who managed the Salinas Rodeo for 25 years and a week ago was named to manage the local Third District Fair, starting February 1, died of a heart attack here Monday night (28).

McCargar was appointed January 23 to succeed Maurice H. Hogan as manager of the local annual. Hogan recently resigned the post.

In addition to handling the Salinas Rodeo, McCargar was also associated with the Chamber of Commerce in that city. He moved from that post to that of the secretary-manager of the Monterey Seventh District Fair, where he served for four years. Upon resigning the last named, he was recommended for the local assignment by A. E. Snider, chief of the Division of Fairs & Expositions.

McCargar's death was believed to have been hastened by over-exertion involving sewage water from the basement of his Monterey home.

McCargar leaves his wife, two children and six grandchildren.

Record Turnout Marks Rocky Mountain Confab

GREAT FALLS, Mont., Feb. 2.—A record turnout of Montana fair executives showed up here this week for the 26th annual meeting of the Rocky Mountain Association of Fairs to set their 52 dates, sign attractions and elect A. F. Klingler, Shelby, as the organization's new president.

Representatives from 24 annuals were on hand for the meeting held here in the Rainbow Hotel, Sunday thru Tuesday (27-29) for a total attendance of 120 fair and attraction people.

Klingler succeeds Stephen J. Urs, Glasgow, as president. Dwight Howard, Savage, was named vice-president, and Clifford Conover, Shelby, was re-elected secretary.

Barnes-Carruthers Theatrical Enterprises, Chicago, was awarded the night show contracts for the Billings and Great Falls fairs, with Theatre-Duffield Fireworks, Inc., getting the pyro acts at the two annuals. Siebrand Bros. Shows were again awarded the midway pacts with rodeo bookings postponed to a later date.

Northern Exposition Shows closed for the midway pact at the smaller fairs, with the night grandstand shows split up between Williams & Lee, and Clarence Smith Theatrical Agency. Other midway pacts went to Forsythe & Davis, Northern Exposition and Hill's Greater Shows.

Okla. Execs Set Circuits At Conclave

STILLWATER, Okla., Feb. 8.—The trend toward establishment of fair circuits in Oklahoma, which first got under way last year, was again prominent at the 4th annual conclave of the Oklahoma Association of Fairs here on the campus of Oklahoma A. & M., Sunday thru Thursday (27-29).

When fair delegates left the meeting several loops were in the process of being organized, mainly for the booking of carnivals on a package deal.

All association officers were re-elected, with H. Dale Martin, Wewoka, as president; L. M. Chessmore, Nowata, vice-president, and Vera G. McQuilkin, Oklahoma City, as secretary.

First day was turned over to registration and booking of attractions and was topped by the annual buffet supper which drew approximately 55 fair and attraction representatives.

Formal session began Monday with a welcome address by Dr. Oliver S. William, president of the college. C. G. (Pete) Baker and Wayne Lies led a discussion on "How to Stage a Successful Fair," and Harold Casey, on finance; Roscoe (Bo) Brecher, publicity, and A. A. Sewall and Claude Chessmore, entertainment.

The 1953 meeting is skedded to be held in Oklahoma City.

Louisiana Association Seeks Co-Operation of Schools

ALEXANDRIA, La., Feb. 2.—Louisiana Association of Fairs and Festivals this week went on record as favoring the closing of schools so that students could attend their local fairs or designated children's day. This move came about in the form of a resolution passed by the association at its annual meeting here in the Hotel Bentley, Sunday and Monday (27-28).

The two-day confab, was well attended by both fair delegates and attraction representatives. Keynote speech of the business sessions was made by Dr. A. H. Lafargue, outgoing president of the organization, who stressed the importance of the association's functions to the State's fairs.

W. E. Anderson, commissioner of agriculture, outlined the future of State's aid and Mrs. J. P. Bedell gave a report on the annual meeting of the International Association of Fairs and Expositions. The value of fairs as educational

Speakers at the business sessions included Gov. John W. Bonner, who lauded the fairs as a show-plate for the State's basic industry, agriculture, and J. Hugh King, president of the Washington Association of Fairs.

"A" circuit dates set are: Great Falls, August 4-9; Billings, August 11-16; Casper, Wyo., August 13-16; Douglas, Wyo., August 27-30; and Cheyenne, Wyo., September 1-3.

Circuit designation for the smaller fairs was voted out this year but the dates are as follows: Shelby, July 24-27; Havre, July 28-30; Lewistown, August 1-2; Dodson, August 9-10; Baker, August 15-17; Forsyth, August 19-21; Terry, August 22-23; and Sidney, August 25-27.

Also Glendive, August 30-September 1; Basin, August 15-17; Powell, Wyo., August 21-23; Miles City, August 26-28; Chinook, August 30-September 1; Fort Benlon, September 5-7; Deer Lodge, August 22-24; Plina, August 23-24; Libby, August 31-September 2; Hamilton, September 4-6; Kalspell, September 10-12; and Glasgow, August 30-September 1.

Beasley CNE Bingo Looted Of 10G Stock

TORONTO, Feb. 2.—Estimated \$10,000 in bingo prizes were stolen Wednesday (30) from a Canadian National Exhibition midway building here. The prizes were owned by William Beasley, operator of the games during fair weeks.

Among the prizes were 208 radios valued at \$40 each, six electric food mixers and six toasters. Several radios were shattered on the floor of the building, where the thieves dropped them in loading the merchandise into a truck. The theft was discovered by a watchman.

Mineola to Raze Track Fencing

MINEOLA, N. Y., Feb. 2.—President J. Alfred Valentine of the Mineola Fair this week awarded a contract for demolishing fences about the fairgrounds race track in preparation for the September 9-13 edition.

Razing fences will afford easy access to all parking areas on the grounds. The new arrangement will permit creation of three new lines of exhibition area concession space, with more than 3,000 feet in extra frontages. Changes are made necessary by a large new public parking area planned by Nassau County.

PNE Completes Board Line-Up

VANCOUVER, B. C., Feb. 2.—Pacific National Exhibition here completed its 1952 board of directors recently by the addition of 10 names to the list. Included are Bernard Allen, William Manson, G. L. Landon, W. H. Pym, J. C. Hackney, Hedley Firbank, Orville C. Cook, Laurence Johanson, and one representative each from the Vancouver and New Westminster boards of trade.

Honorary directors include S. P. Cromie, Mrs. Tilly J. Rolston, A. G. Canning, W. J. Borrie, Leslie Gilmore, W. H. Hicks, Mrs. Mary Lipsett, M. M. O'Brien and Thomas Sommerville.

Forrest City, Ark., Plans 10G Building

FORREST CITY, Ark., Feb. 2.—St. Francis County Fair will start construction work soon on a new \$10,000 livestock building with plans for completion by fair time.

Bidding also will be used for livestock shows and sales in addition to its fair use.

Name Coulter Ottawa Prexy; Gains Listed

OTTAWA, Feb. 2. — L. L. Coulter was elected president of the Central Canada Exhibition Association at the annual meeting of the group held here recently.

In his report to the meeting, Dr. W. A. Armstrong, outgoing president, said that during the year ending November 30, 1951, \$80,000 was spent on improvements and additions to the Lansdowne Park grounds of the annual. The money went for installation of a new tile floor in the lobby of the Coliseum, rewiring and repainting, new grandstand seats, additional toilet facilities, extension of paved roads and water service, construction of a football practice field and a baseball diamond and resurfacing of flooring in the new wing of the Coliseum.

Number of entries in all departments of the 1952 exhibition set a new record, Dr. Armstrong said. He reported that all improvements and additions made last year came from association revenue. Further improvements are planned, but the program necessarily will be hampered by the shortage of building materials, Dr. Armstrong said. The schedule of exhibit space for next year shows the need for new buildings.

Name Other Execs

In addition to Coulter, S. F. Dudson and D. M. Stewart will serve as vice-presidents. H. H. McElroy was retained as general manager and J. K. Clarke as assistant general manager and secretary. Directors chosen include W. E. Burton, William Henry, Fraser Hurman, Dr. E. F. Johnston, Clarke Mansfield, J. W. Miller, C. D. Ogilvie and Stewart, agricultural section; Thomas F. Argue, G. M. Armstrong, Dudson, George W. Pingle, Frank O. Plant, Don B. Reid, George A. Rich and John Wilkinson, merchants, manufacturers and general section; Coulter, controller, Mayor Charlotte Whitton, W. Hamilton, J. Morin, Y. Grant Shaw, E. Query, M. M. Walsh and D. McMillan, all aldermen, city council section.

Life directors include Dr. Armstrong, D. Roy Campbell, Sam Crooks, A. H. Fitzsimmons, Dr. C. M. Geldert, H. Stanley Higman, Frank H. Plant and E. A. Eand. Guest of honor at the meeting was Stanley Woodward, United States ambassador to Canada.

Galt, Calif., Adds One Day

GALT, Calif., Feb. 2. — With an extra day added for the 1952 run, the Sacramento County Fair here will be held July 17-20. Robert Baker, new secretary-manager, said Baker succeeded Sam Kallett, who resigned.

Baker said that the extra day will give commercial exhibitors more time to display their products.

The fair will not have pari-mutuel racing but efforts will be made to hold local quarter horse running, Junior department activities, such as livestock exhibits and 4-H Club programs will be stressed.

Red Bluff, Calif., Seeks 35G Bldg.

RED BLUFF, Calif., Feb. 2. — A request for a prefabricated building costing about \$35,000 has been filed with the State Division of Fairs and Expositions by the Tehama County Fair board here.

The structure would be located near the Home Economics Building and give the annual an added 14,000 square feet of exhibit space.

Hamburg Event Re-Elects Barnes

HAMBURG, Ark., Feb. 2. — L. T. Barnes, Hamburg, was re-elected president of Ashley County Fair and Livestock Association for the sixth consecutive year.

Ben Posey, of Crossett, was named vice-president and co-ordinator of program activities; Tom Durham, of Hamburg, was re-elected secretary-treasurer.

Winter Fairs

- ARIZONA**
Mesa—Maricopa Co. Fair, March 1-5, Mar. 10, Colton, 111 N. 15th St., Phoenix.
- CALIFORNIA**
Imperial—California Mid-Winter Fair, Feb. 23-March 1, D. V. Stewart, Indio-Riverside Co. Fair & National Date Festival, Feb. 19-24, R. M. C. Fullerton, Indio.
- FLORIDA**
Gaines—National Orange Show, March 6-16, R. Z. Smith.
- FLORIDA**
Cocoa—Indian River Orange Jubilee, Feb. 20-23, R. L. McClure.
- FLORIDA**
Daytona Beach—Ballia, Fair, First week Feb. 23-March 1, R. Z. Smith.
- FLORIDA**
Deltona Beach—Gladwin, Feb. 18-23, R. C. Lawson.
- FLORIDA**
Kissimmee—Sportsmen's Expo-Lake Co. Fair, March 17-22, Karl Lehmann, Kissimmee.
- FLORIDA**
Port Myers—Southwest Fla. Fair, Feb. 4-8, Jack D. Hughes.
- FLORIDA**
Largo—Florida Co. Fair, Feb. 18-23, J. H. Logan.
- FLORIDA**
Orlando—Central Fla. Expo, Feb. 23-March 1, Crawford T. Burford.
- FLORIDA**
Plant City—Florida Strawberry Festival, Feb. 23-March 1, O. B. Paton.
- FLORIDA**
Tampa—H. H. Fair & Casapartita Assn., Feb. 18, P. T. Strieder.
- FLORIDA**
Winter Haven—Florida Citrus Expo, Feb. 18-23, PHILLIPS.
- LOUISIANA**
Baton Rouge—West Feliciana Fair Assn. Feb. 21-22, C. Postre.
- TEXAS**
Houston—Houston Fair Stock Show, Jan. 26-Feb. 10, Herman Engel.
- TEXAS**
San Antonio—Livestock Expo, Feb. 14-24, James F. Grote.

Race Handle \$1,350,488 At Barrington

GREAT BARRINGTON, Mass., Feb. 2.—Last year's Barrington Fair contributed \$1,350,488 to the State's total racing revenue. It was revealed in a State Racing Commission audit report.

Local annual's sum was wagered by 52,535 persons. In 1950, 57,689 fair visitors laid out \$1,095,107. Report also showed that the 1951 Three-County Fair, Northampton, had 41,171 customers who bet \$975,612.

Total handle for 1951 was \$113,162,585, against \$105,002,850 in 1950. State share of racing revenue for 1951 was \$2,503,983.08, compared to \$7,592,654.91 for 1950. Attendance was 3,357,941 in 1951 and 3,337,427 the previous year.

Dallas Adds Holstein Show

DALLAS, Feb. 2.—State Fair of Texas has announced it will present a Pan-American Holstein Show as a feature of its livestock shows at the 1952 expo in October.

Ray W. Wilson, manager of fair's livestock department, made final arrangements for show with the board of directors of Holstein-Friesian Association of America, which will be co-sponsor of the show. Premium list of \$10,000, plus six silver trophies, has been announced. Wilson said this is largest premium to be offered for Holstein-Friesian breed at any show in the country this year.

Goal of 250 head of cattle has been set. Premiums include \$500 award for each State herd exhibited. Champions will be named and awards given at "Parade of Champions" along the same lines as successful "parades" held at the 1951 Pan-American National Hereford Show and 1951 All American Jersey Show. Wilson said booking of show follows policy of fairs in recent year to feature dairy and beef breeds at show in alternate years. About 25 other breeds of dairy and beef cattle, horses, sheep, swine, and goats also will be shown at the fair.

Minn. Short Course Set For March 3-5

MINNEAPOLIS, Feb. 2.—The sixth annual Minnesota fair management short course, co-sponsored by the University of Minnesota and the Federation of County Fairs, will be held in the Radisson Hotel here March 3-5.

Fair executives from outside the State and from Canada have been invited to attend this year's course which will include a wide variety of topics. Included on the program are discussions of radio, safety rules, exhibits, premium books, remodeling of fairgrounds, insurance rates, State aid, Social Security and withholding tax.

South Jersey Sets Dates, '52 Program

CAMDEN, N. J., Feb. 2.—Edgar R. Schuler, general chairman of South Jersey State Fair and Exposition, this week completed committee arrangements for this year's annual which will be held May 25-June 1. Schuler said that a permanent fair site, directly across from the entrance to the Garden State Race Track, has been secured. Because of increased interest in the event, larger headquarters have been opened on the sixth floor of the Broadway-Stevens Building here.

O. C. Buck Shows again have been awarded the midway contract, and James Cassidy has purchased exclusive rights to the glass pitch concessions on the independent midway for the second year.

An innovation this year will be the setting up of juvenile clubs. Secretary Sam Burdord, a leading numismatist of this area, plans to display his collection currently on display in the fair's general offices. It has created considerable interest among daily visitors concerned with that portion of the fair's program, Schuler said.

Thousands of pennies of all dates have been secured and, under the proposed plan, will be given to children of South Jersey who will be taught the methods of becoming coin collectors. The moppets will receive their coins at the fair office daily. Prizes to be awarded the finest collections include cash, ribbons and trophies, Schuler said. Eugene R. Tanz is directing the annual's public relations department.

Jersey Annuals Study Problems

TRENTON, N. J., Feb. 2.—Advance ticket sales, promotional stunts, balanced publicity and special features were aired in general discussion at a Farmers' Week meeting of the New Jersey Association of Agricultural Fairs January 28.

The fair's session was one of 40 farm and commodity organizations holding meetings during the week-long 80th annual Farmers' Week sponsored by the State Department of Agriculture.

Summarizing activities of the 18 agricultural fairs held in 1951, association Secretary William C. Lynn reported a total attendance of 700,000, of which 657,500 was at gate fairs, and the remainder at free 4-H events of one to three days.

Definite commitments on State aid to fairs cannot be made at this time, W. H. Allen, State secretary of agriculture, informed the group. The budget has been presented to the Legislature, but it has not been acted on yet by the appropriations committee. There are hopes for some increase in aid to fairs this year.

Dates were announced by 12 fairs. They are Burlington County Fair, Aug. 1-2; Sussex County Farm & Horse Show, August 5-9; Essex County 4-H Fair, August 12-13; Monmouth County 4-H Show, August 15-16; Morris County Fair, August 19-23; Middlesex County Fair, August 20-23; Atlantic County 4-H Fair, August 21-23; Flemington Fair, August 26-September 1; Cumberland County Fair, September 16-20; and New Jersey State Fair, September 21-28.

Annual meeting of the association is scheduled for May, at a date to be determined.

Seymour Elected Prez At Claresholm, Alta.

CLARESHOLM, Alta., Feb. 2.—Fred B. Seymour was elected president of the Claresholm Stampede and Fair Association at its annual meeting. He succeeds Dr. P. J. Carroll, who resigned because of ill health.

Other officers are: Honorary president, Dr. P. J. Carroll; vice-presidents, J. S. Merchant and Ed Toone; secretary, Harry R. Dawson; treasurer, Jack Hamman; business manager, Ralph Berlin; rodeo managers, Pat Burton and Dick Andrews; arena director, Pat Cocklin.

PENNSY MEETING NOTES

Easy Approach Gets Headliner for Confab

NEW YORK, Feb. 2.—It took only a letter or two from Charles W. Swoyer, executive secretary, to persuade Charles F. Brannon, U. S. Secretary of Agriculture to attend the annual meeting of the Pennsylvania Association of County Fairs in Reading last week. Originally, it had been hoped to get Dr. J. S. Dorton, manager of North Carolina State Fair and immediate past president of the International Association of Fairs and Expositions, to fill the feature spot. However, the doctor was too busy at home formulating plans to replace the grandstand destroyed by fire at Shelby (N. C.) Fair, which he also operates in addition to Charlotte (N. C.) Fair. Commenting on the coup in securing Brannon as a headliner, Swoyer said that the "big fellows" were often the most approachable, and easiest to get for a worthy cause.

Lewis on Mexican Jaunt
Samuel S. Lewis, president of York (Pa.) Fair and recently appointed secretary of forestry and water by Pennsylvania's Governor Fine, was scheduled to leave this week with Mrs. Lewis for a lengthy vacation in Mexico. Before leaving, Lewis reportedly met in New York with booker Frank Wirth to discuss plans for his fair's 1952 grandstand presentation. Annual uses several name personalities or groups each year and it is believed that the formula for '52 will follow the same pattern.

Allentown By-Passed
Secretary Reba Schall, Allentown Fair, hoped to have the 1953 Pennsylvania meeting slated for her town, but lack of co-operation on the part of hotels there nixed the possibility and Harrisburg was chosen. Altho hotel accommodations in Allentown are believed at least to those in Reading, hostilities reportedly would not guarantee a sufficient number of rooms. President and Mrs. Howard Signmaster, Allentown, are vacationing in Miami.

Bennie Weiss Adds Two
Big-hearted Bennie Weiss added two fairs, Flemington, N. J., and Lehighton, Pa., to his route of skillo dates. Bidding was competitive and heavy, Bennie reported. Only two dates remain to be added for a full season, and it is likely that the route will be full before completion of the New York fair meeting, Bennie said. Wife Martha, nearly as well known in her own right, accompanied Bennie. Son Jackie, still in the Army, reports a happy existence.

12 From Harrington
A group of 12 represented Harrington (Del.) Fair and provided the largest single delegation. The expense of jaunts undertaken by big groups interested in the Maryland circuit reportedly poses no problems, since the annual clubs highly lucrative earnings from pari-mutuel trotting meets staged annually at its plant.

Spangler Plans New Units
R. M. Spangler and his son, R. M. Jr., operators of Rolling Green Park, Sunbury, Pa., and Red Lion (Pa.) Fair, planned to head for Florida after the meeting. While there they will discuss new units with Ben Schiff, manufacturer of rides. Then, purely for pleasure, the senior member of the clan will head for Mexico. Business last year was the best ever experienced by the Spanglers, and the outlook for this year is even better.

Surgery Aids Hartzman
Bill Hartzman, treasurer of the Cetlin & Wilson Shows, is getting along nicely after undergoing a spinal operation prior to Christmas at Duke University Hospital to correct a nerve condition. The surgery eliminated pressure on a nerve that was wedged between two spinal disks. While it is still too early to gauge all possible results, all-round success is indicated by the fact that Bill looks better ahead, but it is more than likely that he will again be shoveling silver and bailing bills come spring.

Bucky Allen to Tampa
Bernard (Bucky) Allen, concession manager, World of Mirth Shows, and president of the National Showmen's Association, represented both organizations at the Southern and Pennsylvania fair meetings. He is scheduled to leave Monday (4) for Tampa to join Frank Bergen, World of Mirth general manager.

A. Hymes Adds Dates
Concessionaire A. Hymes added Flemington (N. J.) Fair to the list of annuals at which he has specialties. Hymes reported that he will again play all fairs in conjunction with the Cetlin & Wilson Shows (Continued on page 75)

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Cincy's Coney Gets Feet Wet; Costs 10G

CINCINNATI, Feb. 2.—With the Ohio River standing at 57 feet, Coney Island here is getting a dunking which park officials have learned to expect and accept as routine in the over-all operation of the spot. President and General Manager Edward L. Schott said late yesterday that unless heavy rains push the river further out of its banks that the clean-up job will only cost \$8,000 to \$10,000. Floods under 60 feet generally do minor damage, he said.

The entire park surface is now covered, including the floor of the administrative office highest point in the resort. Water stands six to seven feet over Sunlite Pool lockers, located in the park's lowest spot. The renovation of this area, said Schott, is about the toughest job in rehabilitating the park after a flood because of the many locker surfaces which must be cleaned. Schott is pleased that the water is three feet below the

hardwood dance floor of Moonlite Ballroom. A dousing of the floor would, perhaps, entail a costly repair job, altho in recent years special construction methods in putting down the floor have minimized losses.

As customary, at the close of the season park personnel removed all equipment which is not permanently installed. This includes ride cars, motors, restaurant equipment, cash registers, Merry-Go-Round horses and kiddieland equipment.

B. Brown Takes Supt. Position At Summit Beach

AKRON, Feb. 2.—Bernard C. Brown, for 12 years superintendent of Detroit's Eastwood Park, has been named superintendent of Summit Beach Park here. The appointment was announced by Ed Palmer, manager of Summit Beach. Last year Brown was superintendent of Jefferson Beach, Detroit.

Brown will be in charge of a general redecorating and rebuilding program at Summit Beach. Palmer said the Akron spot bid in competition with several other parks for Brown's services.

Palmer also announced that Elder (Bud) Fisher will take over the park's publicity post. Fisher is publicity director for Griffiths-Palmer Enterprises, Akron outdoor spot's promotion agency.

Swanson Named Jantzen Beach Co. President

Retains Manager's Post; Wells Stays As Board Chairman

PORTLAND, Ore., Feb. 2.—Erle G. Swanson Jr., manager of Jantzen Beach Park the past two years, has been named president of the Hayden Island Amusement Company, park operator, it was announced this week.

Swanson continues as park manager and succeeds Harvey Wells as president. Wells retains his position as chairman of the board. Wells, an insurance agent and State senator, was president for 22 years and relinquished the post because of other business interests.

Swanson came to Jantzen from Timberline Lodge on Mount Hood, where he was assistant manager for three years. He is a World War II veteran and a University of Oregon graduate.

At Jantzen Beach Ballroom Thursday (74) about 2,500 customers paid \$1.50 to hear Johanna Ray sing at a youth organization benefit. Ray, top recording star, is a native of Portland and formerly sang at night clubs here.

Package Video Kid Show for Rock's Spot

NEW YORK, Feb. 2.—Sherwood Company, local firm packaging television shows, has put together a half-hour weekly offering that will originate at Rockaways Playland, be carried by the National Broadcasting Company video network and be sponsored by a nationally-advertised brand of children's shoes.

Leo Greenland and Oscar Lerman, of Sherwood, assembled the package. Format of the show or the prospective sponsor were not disclosed. Greenland said the deal would be cemented shortly and claimed the show would be unique. If sold to the sponsor, the stanza will start in late April and run 26 weeks.

Rockaways has added a kiddie Bug ride from R. E. Chambliss and a kiddie Jeep from Allan Herschell for the coming season. Three mechanical ticket dispensing units

have been installed. The park is lining up new sites for outdoor advertising, and two new charter bus firms will service the spot from New Jersey.

Management reported that despite the weather over last weekend (27-28), business paid exceptionally well. Weekly ads are run in the Long Island Daily Press informing the public that the spot is open. WNBC and WNBT, key radio and TV stations here for National Broadcasting Company, push the park at different hours each week as part of the reciprocal plug program started last season.

Worthington Named Mgr. At Woodside

PHILADELPHIA, Feb. 2.—Three-man executive committee of the board of directors of Woodside Park here was appointed this week to carry on operation of the spot.

Robert F. Irwin Jr., vice-president, will be executive head. Elmer F. Strunk, secretary and treasurer, and Austin F. Platt, director of public relations, are others on the committee. The board named J. J. Worthington, assistant general manager, general manager of the park.

Presidency of the park, a post held by Norman S. Alexander for many years until his death recently, will not be filled for the time being, according to the board. Alexander also was general manager.

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Two Eastwood Rides Peddled To Kelmans

NEW YORK, Feb. 2.—Ed Kelmans, operator of two parks in this area, announced that he had purchased the Dodgem and Pretzel rides and a dozen public address hook-ups from liquidating Eastwood Park, Detroit.

Kelmans was in Detroit January 24 and dealt with Abner Rosenzweig, vice-president and general manager of Eastwood. The former will place the rides and public address equipment at Indian Point Park, Peekskill, N. Y. He also operates Seaside Park on Long Island.

He bought 12 of 25 Dodgem cars two years old, steel floor plates and their under structure and the roofing of the Eastwood building housing the ride. Pretzel ride has 13 cars. Kelmans said.

The other 14 Dodgem cars were being held for sale to George A. Hamid for use at White City Park, Worcester, Mass. Kelmans said. Delivery on Kelmans' purchases will be immediate. He reported that Cuban interests had purchased Eastwood's Bubble Bounce, Moon Rocket and Caterpillar.

4 Scheduled A. C. Projects To Cost 500G

ATLANTIC CITY, Feb. 2.—The city commission has promised four capital improvements costing some \$500,000 will be completed in time for the resort's 1954 centennial celebration. The promise came as the five-member planning committee of the newly created Atlantic City Centennial Association, Inc., met with the commission to discuss plans for marking the resort's 100th anniversary.

Erza C. Bell, local hotelman who heads up the celebration association, told the city commissioners that if the four permanent improvements are to be completed by 1954, his group will make plans to do in with them.

The Atlantic City Centennial Association, Inc., was organized a week earlier as a move to carry the projected exposition forward. The group, headed by Bell, and representing the various phases of the resort's business and amusement

TV to Originate At Palisades, Says Rosenthal

NEW YORK, Feb. 2.—Playing it close to the vest, Irving Rosenthal, co-owner of Palisades (N. J.) Park, this week claimed that a deal was "practically set" which would see two weekly network television shows originate at the spot this season.

However, he named neither sponsors nor network. His claim on network shows was one better than that recently made by Rockaways Playland. Rockaways is committed in its dealings to the National Broadcasting Company.

Rosenthal disclosed that negotiations between Palisades and Terrell Jacobs had reached the contract stage before being abandoned. Rosenthal claimed he decided against bringing Jacobs and 22 cats to the park because of the noise the beasts might make after closing hours. The park is in a suburban residential district.

Palisades plans to enlarge the sanding area about its swimming pool and install a wading pool for children. Rosenthal is still searching for a flashy ride to place near the spot's office building. He envisions something as eye-catching as a Velare Bros. Sky Wheel.

Chateaux in Miniature exhibit presented last season at the park will not be back, Rosenthal said. Instead, the structure used for the display will be turned into a private guest house for staff use.

Golf Replaces Live Ponies At Ga. Kidspot

MACON, Ga., Feb. 2.—Baconsfield Kiddyland, only moppet spot in this area, will add a miniature golf course and discontinue use of live ponies this year, according to Owner J. T. Thrasher Jr. The course will be adjacent to the Kiddieland.

Thrasher said ponies were being dropped because he found the animals frightened some small children. The pony ring was near the entrance and Thrasher figured that some youngsters were reluctant to enter the park if they had to approach the ponies.

The spot was opened in 1950 and has had two fairly successful seasons. Season runs from April to October here and the spot is open on week-ends in the fall. There are four rides, Auto, Swings, Kiddie Merry-Go-Round and Boats.

Baconsfield is five blocks from downtown Macon, adjacent to the city swimming pool and across a street from the zoo.

life, was organized at a meeting in the convention bureau. The association will act as a nucleus for a large committee with an anticipated membership of some 1,500 persons. The first action of the association was to name the subcommittee to meet with the city commission on the capital improvement program.

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L.A. NOTES

Ruback Org Contracts Eunice Fair

ALEXANDRIA, La., Feb. 2.—Jack Ruback, of Alamogordo Exposition Shows, closed to provide the midway attractions at the '52 Southwest Louisiana Fair, Eunice, at the annual meeting of the Louisiana Association of Fairs and Festivals here this week. Dates this year will be October 15-19.

Harry and Edna Madison, former owners of Madison Bros' Shows, recently closed their eat stand and photo gallery in one of the department stores here and expect to move soon to New Orleans.

Mr. and Mrs. Eddie Moran, who repped Southern Valley Shows at the conthb this week, had Mrs. F. Nouis and Mrs. K. Mora as guests. Billy King was also on hand for the show.

Other shows and representatives here this week included Jimmie Henson and Mae McGee, Greater Dixieland Shows; W. P. Materlock, Harry Burke Shows; C. A. Hensley, Scheider Just for Fun Shows; Mr. and Mrs. Floyd O. Kile, Kile Shows; B. W. Hottle and Hal Dunn, Buff Hottle Shows; Jess Wrigley, 20th Century Shows; J. O. Green, Snapp Greater Shows; H. V. Peterson and H. M. Booth, Tivoli Exposition Shows; C. I. Anstead, Groves Greater Shows; Lloyd A. Burdick, Ocean Springs Amusement Rides; Ralph R. Miller, rides; Cliff Lics, rides; Bill Raines, Raines Amusement Company, and Harry Cloud.

Phoenix Club Committees Set

PHOENIX, Feb. 2.—Operating committees for the Arizona Showmen's Association were announced this week by Don Hanna, newly elected president.

Personnel of the groups will include:

Board of directors: P. W. Sibrand, Lloyd Wilson, Walter Towers, Lee Charles Deary, H. Sibrand, C. P. Zeiler, Frank Morrow, C. O. Hayes, Jack Austin, Marguerite Stone, Hal Stone, C. A. Galimore, Joe Dwyane, D. W. Yeakle, P. H. Sibrand, Joe Sibrand, Harry Clark and Vance LaJuna. Also Louis Block, John Hicks, Harry L. Gordon, John Eicher, Walter Towers, Lee Wilson, Harry Dwyer, Nora Lucas, Laura Patrick, Betty Wilson, Earl Salley, Dede Sibrand, Ralph Hestman, Joe Sibrand and Marguerite Sibrand.

Finance: Harold Dwyer, P. W. Sibrand, C. P. Zeiler, Jack Austin, Lloyd Wald, M. Sibrand, Kenneth Burke, Lloyd Wilson, Melvin Gallamore, Harry Clark and John Stone. Tony Masseth, Harry Berko and Ed Lungren.

Ways and Means: Marguerite Stone, Rae Morrow, Janette Sibrand, Cora Ritter, Virgie Waters, Bodee Yates, Jim Sibrand, Harry Clark, Francis Perkins, Mary Stevens, Cito LaJuna, Grace Reynolds, Elizabeth Towers, Polly Gallamore, Marie Berko, Marcia Burke and Eadie Chadwick.

Sick and relief: Harry L. Gordon, D. W. Yeakle, Walter Towers, Orlane Hale, Laura Patrick and Beanie Rose. Secretary: D. W. Yeakle. Marguerite Stone, Harry L. Gordon, Harry Clark, C. A. Galimore, W. R. Sibrand and Mark C. (Continued on page 66)

R-C Org Control Sold to Crawshaw

NORTH VANCOUVER, B. C., Feb. 2.—Royal Canadian Shows will go out this season under the sole ownership of George Crawshaw who recently bought out William Boney, his partner of long standing.

Org will open at Vancouver in April and will tour Western Canada, playing stampedes and celebrations. Signed for the third successive year are events at Medicine Hat, Cardston and Swift Current.

Staff line-up under the new owner will be George Crawshaw, president; Jerry Crawshaw, manager; Richard Crawshaw, treasurer and lot superintendent, and James McAllister, general agent and press agent.

Caravans Club Mother Dies in Milwaukee

MILWAUKEE, Feb. 2.—Katie Owens, club mother of Caravans, Inc., Chicago show club, died here Friday (1) while visiting with her sister.

Mrs. Owens, who had been club mother for four years, was the widow of the late Colonel Owens, veteran outdoor showman.

Award Beam Midway Pact At Farmville

FARMVILLE, Va., Feb. 2.—Directors of the Farmville Fair Monday (28) awarded the 1952 midway contract to Beam's Attractions. The dates are September 22-27.

Awarding of the Farmville dates comes on the heels of an announcement by Owner Merle Beam last week at the meeting of the Pennsylvania County Fairs Association in Reading in which he said that he would invade the South for the first time with his shows. For the past 23 years the routing of the organization has been confined largely to Pennsylvania, its home State, and Maryland.

In Reading, Beam said that he had assurance of several dates in Virginia and North Carolina. The unit is interested in acquiring celebration dates as well as fairs.

Collins Org Opens Tour May 1 in WQ.

MINNEAPOLIS, Feb. 2.—William T. Collins shows will open on its home lot here May 1, with its '52 tour booked solid. Bill Collins, owner-manager, announced.

Collins recently returned from his rounds of fair meetings with a complete route for the coming season and is busy lining up concessions.

Gus Pappas will be back to manage the office-owned concessions. Will Carter has booked his cookhouse, and Clarence Sayre his Motordrome and an eat stand. Filpino Jimmy will handle the Side Show and Snake unit. New 165-foot banner has been ordered for the former and Jimmy has already lined up 14 acts for the show. F. C. Adams has booked his popcorn and Whipper will come on with four concessions.

Work in quarters is sheded to begin March 1 with plans to redecorate all show fronts and re-title back-end units.

Owner and Mrs. Collins have received several visitors recently, including Charles Carroll, Veterans United Shows; Mr. and Mrs. William Wolf, Greater Shows; and Mr. and Mrs. Henry Hingt.

20th Century Inks Tex. Fair

PASADENA, Tex., Feb. 2.—In its first move into Texas, the Al Martin-E. D. McCray 20th Century Shows this week signed to provide the midway attractions at the Pasadena Fair, October 21-25.

J. C. (Jess) Wrigley represented the show with Robert Thompson Jr., signing for the fair. A railroad show played here in '51.

Show Folks Name Krekos Chairman Of Hi-Jinks Cele

SAN FRANCISCO, Feb. 2.—Mike Krekos, general manager of West Coast Shows, has been named chairman of the Show Folks of America Hi-Jinks to be held March 3 in the clubrooms at 145 Turk Street here. William Kindel, of Kindel & Graham, novelty jobbers, will serve as co-chairman.

The Hi-Jinks, an annual event, will be highlighted with a stage-show. Prizes will be awarded, the first three being war bonds. Other awards will include home appliances.

Harry G. Seber was named to head the Hi-Jinks committee. Frances Seber was named to serve as chairlady of the board of directors for the organization during 1952. Nathan Cohn will be co-chairman. The selections changed the usual procedure of the junior past president serving as the board's chairman. The death of Fred Weidmann during his term as president made the change necessary.

A BEASTLY THING TO DO

VENICE, Fla., Feb. 2.—Probably one of the most unusual applicants to apply for membership in a civic group recently became a member of the local Rotary Club when Tommy, a chimp from World of Mirth Shows, was voted into the group on an honorary basis.

Tommy and Andy, an albino raccoon, were presented as entertainment on the club's luncheon program. However, it was not decided what classification Tommy would receive, and the Rotarians planned a special directors' meeting to take up the matter.

Two Church Dates Slated By Manning

HAMMONTON, N. J., Feb. 2.—Two dates under church auspices here have been set for the week of July 23 and for July 14, respectively. Rev. Manning, pastor of the shows bearing his name, announced this week.

Week-long date will be sponsored by the local Holy Name Society. On July 14 the 77th annual Our Lady of Mount Carmel Feast will be observed. Anthony Phazza is chairman of the Daytons of the shows bearing his name, announced this week.

Fireworks and acts will be featured at both dates.

Capital City Sets '52 Tour

LOUISVILLE, Feb. 2.—Capital City Shows will furnish midway attractions at 10 fairs and two celebrations. V. L. Collier, org's general agent, announced here this week.

Fairs will include two in Indiana, three in Kentucky, one in Tennessee, one in Alabama, six in Georgia and one in Florida. Two celebrations are Dayton, Tenn., Strawberry Festival and the Stearns, Ky., July 4 event, he said.

Show will open the middle of March at its Valdosta, Ga., winter base and will carry 10 rides, 35 shows, concessions and a free act. Cove monkeys, Wild Life and a be act. Bill Shaffer, sway pole.

Milton (Whitic) Perry has a skeleton crew in quarters, painting and overhauling equipment. A new panel Minstrel Show front has been framed for Willie Partee and his unit. Eddie Greene will have monkeys, Wild Life and a revue and Flash Harris will come on with his Motordrome.

Miami Show Club Sets Committee Chairmen for '52

MIAMI, Feb. 2.—Miami Showmen's Association this week announced committee chairmen for '52 with Robert K. Parker and Harry Westbrook heading the ways and means group.

Maxie Sharp will head up the year book and directory group; Benny Glasberg, house; P. F. at their home here this week. Only a few close friends were aware of the occasion.

The Bergens are en route to Tampa, where they will attend the Florida State Fair. They will vacation for several weeks after which they will return to Richmond where Frank intends to get his World of Mirth Shows winter quarters operating at full capacity early next month.

LAREDO, Tex., Feb. 2.—J. George Loos Shows this week signed a four-year midway contract with the Washington-Baird day Celebration here, with the pact to terminate March 5, 1956. J. George Loos, org's manager, has been elected to the board of directors of the event.

WOM Inks Dover, N. H.; Ups Fair Total to 16

RICHMOND, Va., Feb. 2.—A new fair slated for Dover, N. H., has been added to the route of the World of Mirth Shows. Frank Bergen, general manager, reported here this week. The annual, which will operate the week of June 30, will lead off the show's fair route. It is the 16th event carded for the 1952 season by the Bergen unit.

Date, which includes July 4, has promise of being a winner from the start, Bergen said. Show, like many other units, has long been in need of a solid spot for the holiday, and every effort will be made to turn the date into a growing annual.

Grounds are only a few miles from heavily patronized beaches, but Bergen said that appeal of a fair and the influx of visitors should insure success. The World of Mirth, which has garnered vacationist's dollars for years at many Maine dates, may well find the pickings equally good at Dover.

The route of 16 fairs, with each event limited to a week, is the annual run thru the middle of November.

Shows' still date route is virtually set, Bergen said. An announcement on the opening date is

Pan American Skeds Early Season Bow

LOS ANGELES, Feb. 2.—Pan American Shows, headed by Jimmy Wood with Louie Goebel as a partner, will open its 1952 season five weeks ahead of schedule with

Los Angeles switch at the California Mid-Winter Fair in Imperial, calling for the show to play that date for nine days starting February 23. The organization, which features committee-operated stands will use concessionaires for the first seven weeks of the tour. William Overly, general agent, said. The show has been booked also to play the Desert Cavalcade in Calexico and its inking marks the first time in 11 years that the event has featured a carnival. Overly said that Pan American will be part of the street fair with one city block to be used for this purpose.

After the Imperial run, dates in Brawley and El Centro are to be played. The Desert Cavalcade, one of the biggest events in the Imperial Valley, is expected to draw its largest crowd with the Mexican border being opened during the four days starting March 20. After nearly a week's stand in El Cajon, PA will be featured at the Sportsman's Show in San Diego, opening April 1 for six days. The show will be on the circus grounds of the Convair parking lot.

Overly said that the season is practically booked with many community events being scheduled. Show will carry 7 major and 7 kid rides, 3 shows, 14 light towers, an entrance arch, and 2 60-foot searchlights.

Bergens Mark 35th Wedding Anniversary

RICHMOND, Va., Feb. 2.—Mr. and Mrs. Frank Bergen celebrated their 35th wedding anniversary at their home here this week. Only a few close friends were aware of the occasion.

The Bergens are en route to Tampa, where they will attend the Florida State Fair. They will vacation for several weeks after which they will return to Richmond where Frank intends to get his World of Mirth Shows winter quarters operating at full capacity early next month.

Laredo, Tex., Cele Re-Inks Loos Org

LAREDO, Tex., Feb. 2.—J. George Loos Shows this week signed a four-year midway contract with the Washington-Baird day Celebration here, with the pact to terminate March 5, 1956. J. George Loos, org's manager, has been elected to the board of directors of the event.

expected shortly. Bergen said several major changes are planned for the back end, including the taking over of the top revue by Dixie Gordon.

Bernard (Bucky) Allen, concession manager, represented the show at many of the Eastern fair meetings. Bergen was unable to attend the confabs because of illness. Agent Gerald Snellens attended the Western Canadian A Circuit meeting on an exploratory mission.

Nat Rodgers Elected Prez By Tampa Club

TAMPA, Feb. 2.—Nat Rodgers was elected president of the Greater Tampa Showmen's Association at its regular Monday (28) meeting here. Lloyd Serfass was named first vice-president; C. J. Sedlmayr Sr., second vice-president, and O. J. Weiss, third vice-president.

Elected to the board of directors were Harry (Irish) Gaughn, George Ringlin, Tommy Arger, Pete Burkhardt, George Rinehardt, William Clain, Pat Delany, Sam Gordon, Jack Potts Horbett, H. (Doc) Hartwick, Edward M. Hunter, T. W. Kelly, Eddie Zaccchini, Earl Maddox, Pat McGee, Ray Myers, Glenn Porter, Harry Rubin, Dave Wise, Bill Perrot, Charlie Gross, Al Tomalin, Jack Norman, Jack Young and George Schwertfeger.

Judges of the election were C. J. Sedlmayr Jr., and Kenny Reveling, with Hal Hall and Anthony Waver as stand-ins.

NSA Ladies Entertain 50 Servicemen

NEW YORK, Feb. 2.—The 50 servicemen entertained by the Ladies' Auxiliary, National Showmen's Association, Wednesday (30) at Rosoff's Restaurant here were welcomed by Mrs. Bess Hamid, auxiliary president, and her husband, George. Cell Forman, Jean Harris and Rae Gruberg acted as hostesses.

While dinner was served, auxiliary members Helen Young, Flo Thompson and Mildred Ford provided singing, dancing and piano selections. A line-up of acts was presented by Anita Goldie, courtesy of the George A. Hamid office, after dinner.

In addition to the auxiliary, those present included Dan Thaler, Ike Weinberg, Louie King and Jack McCormick. A late arrival was Cecil Merson, who had just returned from Baltimore.

Tampa Auxiliary Names Dolly Young As '52 President

TAMPA, Feb. 2.—Mrs. Dolly Young was unanimously elected president of the Ladies' Auxiliary of the Greater Tampa Showmen's Association, at the organization's annual election here Wednesday (30).

Also elected without opposition were: Mrs. Nat D. Rodgers, first vice-president; Mrs. Pat McGee, second vice-president; Mrs. Geraldine Gaughn, third vice-president; Mrs. Jimmie Owens, treasurer, and Mrs. S. E. Fillingham, secretary.

Names to the board of directors were Mrs. June Boyles, Katy Burkhardt, Lorraine Brady, Evelyn Clain, Doty Carrell, Ellen Edwards, Vera Hauk, Lola K. Hunter, Mary Lee Homen, Myrtle Jeter, Nell King, Lucille Liehtler, Hazel Maddox, Id. Morin, Bonnie Norman, Luona Plus, Mary Paslensky, Bertie Perry, Florence Rubin, Ella Stophel, Hattie Wagner, Mary Wenzik, Grace Lamay, Esther Young and Patty Ann Sciortino.

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SHOWS—Class House, Fun House, Monkey Show.

RIDES—Will BUY, LEASE OR BOOK LATE MODEL TILT AND OCTOPUS.

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RIDE HELP—Foreman on Merry-Go-Round, Foreman on Chairplane, Man to handle two new factory built Auto and Jeep Rides, also Second Men on all Rides. Must be sober and reliable and licensed semi drivers. Agitators and gyms, save your time and mine. All replies to

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CONCESSIONS—Binky Punks of all sizes, SHOWS—Want 8-in-1 or 10-in-1, Monkey, Girl, Mechanical, Athletic, Snake, Pinball, Motordrome, Monkey Speedway, Can furnish complete lists of shows and equipment with transportation, all in best of condition, no responsible parties only. RIDES—Want Bally-Fun House, Party Ride, Ball-O-Plane, Rock-O-Plane, C-Crime, Chairplane, Bally and Live Horses. (Send free contact) Can place help on all Rides, Merry-Go-Round, Wheel, Octopus, Spinning, new Tilt, Riddle Run, Fun House (OPENING IN APRIL) FOR BALLY—Send special list for 25 Wheel, Good Ideas and in good condition. Also general targets, \$250.00 each. All replies to

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Winter Quarters

Virginia Greater

SUFFOLK, Va., Feb. 2.—Party was held Saturday (26) at quarters here to honor the newly married Evelyn Mitchell and James R. Mobley, of the U. S. Navy. Manager Rocco Masucci was host, and among those present were William C. (Bill) Murray, shows general agent and business manager; Earl Hayes, George Gillespie, Clyde Thomas, Jimmy Thomas, William Smith, Joe Corey, Ike, Mike and Leo Mattini; Ronnie Pruc, Sam Mitchell, Bum Montgomery and Mr. and Mrs. R. Mitchell, parents of the bride.

Bob Milliken is expected here shortly from his home in Atlanta. He will be the shows' chief electrician and mechanic and will have charge of renovation of rides here. Fletcher Gibson, Merry-Go-Round foreman, is due here in a few days, as is popcorn operator Tony Buzzell.

Mr. and Mrs. Benny Lall visited quarters recently from their home in Norfolk, Va., and reported that they will operate one of the girl shows this season. Mr. and Mrs. Jessie Brown will come on soon to get their "Cotton Club Minstrel Revue" ready for the road.

Page Bros.

SPRINGFIELD, Tenn., Feb. 2.—The Ferris Wheel purchased recently has arrived at quarters. Five men are readying equipment for April 19 opening. Tennessee fairs recently signed by General Agent C. C. Leasure include Clinch, McMinnville, Springfield, Oakland City, Camden and Lewisburg.

Leader

EDMONTON, Alta., Feb. 2.—A. J. Ody, owner, his wife, Nancy, and son, Adam, returned here from a motor trip to Chicago. They visited amusement parks and shows. Ody purchased considerable equipment. Shows will play four provinces in 1952.

JACK PERRY—Gen. Mgr. WILLIE LEWIS—Bus. Mgr.

ROSS MANNING SHOWS

OPENING MARCH 1ST (SOLDIERS' PAY DAY), AUGUSTA, GA.

AUSPICES: POLICE PENSION FUND (2 SATURDAYS)

CAN PLACE: Cookhouse, Ball Game, Mitt Camp, Duck Pond, Age and Scales, Custard, Class Pitch, Basket Ball, High Sticker, Six Cat, Penny and Cigarette Pitch, Long and Short Range Gallery, Novelty, RIDE HELP—Want Foreman for Sulfine, Dipper, Second Men for all Rides, some devices prepared. RIDES: Will book Tilt, Rolloptane, Can place Kid Rides.

Due to disarrangement have opening for Side Show Operator. We have complete set-up, all new items, sound, etc. Splendid opportunity for money maker.

SHOWS: Funhouse or Class House, Minstrel Show. Have complete set-up. Want Man to take out Life Shows and Girl Show equipment with transportation, all in best of condition. Will transport. Have to start billing August 6, Feb. 20th.

Want Billposter with transportation. Have to start billing August 6, Feb. 20th.

This show set 35 weeks. Following fairs ahead (three pending): Woodstock, Va.; Martinsville, Va.; High Point, N. C.; Asheville, N. C.; Statesboro, N. C.; Lexington, N. C.; Leesburg, N. C.; Hamlet, N. C.; Lancaster, S. C.; Conway, S. C. Write or wire

ROSS MANNING, c/o New Warehouse, Kingstree, S. C.

CONY ISLAND SHOWS

OPENING IN MARCH—WANT

SHOWS—Side Show, Mechanical Show, two Girl Shows, Monkey or small Circus, Minstrel, Unicorn, Illusion, Wildlife, Big Snake, or any good Grand Shows. Will furnish outfits to replace shows.

RIDES—Pony Rides, Spiffins, Roll-O-Plane, Dark Ride, Caterpillar, RIDE HELP—Foreman (Must be good, sober Truck Driver) for Little Beauty Merry-Go-Round, Wheels, Tilt-A-Whirl, Chairplane, Scooter.

CONCESSIONS—Penny Arcade, Cookhouse, Scales, Age, Custard, Photos, Palmistry, Lead Gallery, Pan Game, Ball Games, Suckers, Jewels, Balloon Darts, High Sticker. All Concessions that work for stock. Bob Burlington wants Bingo Help.

MISCELLANEOUS HELP—Show Painter at once, Builders, Electrician, Winter Quarters now open, Fair Grounds, Maryville, Tenn.

21st Century Shows

WANT WANT

SHOWS—Minstrel Show Manager with Talent; we have complete outfit. Will book any Show of merit not conflicting. We have tents and fronts for operators with ideas. RIDES—Will book Sky Fighter or other Minor Ride not conflicting. Will also book Kid Rides not conflicting. HELP—Can place Ride Help in all departments. Top salaries to those who drive. EVERYONE CONTRACTED. PLEASE GET IN TOUCH. (Bill Kennedy, writer)

Address: E. D. McCRARY
 HILLSBORO HOTEL, TAMPA, FLA., FEB. 5 TO 10; OR BOX 126, OTTAWA, KANSAS

GREEN MOUNTAIN SPORTSMEN SHOW

BOX 477 WHITE RIVER JUNCTION, VT.

WANTS

Any type Fish or Game Exhibits, all types of Model Exhibits. Also interested in small Circus. WHAT HAVE YOU TO OFFER? "Planned to thousands." It's the largest outdoor sport show in New England. Show Dates: May 29 thru June 1.

BAZUKA-STRATO GUN CONCESSION

Complete outfit mounted on '46 Chev-Fordster Van type truck; 5 Guns, 2 air comp. motor driven traveling Target, Frame, Nets, Pipe Framing, cost over \$5,000. Any reasonable offer will be accepted. Illinois forces sale.

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 102 S. W. 7th Ave. Miami, Fla.

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Parties, White etc., Turkey Wheels, Star Wheels, Big Six Wheels, Horse Race, Baseball, Cigarette Wheels, Double Wheels, Laydowns, Penny Pitch.

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\$50—\$75—\$100 DAILY!

Sell 3 1/2 oz. pieces of fine gaudine tropical, shirabiki, etc. Material in attractive colors. Excellent for women's suits, sport shirts, etc. Easy to carry with regular line. Fast moving in popular demand.

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 Sam Salomon, 8111 North Kenmore Ave. Chicago, Illinois SU 2-1525

FOR SALE

SUICIDE JAP PT BOAT

Mounted in special built 35 ft. trailer with Rac tractor. Plenty exhibit material. Unit set up for walk-thru. Ready to roll. Crew quarters built in. Everything you need. P.A. system, etc.

P. O. BOX 686
 Columbia, S. C.

W.G. WADE SHOWS

WILL SEE YOU AT THE TAMPA FAIR

FEB. 8-16

Can also be reached at the Tampa Terrace Motel

C. P. O. Box 1488
 Detroit 31, Michigan

Page Bros.' Shows

Opening Springfield, Tenn., April 19th. Want Cookhouse, Photo, Ball Games, Custard, Arcade, Minkie Punks of all kinds, Side Show, Snake, 1 here all equipment. Operator for Monkey Show and new Fun House, Foreman for Merry-Go-Round, Tilt, Ride Help on all Rides. Top salary. For Sale—28-foot Semi, 2 Light Plants, 7 1/2 and 17 1/2. Cheap.

W. E. (Shotgun) Page
 Bay View Hotel Tampa, Fla.
 P.S.: Bennie Ackers and Joe Jenning, contact.

FOR SALE

1 Lila Plant and Merry-Go-Round Can be seen here. Penny, Warner Model, 30 ft., 20 horses, 2 Horses, 100 ft. All-in-All. Chalmers power unit, perfect condition, ready to operate, \$2,000 cash, no terms or lease. 18 ft. W. Light Plant, beautiful, new, used 2 seasons, 110 amp or 110, 200, ground cables, switch and fuse box, heater, Lila 800 cash. Come see them, a good chance. Inquire Red Fruit Co. or phone 783.

EVY WANT
 General Delivery, Sunnyside, Mississippi P.O. A. Evans, contact me.

L. J. HETH SHOWS

NOW BOOKING FOR SEASON 1952

Shows, Rides, Concessions. Can place Ride Help, must drive.

Address: North Birmingham, Ala.

WANT TO BUY

Or rent with option to buy, small Concession Trailer, preferably without fixtures.

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Want Frocks and Novelty Acts. State salary and all particulars in first letter.

Midway Confab

Mr. and Mrs. W. E. Page, owner-operators of Page Bros. Shows, who are wintering in Tampa, plan to return to org's winter quarters in Springfield, Tenn., about March 1. . . . W. L. (Doc) Wallace, veteran Side Show manager, reports that he recently took delivery on the Jacobs Ladder which will add to his electronic act. . . . Homer R. Shazar has returned to San Antonio following a vacation in Mexico. . . . Lew Allen, Side Show operator, and Lou Hall, concessionaire, have joined C. C. Groscurth's Blue Grass Shows which are slated to open their season in Owensboro, Ky., April 17.

Mrs. J. Lusk and daughter, Connie, who are making their home in Dallas, attended the Canadian Class A Fair Circuit meetings in Winnipeg, Man., despite the 30 below weather. Joseph Glidaco, who worked bingo for Jackie Hornfield before retiring from the road two years ago, is in Ward 17-3A, Veterans' Hospital, Lebanon, Pa., and would like to read letters from friends.

Jack Wallace, formerly with Mound City Shows, info from Lansdale, Ark., that poor health will keep him off the road in 1952. He plans to operate a small ride unit in a Benton, Ark., city park. . . . Turner Scott has brokered Jimmie Mraz's Kiddie Fire Truck and Pony Cart for his Daytona Beach, Fla., permanent spot and now has four rides on the layout. . . . Hall and Leonard Side Show joined Barney Tassell Shows in Bowling Green, Fla., recently. Francis Doran is featured and Ivy Doran is handling tickets.

J. P. (Jimmy) Sullivan, owner-manager of Wallace Bros. Shows, was presented with an elaborate chime clock by the Western Canada Class B Fair Circuit in recognition of his 16 years' association with the loop. Presentation was made at the circuit meeting in Winnipeg.

Geraldine Pease is in Milton, Fla., recovering from a recent serious illness. Following a brief visit with his mother in Milwaukee, Willie Moore Harris has returned to Dyersburg, Tenn., to assume his duties as photo gallery manager for James L. Reed for 1952. He also will have charge of other concessions. This season marks Harris' fourth with Reed.

Mrs. Ethel L. West, veteran trouper and known in carnival circles as Ethel Larenso, is in ill

health and practically destitute at her home, 809 Fernwood Drive, East Point, Ga. She has lost the sight of one eye but would like to read letters from friends.

Clarence E. Jennings, former concessionaire, has opened A.B.C. Novelty Sales in Detroit to supply bingo merchandise to veteran organizations. . . . Mr. and Mrs. Frank Dubeay, vacationing in Tampa, have signed to operate two concessions on the Down River Amusement Company this season. Charles Otis, wintering in Paducah, Ky., will have three units with that org.

West Coast Exposition Shows, No. 2 unit of the Mike Krekos organization, has been awarded the contract to play the Cloverdale Citrus Fair, Cloverdale, Calif., beginning February 19. This marks the first time that a big show has played the fair. Exposition is taking its entire line-up of equipment there.

Lee Brandon, one of the three general agents for Orville N. Crafts in North Hollywood, is in Los Angeles making side trips to book Crafts 20 Big Crafts Exposition and Crafts Fiesta. The other two agents are Tom Wyckoff and Leo Haggerty, who only recently was appointed to this spot as well as manager of Fiesta Shows.

Royal American's Posing Show this season will feature Rita Cortes and include girls from China, Spain, France, Hawaii, Egypt and America under the title, "Continental Beauties of the World." Leon Miller is preparing a special brochure for the offering and will produce the show.

E. L. Smith, after visiting quarters of Snapp Greater Shows, Joplin, Mo.; F. C. Bogle Shows, Arma, Kan.; and Cherokee Amusement, Erie, Kan., visited Parada Shows' quarters at Carney, Kan., where full-scale preparations were going on for the new tour. Bill Mitchell, his Merry-Go-Round foreman friend, was away on business, but General Agent H. L. Daffin told Smith that the org is booked solid, including a number of fairs and celebrations. Mr. and Mrs. H. C. Swisher, owner-operators, have returned from a Texas and Mexico vacation. Forest Swisher and Mr. and Mrs. Earl McReynolds have purchased new house trailers.

Raymond A. Walton, former animal exhibit operator, has been named sales manager of the Illinois Fireworks Company, Danville, Ill.

FAIRS — FAIRS — FAIRS

WILLIAM COLLINS SHOWS

"Pride of the Northwest"

NOW BOOKING FOR 1952

FAIRS STARTING IN JUNE AND ENDING THE MIDDLE OF SEPTEMBER BOOKED SOLID, NO LAYOFFS. Write what you have. All mail answered. FAIRS INCLUDE—Starting June 19th, Crosby, N. Dak.; then Bofineau, Cando, Minnewaukan, Rugby, Fessenden, Grand Forks, all N. Dak.; Wadena, Perham, New Ulm, Bird Island, Hutchinson, all Minn.; La Crosse and Marshallfield, Wis.; Sioux Falls, S. Dak., and Hobo Days at Britt, Iowa.

CONCESSIONS—Will book all kinds of Slum Outfits, open midway, new policy and reasonable privileges. Everything open except Bingo, Percentage, Long Range, Grab, Floss, Cookhouse and Popcorn. Want Man and Wife for Pan Game, Hoopla and Glass Pitch. Concessionaires, get your season's work before the other fairs start; it costs you a 3¢ stamp to inquire. POSITIVELY NO CYPRESIES. Good proposition for Arcade.

SHOWMEN—Here is a real opportunity for independent Showmen with their own outfits. Will book reasonable any Show of merit other than Side Show, Snake, Motorcade. Can use Man and wife for First class combination Fun House; must be Fun House Man and one who is able to stand properly; will have to drive semi. Test, answer. Want to hear from organized Minireel or Millibilly Show. We have the best of equipment and good transportation, will treat you right and give you a fair proposition. We don't want the biggest show but a good, high class, fast starting "Patented" show. We will furnish everything except talent, wardrobe, working men and sound system. Want Managers for Girl Shows and Posing Shows or will give them both to a good Manager, but Revue must be presented strictly as a Revue when necessary. Must have good wardrobe and young girls and do something else besides coach. This is an opportunity for someone to have a big season if you have what we want and can cooperate with the office. We will furnish everything except sound system, talent, workmen and wardrobe.

RIDES—Will book reasonable any non-conflicting Rides such as Ponies, Caterpillar, Spitfire, Dipper, Roll-O-Whirl, Rock-O-Plane or what you have you?

RIDEMEN—Can use Help on all Rides, Foreman, Second and Third Men, Man for Office, Front Gate, Towens, Searchlight, Mechanic's Helor, Electrician, all must drive semi-trailers. New policy on wages, etc. Best of treatment. NO DRINKING tolerated. It will pay to inquire and only cost you a postcard or 3¢ stamp.

REPEAT: ALL MAIL ANSWERED. WRITE AT ONCE.

WM. T. COLLINS, Owner; ART SIGNOR, Mgr.

801 E. 18TH ST. MINNEAPOLIS, MINN.



LAWRENCE Greater Shows

AMERICA'S MOST PROGRESSIVE CARNIVAL

WANT FOR 1952 SEASON

FOR OUTSTANDING ROUTE OF STILL DATES AND FAIRS
WINTER QUARTERS NOW OPEN

CONCESSIONS: Stock Concessions of all kinds. Also Arcade, Long and Short Ranga Gallery, Age and Scales, Cookhouse and Custard.

SHOWS: Side Show with or without outfit. Couple to handle Trained Rhesus Monkeys; must have some animals of your own. Have complete outfit for this show. Man to operate Snake Show and Unborn. Have specimens and outfit. Wild Life Show. Want organized Girl and Posing Shows that will be in keeping with the high standards of our midway. Illusion Show with good attractions inside. Any Grind Show.

HELP: Want Office Secretary, Foreman for all Major Rides, also Second Men. If you know your job we can use you. Need Builders, Painters and General Help in quarters. Lot Man and Diesel Electrician, one who understands Caterpillar Units, Fun House Operator, Man to take care of concrete set of Kiddie Rides, Truck Mechanics and Assistants. Want Help for office-owned Concessions. Morris Lipsky would like to hear from all of his help and show people. Jimmy Perandy and Tiny Dempsey, contact.

WRITE OR WIRE MORRIS LIPSKY or SAM LEVY, Suite 7-J, 333 W. 57th St., New York City
OR WINTER QUARTERS, GROWER'S WAREHOUSE, DUNN, N. C. PHONE: COLUMBUS 5-3242.

Conklins Get CNE Pact

Continued from page 36

cluding candy floss, frozen eustard, candy apple, popcorn and refreshment stands. These should be held for open bidding, he said.

Terms Listed

Percentage terms covering shows and rides are to be the same in the new contract, with the CNE receiving 35 per cent of the gross after taxes on all rides and shows except the circus, 25 per cent on the circus, and 25 per cent on rides being operated for the first time.

The flat fee based on footage covering the concession units will be raised, as will the \$2,000 rental paid on the Conklin bingo stand. Mayor Lampport reported that rent on the Beasley bingo unit will be jumped from \$10,000 to \$18,000, but the actual raise reportedly has not been decided.

Conklin's previous pact with the CNE limited operation of bingo units to two. However, it appeared likely that a third unit will be allowed, starting this year, and that it will be awarded on competitive bidding.

Lampport Only Dissenter

Hughes has been authorized by President H. A. Northey and directors to negotiate with Conklin and Beasley for more money in payment for concession space. Mayor Lampport alone opposed the awarding of the midway pact to Conklin. Conklin is in Florida, but is expected here early next week.

CNE execs are believed to have no desire to squeeze the highest possible dollar out of midway interests. The Conklin units alone paid the CNE \$60,000 in percentages and rents during the past five years. This sum, averaging \$140,000 yearly and representing an estimated gross for the period of \$2,600,000, is probably a record for fair midway operation.

With an estimated average annual gross of \$560,000, the Conklin interests have earned a gross income of \$2,130,000 for the same period. A big percentage of this income, of course, went to operators of shows and rides contracted by the Conklins especially for this date and for erection of numerous permanent-type buildings to house both shows and rides.

May Tax Buildings

Mayor Lampport also proposed the midway buildings erected and owned by the Conklins and used only during the staging of the exhibition be taxed by the city. No opposition to this move was recorded, but it is reliably reported that the new midway contract will provide for a maximum percentage payment to the CNE of 25 per cent on all units in the event that the tax is imposed.

The expired Conklin contract called for operation of 17 rides, 10 or more children's rides, six modern shows, three Funhouses, one Arcade and a dining hall.

The development of the CNE midway zone by the Conklins was widely heralded as one of the greatest advancements in the presentation of fun units at fairs. The costly presentation was made possible only by the awarding of contracts covering several years, thus making it possible for operators to amortize their investment.

Despite the widely-publicized opposition on the part of Mayor Lampport, no other showmen were reported interested in attempting to buy the midway plant from the Conklins. The operation is unique and was originated and put into effect by the Conklins.

The new contract will run thru 1956. The mayor is elected to a one-year term.

CETLIN & WILSON SHOWS

★ Opening Saturday, April 25th, in Petersburg, Va. ★

Fairs start in July and then all Fairs until middle of November. ★

WANT Octopus, Spitfire, Looper, Fly-o-Plane, Hi Ball or any Ride that does not conflict. Will furnish wagons for same and assure you a route of outstanding State and County Fairs.

WANT Grind Shows of all kinds with own equipment. What have you?

- All legitimate Merchandise Hunky Pans open. No exclusive.
- Can place experienced Workmen in all departments. Can also place Foremen.

Winter Quarters will open in Petersburg, Va., Fairgrounds late in March. All Address

Cetlin & Wilson Shows, P. O. Box 787, Petersburg, Va.

HILL'S GREATER SHOWS

Want for the Best Route in the West. Opening 1st of March.

CONCESSIONS: Hunky Pans of all kinds, no exclusive. Will sell "Ex" on Mug Outfit and Frozen Custard. SHOWS: Will book any Show of merit. Wonderful Route for Motorcade. Want Side Show with or without frame-up (Ernest Leibes, wife). Want Snake Show, Fun House, Glass House. Have 2 Beautiful Girl Show Frame-Ups open (Mac MacDonor, wife). HELP: Want Ride Men in all departments. Foreman for Flying Scooter, also Second Men. Foreman for Spitfire, also Second Men. Second and Third Men on Tilt-A-Whirl. Second Men for Merry-Go-Round and Wheel. Foreman for Midge Racer, Foreman and Second Men on Kiddieland. 2 Men for Light Towers. Have opening for Electrician (Bill Jones, wife if comin). Want Bulbposter and Benarman Combination. This Show just completed a Route of 12 of the Top Fairs and Celebrations in Montana. Starting at Livingston, Montana, 4th of July, followed by Helene, Butte, Deer Lodge, Anaconda, Bossman, Basin, Wyo.; Powell, Wyo.; Miles City, Mont.; Glasgow, Mont.; Ft. Benton, Mont. and Kalspell, Mont., followed by 7 New Mexico and Texas Fairs.

ALL WIRES AND MAIL P.O. BOX 1108, ARANSAS PASS, TEX. (PHONE: 488)

H. P. HILL, Sole Owner and Manager

GEORGE CLYDE SMITH shows

OPEN LATTER PART OF APRIL WANTED

Ball Games, Fish and Duck Pond, Custard, Candy Floss, Photos, High Striker, Pitch-Till-U-Win, String Game, Hoop-La, Cigarette Gallery, Long and Short Range Gallery, Six Cats, Balloon Darts, Penny Arcade, Girl Show, Motordrome, Snake Show, Mechanical City, Monkey Show, Wheel Foreman and General Ride Help. Wanted also Truck Mechanic.

GEORGE C. SMITH

P. O. Box 521, Cumberland, Maryland

1ST CALL F. C. BOGLE SHOWS, INC. 1ST CALL

11-SHOWS-11 FREE GATE 7-SHOWS-7

NOW BOOKING FOR STAR STUDDED ROUTE IN KANSAS, MISSOURI & OKLAHOMA

LONGCATIONS—Everything open except Bingo, Cookhouse, Derby, Will book P.C. if you have stock. Positively no flats. SHOWS—Have tops and fronts for Blue Show, Girl Show or any Grand Shows, excellent means of deal for Shows with own equipment, especially Motor Drums. RIDES—Will book non-conditioning Motor Rides, Kiddie Rides—Will book any of our own equipment, especially Funhouse Operator, Second Men and Foreman for Till, Spiffles, Octopus, M&L (salary of P.C.), Wiper, Quarters new ones. WANT—Mechanics, Ride Boys, Let Men, Adv. Man, Painter, Solder, Frankie Panetti, Arm Smith, L. B. McNeese, Gene, former mech. Peppers Show, wire called, have good deals for you.

Write F. C. BOGLE, Mgr., Arma, Kansas

GRAND AMERICAN SHOWS

Opening April 14, with 8 major and 2 Kiddie Rides, vicinity of St. Louis. Still Route—Festus, Moberly, Clinton, Hannibal, Mo.; Ottumwa, Waterloo, Des Moines, Fort Dodge, Ames, Iowa. 15 celebrations and fairs starting in June, Iowa and Minnesota. Offering exceptional route and terms for Shows of all kinds; will furnish top, No Athletic Show, Want Shows, Arcade, Want capable Cook House and Grab People; will furnish outfit. Will place a few Hanky Panks. No graft. Want Ride Help who will drive semis. Write

L. O. WEAVER
P. O. Box 724, Fairbank, Iowa.

SHAN BROS.' SHOWS

Opening in April

Now booking Shows and Concessions. Want to buy Monkey Speedway and Two Kiddie Rides, must be in good shape. Want Painters; Duffy and Kiska, answer if at liberty. All replies

SHAN WILCOX, Maryville, Tenn.
P.S.: Will be at Tampa Fair, Feb. 9, 10 and 11.

CAVALCADE OF AMUSEMENTS

Can place high class Freak Show with own equipment. Will furnish wagons for same if necessary. Also have new Frame Up for high class Snake Show operator. Can place several Ride Foremen. Top wagons to capable men. Want Tractor Drivers and Mule Skinners, also several Train Hands and Polers. We open latter part of March.

Address AL WAGNER, Mgr.
Box 66 (Phone: 8-9553) Mobile, Ala.

YOUR ATTENTION, PLEASE!

We need a new or secondhand "High Striker" or "Ring the Bell" complete with maul. Must be in good condition, reasonably priced.

Write Box D-138, c/o The Billboard, Cincinnati 22, O.

THIS IS IT

HOMESTEAD, FAIR, WEEK OF FEB. 11, WHITE LOT; WEEK OF FEB. 18, COLORED FAIR

Can place Concessions and Monkey Parties of all kinds, Motor and Kiddie Rides and Shows of merit. This week, Berlin, Pa.

RARNEY TASSEL UNIT SHOWS
P.S.: Watch Billboard for future announcements for largest affair year on east coast of Florida.

SOUTHERN VALLEY SHOWS

OPENING FEB. 25, DELHI, LOUISIANA, LIVESTOCK SHOW

Want Concessions of all kinds except Peppers, Bingo, Fish and Duck Ponds, Set Point, Glass Pitch, all others open. Will book Shows with own outfit (no Get Shows), Want Ride Help, Foreman and Second Man on all Rides. (Baton, come and Winterquarters here open. Wire

EDDIE MORAN, MGR., MONROE, LA. TILL FEB. 23, THEN DELHI, LA.

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Tivoli Exposition Shows

NOW BOOKING RIDES—SHOWS—CONCESSIONS FOR 1952 SEASON.

E. V. PETERSEN, Mgr.
P.O. Box 742, Joplin, Mo.

Popcorn & Hamburger Trailer for Sale

All aluminum 8 ft. glass front. Fluorescent lights. New Coleman burners. New 4 ft. deep freezer. Some stock. Ready to go \$700. Takes it.

C. F. MAY
c/o Yellow Cab Co., Hutchinson, Kansas

WANTED

CONCESSIONS—RIDES—SHOWS

Can place useful Show People. What can you do for me? Celebrations, fairs, shows and more. Get in touch.

MANAGER, UNITED EXPOSITION SHOWS
Liberty, Texas

WANT CARNIVAL

With Rides, etc. for our ANNUAL SPRING VACATIONLAND FESTIVAL

June 21-29, 1952. Contact

R. W. CHRISTIANSEN
Chairman of Entertainment, Chetok, Wis.

Club Activities

Showmen's League of America

CHICAGO, Feb. 2.—Past President Lou Keller was in the chair at the regular Thursday night (31) meeting in the Hotel Sherman.

Arthur Morse and Morris A. Haft, league counsels, announced lease for the quarters on Washington Boulevard had been canceled and a report on several new locations will be made by next week.

Joe Murphy has been discharged from the hospital and is residing at the Lincoln Hotel. Lou Boden is still confined at his brother's home. Lou Berger is up and around again. No late report on W. C. Deneke.

President and Mrs. S. T. Jessop will represent the league at the Tampa club's banquet and ball.

Transfer of Canadian bonds has been completed and they now rest in the club's vault in Chicago. League recently received dividends on its six shares of Eastman stock.

Letters received from William Caraky, Nat Green, J. W. Conklin, S. T. Jessop, Richard Miller, Neil Webb and Ned Torti.

Vice-President J. P. (Jimmy) Sullivan info he'll be present at an early meeting. Al Kaufman is back from his Miami vacation.

Greater Tampa Showman's Association

Tampa, Fla.

TAMPA, Feb. 2.—Nat Rodgers, first vice-president, was in the chair at the regular meeting. Assisting him were Lloyd Serfass, second vice-president; C. J. Sedlmayr Sr., third vice-president; Vern Korhn, secretary, and Harry Julius, treasurer. George Ringlin delivered the invocation.

Dave Schwartz club accountant, read the annual report. Al Tomamini reported over 450 attended the fish fry at Gibsonton. Fish were donated by Tomamini and Robert Brown and after dinner the ladies beat the men in a softball game. Andy Zane won the casting contest.

Ringlin reported all hospital confined had been released with Bert H. Britt, Charles Shepperd and Charlie Myles recuperating at home.

A jamboree is skedged at the Florida State Fair for benefit of the club. Memorial services were set for Sunday (10) at 11 a.m., with the banquet and ball that night in the Terrace Hotel. Harry Julius is chairman of the latter affair.

Ladies Auxiliary

Mrs. Evelyn Kleider, president, handled the gavel at the annual meeting, held Wednesday afternoon (30). Also present were Mrs. Dolly Young, first vice-president; Mrs. Nat D. Rodgers, second vice-president; Mrs. Pat McGee, third vice-president; Mrs. Jammie Owens, treasurer; Mrs. S. E. Fillingham, secretary, and Mrs. Elton Edwards corresponding secretary. Lucille Lichliter delivered the invocation.

Following the report of committees Mrs. Rodgers explained in detail proposed changes in the bylaws. Grace Fillingham reported 420 members are in good standing, 117 delinquent and 250 in the memory fund. Ellen Edwards announced the Clover Garden Circle would meet February 21 and will hold a rummage sale March 8.

Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Feb. 2.—Rose Morrow, outgoing third vice-president, opened the regular meeting and introduced the following new officers: Don Hanna, president; P. W. Siebrand Jr., first vice-president; Betty Wilson, second vice-president; Ralph Horstman, third vice-president; William E. Saunders, secretary, and W. J. Siebrand, treasurer.

Kenneth D. Rogers and Burt L. Harris were elected to membership. John Lerman, of the Pacific Coast Showmen's association, was a visitor and spoke briefly. A table cloth auction is skedged for February 25.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Feb. 2.—The Valentine party was discussed at Monday night's (28) meeting. On the rostrum were Jerry Maekey, president; Charles Walpert, vice-president; Lou Manly, secretary, and Al Weber, treasurer.

Lights were dimmed in memory of Claude D. Phillips, who died Sunday (27).

Manly read communications from Mrs. Harry Rawlings expressing appreciation for flowers sent her husband in the hospital, and a report on Frank J. Morgan, who is a patient in an Illinois hospital. He also has on hand membership applications of Albert L. Wicks, Loren Owen, George E. Eastman and Lon B. Jennings. Raymond (Si) Otis was among those inducted.

Ben Beno, custodian and house committee chairman, advised that the clubrooms will remain open until 2 a.m. from now on.

Sam Dolman, membership committee chairman, said that anyone obtaining five or more members would receive dues free, a gesture of the president.

The February 11 meeting has been postponed because of the Valentine party. Edith Walpert and Gladys Maekey visited the meeting to check on the number of box suppers that would be needed. The hospital plan was discussed briefly with nearly \$500 more being contributed and pledged. The fund now has about \$3,000.

Introduced were K. C. Boulton, club's new attorney; Tony Mast, owner of Redwood Empire Shows; Al Lundenberg, now a novelty dealer in San Francisco; Harry Martin; Monroe Eisenman and Cheerful Gardner. Mike Doonan showed colored movies of the memorial services.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 2.—President Jeanette Hart called the meeting to order, assisted by the new officers, including Faye Davis, secretary; Babe Weinstein, social secretary; Marguerite Lohman, treasurer; Leona Gdynia, chaplain, at arms; and Rose Brown, sergeant.

Communications were read from Mrs. Bess Hamid and Katherine Gawle. Vern Schantz, assisted by Mary Russo and Arlene Sidenberg, took up a collection for the March of Dimes. Ida McCoy, chairman of the sick committee, reported Billie Cahle, Adele Walker and Teresa Sidenberg were confined.

Clara Campbell was surprised with a birthday cake, served by Nora Gdynia and Virginia Vonbrehen. Clubrooms have been decorated and new drapes and furniture have helped to make it more comfortable.

Babe Weinstein, social secretary, was commended for her work which entails considerable correspondence. Estelle Regan, '51 president, thanked all officers and members for their co-operation during her term of office.

Others attending the meeting included Rose Brown, Lotis Francis, Esie Wear, Florence Cobb, Joan Lipsky, Verma Schantz, Ellen Robertson, Mary Thompson Gene Wolf, Gertrude Lang, Norma Lang, Vera Jensen, Norma Raff, Lela Graber, Minnie Quillon and Daisy Day.

Verma Schantz won the door award, which was donated by Rose Brown.

Hot Springs Showmen's Association

310 1/2 Central Ave., Hot Springs

HOT SPRINGS, Feb. 2.—President Harry Zimdars called the regular meeting to order, assisted by H. P. McDonald, first vice-president; Charles Weaver, second vice-president; Paul Olson, third vice-president; and Clayton Holt, treasurer. Monty Winslow pinch-hit as secretary in the absence of Clint Shuford, who is in Tampa.

Dwight Bazinet, entertainment chairman, reported all in readiness for the Valentine's Day dance at Pines Supper Club. Dutch Waldron, chairman of the welfare committee, reported no one on the sick list.

William E. Jack, William A. Leigh and Herbert J. Smith were elected members. Board of trustees for this year includes Noble Fairly, Tony McDonald, Clayton Holt, Jack McJunkin, Charles Weaver, Harry Zimdars and Harry Hennies.

Fairly, chairman of the March of Dimes fund drive, announced \$1,545.00 had been raised from the four-day bingo and iron lung exhibit.

Arrivals include Mr. and Mrs. Harold Eutah, Mr. and Mrs. Harry Hecklinger. Departures: Dwight and Betty Bazinet for Tampa and Paul Olson for Birmingham.

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Feb. 2.—Regular meeting was called to order by Doris Monette, president. Also on the rostrum were Charlotte Porter, first vice-president; Eddie Harris, second vice-president; Teddy Levitt, third vice-president; Pat Treanor, treasurer; Edna Raiford, financial secretary, and Al Roche, corresponding secretary. Also invited to the platform were Al Stein, Jack Christensen and Whitley Monette.

Meeting was cut short to allow time for the box lunch social organized by the ladies. Krekos and Levitt served as auctioneers and netted over \$150. Prizes were awarded for the best decorated boxes.

Miami Showmen's Association

236 West Flagler Street, Ladies' Auxiliary

Club's 83d regular meeting was held January 28, with President Mac Levine opening festivities. Bea Tarbes rendered invocation. Mrs. Phoebe Carsky also was on the rostrum.

Leona Duval, a new member, was introduced. Bea Truesdale reported these members on the sick list: Dorothy Packman, Pearl Riding, Kitty Glosier, Rita Palitz and Peggy Minden.

Freda Wilson, chairman, reported memorial services will be held March 2. Donations to the Kay Edwards Memorial Fund were made by Phoebe Carsky, Pearl Schultz, Moll Nelson, Dora Pierson, Sue Walters, Ann Tara, Ethel Weir and Freda Wilson. Sandwiches and coffee were served following the meeting.

UNIVERSAL AMUSEMENT CO.

Opening Barwick, Georgia, Feb. 23

Want Ball Games, High Striker, Cigarette Shooting Gallery, Snow Balls, Snow Cone, Photos, American Palmetry or any legitimate Concessions. Also Peppers, Co-Round or Octopus. SHOWS: Wild Life, Monkey and Snake Show, Useful Show People. Not all gentlemen. No Hats, gypses or drunks. Answer: Manager, Universal Amusement Co., 520 Charline St., Valdosta, Georgia.

FOR SALE

Hi-Ball in good shape, priced to sell. Six Wheel, #12, in good condition. 4 Search Lights, mounted on wagons, with or without the wagons. \$2,000.00 for the 4 without wagons. Address:

MRS. AL WAGNER
Box 66, Mobile, Ala.
(Phone: 8-9553)

CAN PLACE LARGE, FLASHY BINGO FOR 1952 SEASON INTERSTATE SHOWS

Ovark, Ala.

WANTED
High Class Act Suitable for
Free Attraction Outdoors
(High Polo Act used in 1951)

ATTENTION
National Exhibitors
Concessionaires
Have several openings.

Seventh Annual
PALM BEACH COUNTY EXPOSITION
9 Days—Feb. 29th thru March 8th
P. O. BOX 107
West Palm Beach, Florida

**THE SEVENTH ANNUAL
"FAMILY FAIR"**
Sponsored by the
PENBROOK LIONS CLUB
HARRISBURG, PA.
Invites fully equipped Tent Shows
with seating capacity of 400 or
more at 50 cents per person to
submit detailed description and
bids for 13 evening performances
during the week of July 28 to Au-
gust 2, 1952. We also have 8
choice spots for money-making
Concessions.
This is a well-promoted Fair held
on the grounds of an 8-acre Me-
morial Park. We draw the best
from a population of 250,000 and
can't consider any but the best.
Send your letter to:
MARLYN SLOUGH, Chairman
2323 Canby St., Harrisburg, Pa.

WANTED
FOR ROSS-MANNING SHOWS
OPENING MARCH 1, AUGUSTA, GA.
Paa Pool Agent. Man to take
charge Game Top. Louis, the
one who worked for me last
season, get in touch with me.
Can use couple or two Agents
for Concession Games. Have
for sale 20x30 Cook House,
cheap.
WILLIE LEWIS
4900 Chamberlayne Ave.
Richmond, Va.

BLUE GRASS SHOWS
NOW CONTRACTING FOR 1952
SHOWS—RIDES—CONCESSIONS
P. O. Box 621 Owenboro, Ky.
Phone 35322

CARNIVAL WANTED
Green County Fair Association, Inc.
Thayer, Missouri
Dates—July 22 through August 2
E. SENN, Secy.

WANTED
Set of Rides or small organized show
Must be cheap and no junk.
BOB'S AMUSEMENTS
1246 Battlefield Drive Nashville, Tenn.

SAMMY LANE SHOWS
"SWEETHEART OF THE OZARKS"
Now booking for our 1952 season in
beautiful South Missouri. Concessions
of all kinds. Some Shows. What have
you? Rates reasonable. Opening second
week in May. Camden, Mo., Cole
Brahm, Wisla
Winter Quarters, Lancaster, Mo.

4 RIDE CARNIVAL
FOR SALE OR TRADE
Will consider Tourist Court, Hotel or
Farm. This Carnival booked for season
established territory in Missouri. Has
All reputation, everything complete,
ready to hit the road. Write to
BOX D-125, The Billboard
Cincinnati 22, Ohio

WANT
POPCORN CORN TRAILER
16 ft. or longer; must be first class;
submit photos, price and where can be
located.
BOX 297, 4/e Billboard, St. Louis 1, Mo.

C. A. STEPHENS SHOWS
Opening early March.
Place for 1952 season. Shows
and Concessions working for stock.
BOX 1017
Crystal River, Fla.

Budget Problem
• Continued from page 59

cent, and the budget item of \$30,-
000 listed for bad debts and travel-
ing expenses goes mainly for the
latter. It also was pointed out that
all attempts to stage a Christmas
festival have met with failure be-
cause each Boardwalk hotel stages
its own program.

Thompson said that the Conven-
tion Bureau is negotiating to bring
the Standard Paris Association and
National Farm Association here
next December. "If we get them it
will mean a difference of \$150,000,"
he said.

In explaining the need for a
flexible budget to provide for sud-
den bookings, he said that appropria-
tions may not be exceeded no
matter how much income has been
received during the year. He said
that the recent CIO Steel Workers
Union meeting was booked in a few
weeks and that the city might have
lost it had funds not been available.
He held that the resort almost lost
a Coca-Cola Company gathering a
few years ago because the conven-
tion came in December and the
budget almost was exhausted.

The Convention Hall has re-
quired a deficiency appropriation
from the city treasury in almost
every year of its existence. An
exception was 1950. Last year's
appropriation was for \$35,000. The
only other times when the tax-
payers were not required to make
up deficits were years when the
Army occupied the hall and when
dog races were operated there.

Anticipated income for 1952 in-
cludes \$30,000 from concessions;
\$40,000 in rentals of stores, gar-
ages and offices; \$265,000 from
convention rentals; \$50,000 from
special events rentals; \$50,000 in
admissions; \$318,000 from special
services; \$3,000 from discounts
and credits, and \$150,000 usable
from previous appropriations.

'Skillo' Just That
• Continued from page 59

pared by Dr. Harold William Kuhn,
Princeton math prof, would serve
the purpose.

As a result, the skillo tables set
up in the courtroom served only
to provide an illustration of the
mechanical set-up during court
proceedings. During recesses, they
provided diversion for kibitzing
lawyers, who were less reluctant
than the principals in the case to
try their skill or luck.

Professor Kuhn provided mem-
bers of the sporting fraternity with
some interesting odds. The author
of a book on the theory of games,
he said that his tests showed it is
16,000,000 to one against the game
being mere chance. He explained
that two experts at the game beat
two novices 77 times in 100 games,
with three ties. If no skill were
involved, he declared, the experts
and the novices should have broken
about even.

"It is a simple matter of consult-
ing the binomial probability dis-
tribution tables," he said, "to de-
termine that the odds against a
77 to 20 score are 16,000,000 to
one."

So. Calif. Execs
• Continued from page 59

the carnival business," he em-
phasized, "but a good midway at
any fair is as important as the
rest of the departments and ex-
hibits."

It was pointed out that several
managers, particularly those from
smaller fairs, had had difficulty
in booking midway attractions
for their events. Under the plan
considered, rides would be pur-
chased and rotated from fair to
fair.

Discussion was also given to a
plan to attract Midwestern and
Eastern fairs to California events
and free grandstand shows, which
have been singularly successful
here.

Merry-Go-Round
• Continued from page 59

ing, \$10,500 for completion of a
new lion house; \$15,000 for an ad-
ditional wing to the new monkey
house; \$7,000 for a new rodent
house; \$6,000 for reconstruction of
existing wolf and coyote pens;
\$5,000 for additional dinosaur re-
plicas; \$4,000 each for new weasel
and badger pens and shelters for
beef stock; \$3,500 for relocation
of the seal pool with year-round
accommodation. Also included in
the program is an item of \$7,500
for replacement and additions to
the present stock of specimens.

PAN AMERICAN SHOWS
TO PLAY RICH IMPERIAL VALLEY

NOW BOOKING ALL TYPES OF CONCESSIONS
FOR ONE OR ALL OF THIS SCHEDULE

CALIF. MID-WINTER FAIR
Imperial, Calif., February 23-March 2
With 6 BIG weeks to follow, including
Brawley, March 3-9; El Centro, March 11-16.

DESERT CAVALCADE
Colton, Calif., March 20-23
ON THE MEXICAN BORDER—4 BIG DAYS.
First Carnival to play Colton in 11 years. Will show on
main street in center of city. Mexican border open during
the BIG week event.

SPORTSMAN'S SHOW
San Diego, Calif.
6 Big Days starting April 1
Can furnish some Concession equipment to responsible parties.

TIME IS SHORT — BOOK TODAY FOR THIS MONEY EARNING ROUTE

For Details—Contact
PAN AMERICAN AMUSEMENT CORP.
1005 KAREN DRIVE RUGBY 6-6215—EXBROOK 6-4610 ENCINO, CALIF.

MIGHTY PAGE SHOWS

14 FAIRS **14 FAIRS**

NOW BOOKING FOR SEASON OF 1952 WITH 14 BONA FIDE FAIRS ALREADY CONTRACTED

Want Concessions of all kinds, especially Cookhouse, Custard, French Fries, Popcorn, Candy Apples, Floss, Bar Games, Water
Games, Pitch-Tilt, You-Win, Bars, Country Shows, Novelties and Jewelry, Glass Pitch, Long and Short Range Galleries or any
and all Handy Parks, Also Penny Arcade
SHOWS: Want capable and reliable Side Show Operator. Will furnish brand new equipment. Also Motor Drome, Wild Life
or Animal Show, Big Snake, Life Show, Cook Show Operator, Fun or Glass House, Midway Show. We will build or finance any
reliable Operator for any month, whole Show.
RIDES: Will book complete set of Kiddie Rides, including Live Pony, or will book individual Kiddie Rides not conflicting.
Want Fly-Plane, Caterpillar, Moon Rocket, Little Dipper, Comet or any new and novel Ride not conflicting.
Want to hear from A-1 Operators. Want to hear from sober, Ride Men who deliver. Want Men to take complete charge of
front gate and light towers. All people contracted with this show for 1952 please acknowledge by letter. All replies to
BILL PAGE, P. O. Box #21, Kingsdree, S. C.
P.S.: Would like to hear from the following people: Slim Barry, Mr. Ashton, Al Herman and Mr. LaMont.

DON FRANKLIN SHOWS

LAST CALL FOR 3 TEXAS STOCK SHOWS
SAN ANTONIO, FEBRUARY 15-24 SAN ANGELO, FEBRUARY 27-MARCH 1
AUSTIN, MARCH 3-8

Can place Stock Concessions of all kinds. Want Snow, Floss, Pringles, Popcorn, One Crab. Can place Pitchmen and
Demonstrators, everything open except Peeters and Fountain Pens. Can place Ride Help, Foreman for Little Dipper, Second Men
all other Rides. Want experienced Man to handle Downey Light Towers. Can place experienced Mechanic and Builder for season.
Report to Stock Show Grounds, San Antonio, Feb. 8

FOR SALE
1948 Model Streamlined Caterpillar, 1946 Spiffine, Addison Streamlined Train, Fun House, Sperry Searchlight mounted on sem.
Will book Fun House and Train on Show for season.

DMN FRANKLIN, Mgr.
WILL BE AT SAN ANTONIO, COLISEUM GROUNDS, STARTING FEB. 8

Glass Pitch Operators
FULL LINE OF NAME BRANDS
TERRIFIC FLASH—UNHEARD OF PRICES
WRITE FOR PRICE LIST
WILL SHIP ANYWHERE
M. OCCHIATO COMPANY
222 West Northern Ave., Pueblo, Colo.

HELLER'S ACME SHOWS
WILL OPEN ABOUT MARCH 17

Want Shows of all kinds; outstanding proposition to real show folks. Will help
finance any worthwhile entertainment. All Concessions open except Cook House,
Popcorn. Ride Help of all kinds. All people with me before answer this ad. Will
have 18 outfit-owned Rides, want Foreman for most of them. All Skillo, Ruzzies and
Wheels save stamps, but will book Six Cuts and Banked exitways. All Banked Parks
give preference of P.C. Concessions. This show will give 12 Fairs and close about
the same as last season, November 19th. Wanted—Good Carnival Mechanic. Ride
Foreman on Ortopus, Spiffine, Wheel, Kiddie Rides. Will book or bus 750 and 800-
plane. Following writer Cliff Carter, Paul Ploncham, James Haring, Berrie Farus,
Maurice DuMont, Bob Edwards, Charles Francis, Charles Zerkowky, Lewis Harlow,
Joseph Spizzuto, Albert Strickland and Claude Heckmann. Will be at all fair meetings—
South Carolina, North Carolina, Virginia, Pennsylvania and New York. All address
HARRY HELLER, Gen. Mgr., Camden, N. J., or Phone Wux66-4-0333M

SUNSHINE SHOWS
PLAYING LARGO, FLA., FAIR. ONE OF THE STATE'S LARGEST AND BEST

Want outstanding Shows, Rides, Concessions, Motor Drome, Eat-
Drink Stands, Custard, Novelty, Jewelry, what have you? No X,
but only limited amount space left. Contact Sam Holman, 2105 E.
Chelsea St., Tampa, or phone 329151. Playing Sebring, Florida.
Fair, March 3d thru 8th. Committees in Georgia and Florida.
contact us for rides and shows.

ROYAL EXPOSITION SHOWS
Bravard County Fair, Titusville, Fla., this week.
Key West follows.
CAN USE FEW MORE MERCHANDISE CONCESSIONS
J. P. BOLT—ROYAL EXPOSITION SHOWS
Titusville, Fla.

SLUM JEWELRY SPINDLES

These were the big money last season. Get with it, order now. Now being modeld,
20 inches square, 24 two-inch square, beautiful 21-inch square and felt covers. Safety
flash any stock—work for 10¢, 15¢, 25¢ or 50¢. Price complete, shipped to carrying
case, only
\$49.50
Cash with order or \$20.00 deposit, balance C.O.D. Shipped via Railway or Air
Express only.
K. MAX SMITH ENTERPRISES
BOX 297, RUSSELLS POINT, OHIO
Address all orders before March 1 to K. M. SMITH, Silver Star Court, 10,009 Harlow
Ave., Tampa, Fla.

COUNTY FAIR SHOWS
OPENING MAY 1, 1952

Have 20 Rides and Concessions.
Want Shows of all kinds. No exit
need apply. Want Monkey Drome or
Spiffine, You-Or-Us, Dipper, Seal
Girl Show (have equipment and tent)
Albino-Till and Alice Kelly, Seal
Want Wheel and Ortopus Men (no
drunks), Pig sale—Monkey Spiffine,
Bunnies, Light Towers, Skillo, com-
plete Basso Outfit (nearly new). Contact
EARL D. JOHNSON
County Fair Shows Chambers, Napp.

WANT TO BUY
MERRY-GO-ROUND
Will consider any make or model priced
right. Give details as to age, condition, etc.
Box D-139, Care The Billboard Pub. Co.
2160 Patterson St. Cincinnati 22, O.

WANT TO BUY
GASOLINE TRAIN
Write, stating cash price and
manufacture.
BOX D-140, 4/e THE BILLBOARD
2160 Patterson Cincinnati 22, O.

FAMOUS FROM COAST TO COAST FABULOUS TEMPLE EXCLUSIVES

The BENRUS WATCH CO. A Temple Exclusive
Has Oesigned for Our Exclusive Use

BENRUS WATCHES and SETS

SPECIALLY PACKAGED FOR THE PREMIUM TRADE



ANOTHER POWER HOUSE Temple 'ENCHANTMENT' BOX BAG & JEWELRY SET

Shimmers dual sapphire Mother of Pearl plastic Box Bag. Contains in a set of craftsmen's necklace and bracelet to match. Sparkling hand engraved diamonds and simulated diamonds. No paste, no glue. Retail \$79.75 and worth it.

Only \$3.25 EA. SET

DRIP IN TO SEE US WHEN IN PHILADELPHIA

708 Sansom Street Philadelphia 6, Pa. Market 7-6310

FREE — FREE
4 1/2 Inch Lock Lining Refills
BALL POINT
Regular Type Pen, \$5.50 Gross; in 5 Gross Lots, \$8.00; 1 doz. samples, \$1.00. Prepared in 10 basic, vivid colors.
Hooded Caps W/C.P. Clips
2-3-4 and 5 In. Pen & Pencil Sets at Lowest Prices. Many New Items in bulk or BOXED to attract Sales.
MONEY BACK GUARANTEE
Send for list of 1,001 Items

Full Amount Warrant. We Present C.O.D. 15% Deposit

UNITED ENTERPRISES
175 3rd Avenue New York 10

with Gross Order 1 doz. Ball Points \$1.00

with Gross Order 1 doz. Ball Points \$1.00

with Gross Order 1 doz. Ball Points \$1.00

CREW HAT OPERATORS
Manufacturer's Special
Solid or two-toned Twill, red, green, royal, or gold and white. One color to gross.
\$54.00 Gross
F.O.B. L.A.
15% off order, bal. C.O.D. Sample, \$1, ppd. Write for Quantity Discount.

THE CREW
Phone: MI 9251 240 So. Los Angeles Street Los Angeles 13, Calif.

JEWELRY WORKERS—GIFT SHOPS—PROMOTERS

THE SENSATION SWEEPING THE NATION

THIS IS IT!!

You can't miss with this beautiful miracle cross clearly showing the LORD'S PRAYER. The cross is set with 12 lovely rhinestones and inlaid with other colors. cross and chain both in high lustre rhodium finish and offered for the FIRST TIME in our NEW SENSATIONAL TRANSPARENT LUCITE DISPLAY.

This beautiful cross protects the cross and your buyer can read the prayer by simply holding the case up to the light. THIS DISPLAY MAKES THE SALE! So first with this hot item. ORDER NOW!

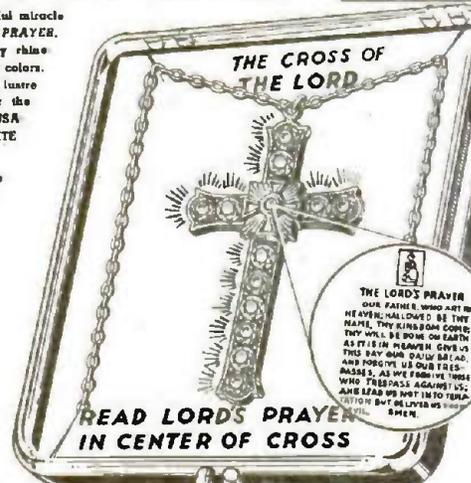
PRICED AT ONLY **6.00** PER DOZ. (Minimum 1 Dozen)

66.00 Per Gross Including Lucite Case, Sample, 1.00 Post Paid.

Capitalize now on this item while the nation-wide mail order campaign is in progress showing this on special \$3.98 retailer.

SEND FOR CATALOGUE

STERLING JEWELERS
44 EAST LONG ST. COLUMBUS 15, OHIO



FLORIDA FAIR WORKERS . . . CASH IN ON THIS HOT ITEM
Our Florida Representative will deliver in any quantity one doz. or more. Home E. Max Smith, Tampa 36-9815, 10009 Florida Ave., Tampa, Fla.

FOR SALE—SECOND-HAND SHOW PROPERTY

Continued from page 71

FOR SALE—ONE WALKING CHARLIE
Ball Game Commercial. Can be used under a top or in a building. Contains of mechanism with eight men and painted curtain. With the men walking in and out thru price \$500. Justin Pivler, Myrtle Beach, S. C. Feb

FOR SALE—NEW 5 FT. ALUMINUM
Commission Trailer, Tandem axle, electric lights, Japan Shop, Lindenhurst, Ohio. Wilbert Peay, Feb

FOR SALE—FOUR POLE DRUMATIC END
West 50'110'; three Trucks, A.C. 140hp. Plant, Home Trailer, 1200 pieces, A. N. Stafford, 924 Texas St., 3-1436-2, 3-2705, Mobile. Feb

FOR SALE—3 ELECTRO FREEZE FROZEN
Custard Machines, complete with Cabinet, Freezers and Showcases. Also an hour machine, very good condition. sacrifice Mr. A. Angel, 2923 W. 18 St., Brookline, N. Y. C. Feb

FOR SALE—LATE MODEL FLYING
Skooter, five thousand, two hundred dollars. Jack Garahan, 845 Andrus Ave., Kingston, Ia. Feb

HEVDRY RIDE, GOOD CONDITION, FULL
price, \$250. James Gooding, 1900 Park Ave., Cleveland, Ohio. Feb

MERRY-GO-ROUND, MOUNTED ON 1947
Chevy. A-1 condition, serial 13, \$2,800, also Motor and Back Rider, \$1,200. Phillips, 30-05 Shore Blvd., L. I. C. B. N. Y. Feb

PHOTOMATIC—EARLY, LOOKS LIKE NEW,
still has factory paint, works like new; the camera has not taken 80 pictures, but been stored most of the time; will sell or trade for camera, 1000' film, 100' film, (tambling type or what have you: Club '46' Roller Rink, Greensburg, Ind. Feb

PORTABLE LONG RANGE SHOOTING
Gallery built on trailer, 100' feet long, with guns, \$250. Nixie, Box 341, Mount Pleasant, N. Y. C. Feb

THEATRE CHAIRS, PROJECTORS, TENTS,
Blancher, 3,000 Folding Chairs, Screen, Projecting Apparatus, Lone Star Seating Co., Box 124, Dallas, Texas. Feb

TRAIN—GAZELINE WORKING; TRADE OR
sell. What have you? 150 feet long. James Travis, 250 E. Main St., Millville, N. J. Feb

WIRE TRADE USED 30X3 GABLE TOP
Water and Flame Proofed Tent and Wall for interior features. Write Brownie, Dorchester, Ca. Feb

1 LONG RANGE GALLERY, MOUNTED;
Beetro Freezer Custard, mounted; Short Range, mounted; 2 Photo Galleries, 1 Van Trailer and Trailer Joe Haus, Wrightsville Beach, North Carolina. Feb

3 LEGGED KID, ALIVE GOAT, 34 FRANK
photo; Monkey, Fish Cat, Parrot, 1200 Tents, Panel Front, Light Stand, \$205 cash, Charles Fretz, Shelby, Pa. Feb

16MM. SOUND FEATURES, WESTERN,
Short Subject material, handsets, also equipment; readmen, write for lists. Stanley Film, San Bernardino, Calif. Feb

16MM WESTERN SERIALS, BUY, SELL
or trade. Thompson Bros., Box 395, Fort Smith, Ark. Feb

1939 WHITE TRUCK '48 MOTOR, 16 FOOT
Cant Hook, 4 other tons, various items. Arthur Nureke, 223 Seymour St., Rochester, N. Y. Feb

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH TRICK
chalk stunts and the pictures; send 25¢ (incl. postage). Write for Catalogue. Cartoon
Mag. Chubb, Wis. Feb

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG
100 Magic Tricks, Novelties, Fast Selling Specialties (Pleasant), Kim Headgear, (new) Arkane Mix Co., 4182 6th Avenue, Philadelphia. Feb

A BRAND NEW '52 CATALOG—MIND
reading, Mentalism, Brooklyn, Brooklyn, Homeopathy, Crystal Palmistry, Graphology, Astrology, San Bernardino, Calif. Feb

BE A MAGICIAN—LARGE PROFESSIONAL
Mark Catalog for latest tricks, 25¢. Ireland, 8-10 N. Dearborn, Chicago 2, Ill. Feb

THE LORD'S PRAYER
our faith in the LORD'S PRAYER. HEAVEN, HALLOWED BE THY NAME, THE KINGDOM COME, THY WILL BE DONE ON EARTH AS IT IS IN HEAVEN. GIVE US THIS DAY OUR DAILY BREAD, AND FORGIVE US OUR TRESPASSES, AS WE FORGIVE THOSE WHO TRESPASS AGAINST US; AND LEAD US NOT INTO TEMPTATION, BUT DELIVER US FROM EVIL. AMEN.

READ LORDS PRAYER IN CENTER OF CROSS

FLORIDA FAIR WORKERS . . . CASH IN ON THIS HOT ITEM

FLORIDA FAIR WORKERS . . . CASH IN ON THIS HOT ITEM

FLORIDA FAIR WORKERS . . . CASH IN ON THIS HOT ITEM

MYSTIC ATTRACTION SECRETS — IN-

stant effect, India's great hypnotic charm, hypnotic eye, love charms, money, roller, train, Crown, 118 Maple St., Waterbury, Conn. Feb

MISCELLANEOUS

BALLOONS—VALENTINE AND ST. PATRICK
prints, also patriotic design, lowest price; send dime for sample and set of 10 cards. Brown, Box 306, Lindenhurst, L. I. N. Y. Feb

WARRALL MACHINES — OUTDOORING
and other outdoor games, \$250. Write Box 6, Miss, 2930 Sacramento St., San Francisco, Calif. Feb

FIRST CLASS INTERIOR DECORATION
work, such as booths, exhibition and other stage paper work; contact Harvey Hoover, Post Office, Box 267, Smithfield, North Carolina. Feb

FOR SALE—NEW SONG, "ROLL UP YOUR
Sleeve"; send 25¢ for mail; also words on post card 10¢. Gilmore Publishing Co., Warrandburg, Mo. Feb

SPECIAL INSURANCE RATES TO CIRCUS,
carnivals, amusement parks, covering amusement devices, trucks and men's compensation; complete financial details for good contractors nationwide claim adjusting service; general correspondence for Underwriters at Lloyd's, London. Write to: Insurers Research Service, Inc., Special Rates Dept., 8533 Troost, Kansas City 4, Missouri. Feb

MUSICAL INSTRUMENTS, ACCESSORIES

HAMMOND ORGAN WANTED CAN ALSO
use Band Organ and Musical Piano. Please contact Arc, 1544 Dana Ave., Cincinnati, Ohio. Feb

PARTNERS WANTED

MIDDLEAGE MAGICIAN, ILLUSIONIST,
Side Show operator and night club performer seeking experienced lady partner in various cities. Write for details and terms to micro-entertainment, if you please. Wallace, 2209 Baltimore, Indianapolis. Feb

PERSONALS

INFORMATION WANTED PRESENT LO-
cation of last-known residence Clifford "Bash" Gray, carnival operator; please answer regarding the 703 Bill board, 1561 Broadway, N.Y.C. Feb

PERSONALIZED TRANSPARENT — IMPER-
meation — readably taught. Show your 14 exposures, 60¢ 20 exposures, \$1. Perine, Photo Shop, Box 352, Marquette, Mich. Feb

DIRECT POSITIVE PHOTOGRAPHERS —
We supply everything you need for your camera for indoor and outdoor. Photo Booths, etc. Free information and prices are nice and reliable. Write to: PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. Feb

PHOTO ROOMS OUTFIT CHEAP — ALL
stereos; drop in and see them, latest in development; low bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. Feb

SOUNDS IMPRESSIVE BUT THINK—COLOR
Controler projects, hand and moves instantly to gorgeous vivid colors. Write to: "Movie King", 2237 Woodward Avenue, Detroit 1, Mich. Feb

THE EASTMAN IMPROVED TYPE PRINT
method; better results in all. Write to: Mark A. Fuller, Inc., 70 Main St., Rochester 1, N. Y. Feb

PRINTING

ATTRACTIVE PRINTING REASONABLE—
1,000 Business Cards, \$2.75; 1,000 Bond letters, \$5.95; satisfactory work guaranteed. Taylor, 5102 Taylor, Fairchild, Hialeahville, Fla. Feb

CARDBOARD SIGN—2" HIGH LETTERS;
only 2¢ per letter; minimum order; shipped overnight within 48 hours. Leca, Atlantic Building, Washington, D.C. Feb

QUALITY PRINTING AT LOWEST COST.
Booklets, catalogues, publications, circulars, stationery; free mail. Atlantic Printing, 30 W. Washington, Chicago 2, Ill. Feb

RUBBER STAMPS—3 OF 4 LINES, \$1.25
postpaid; Business Cards, 10¢ (incl. postage). Smallwood Printer, 8716 Vine St., Cincinnati 12, Ohio. Feb

RUBBER STAMPS — 5 LINE POCKET
style, self inking, \$1. 3-line Deluxe Desk set, beautiful plastic case, quality stamp, pad and ink, \$2. Indefinite ink. Deluxe set, either 3 or 1 line; permanent marks; clothes, fabric and hard surface materials. \$2. Bauer-Lee, Sierra Madre 8, California. Feb

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Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. Feb

WINDOW CARDS — 1425 and 1124 THE
Bell Press, Windsor, Pa. Feb

100 BEST HANDBOOK LETTERHEAD
and 100 6x, Envelopes, \$2 postpaid; four line; 100 Best Handbooks Printing Service, Box 1831, Pittsburgh 30, Pa. Feb

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velopes, \$2.00; 100 Best Handbooks Printing Service, Box 1831, Pittsburgh 30, Pa. Feb

SALESMEN WANTED

ANYONE CAN SELL ROOVER DU PONT
Nylon Uniforms for beauty shops, waitresses, doctors, nurses, etc. Quality and color, exclusive styles, top quality, low priced, guaranteed, income real, low equipment; free write fully. Hoover, Dept. A-118, New York 11, N. Y. Feb

AD MOUNT PAST—SELL PRINTING, OF-
fer supplies advertising specialties, experience unnecessary; every business; low lowest prices full part time; 1,000 produced; permanent printing. Free, Kaver-Blaug, Dept. 28, Cincinnati, O. Feb

NATIONAL CALENDAR AND ADVERTIS-
ing. Liberator's Commission. Stanwood-Hillson Co., Brookline 47 R, Mass. Feb

SCENERY & BANNERS

DIAMOND CARNIVAL, CIRCUS BANNERS—
The Best, not the cheapest; no disappointment. Newman Studios, 1234 E. 84th St., Cleveland, Ohio. Feb

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DRUMMER - 2 BEAT AND DIKELAND... EXPERIENCED DRUMMER - JOHN WMMR... GIRL TENOR, CLARINET, SOME PIANO... PIANIST - REAR - PAKY, LEFT... TENOR SAX, CLARINET, VOCALIST...

ORGANIST - EXPERIENCED METROPOLITAN... PIANIST AVAILABLE PER 10-DAY... TENOR SAX, CLARINET, VOCALIST...

NEW - SENSATIONAL SOUVENIR DECALS Historical Comic - Comic for Auto Luggage, Collections TERRIFIC! Special Confederate Flag Decal

LEGALSHARE SALES... LUNCH COUNTER GAME... DONMAR PRODUCTS COMPANY... HARRIS NOVELTY COMPANY

WANTED - 20 SCIENTIFIC PORCELAIN... TATTOOING SUPPLIES... WANTED TO BUY... CLOSEOUTS ON FISHING TACKLE... WANTED - RCA COIN RADIOS...

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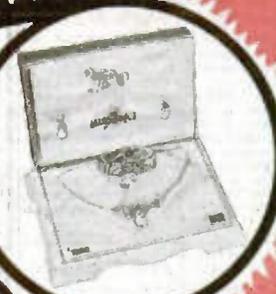
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Overton on AC DC, or self contained battery. Simulated leather case with day plastic. Large dynamic speakers. 3 or more. \$17.95 each. Sample, \$18.95 postpaid. Batteries, \$2.00 per set additional.

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DIRECT FROM MANUFACTURER

Beautiful 28K gold plated Bracelets. Many assorted styles on Link Bands, Stretch Bands and Wing Snae Bracelets. Each shining piece set with a variety of genuine rhinestones and colored speaking jewels.

SPECIAL INTRODUCTORY OFFER
\$6.00 per dozen
OTHER SENSATIONAL VALUES

6 piece necklace, bracelet, earring set \$18.00 (dozen), sample set—\$1.00 ea.
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3 piece necklace, bracelet, earring set \$18.00 (dozen), sample set—\$1.00 ea.
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Imported Swiss Stop Chronograph

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Lots of 12... \$3.25 ea.
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14 Kt. gold plated 2K extra.
Sample \$6.00. Banded, boxed and guaranteed 10% extra.

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Merchandise Topics

Los Angeles
Al Lindenberg, general manager of the Fair Merchandising Company, San Francisco, in town on business. He is catering to the carnival trade, having formerly been associated with the West Coast Shows. . . Murray Sales Company is specializing in new and rebuilt watches, rings and costume jewelry. Allen Hoffenberg is in charge of the department. . . Martin Israel has moved his Normandie Sales Company to Merchandise Row. Recently vandals crashed one of the plate glass windows at the new location. . . Doris Monette, wife of M. Whitey Monette, novelty jobber and concessionaire, was recently installed as president of the Show Folks of America, San Francisco. . . George St. Pierre is now outdoor salesman for Pico Novelty Company, according to Harry Hessel and Bob McDearmon. . . Cecchini and Levaggi, of ABC Merchandise, soon start out on their fair circuits with opening of Riverside County Fair and National Date Festival in Indio. . . Cossman & Company is offering an aerial intensifier. While the item measures only five inches, it is said to add four feet of coiled electronic wire to the car aerial to which it is attached. A single screw attaches the device and the wires are hidden in the tubing. Can also be used to obtain better TV reception.

For the prize and premium trade there is a table-top barbecue grill by Nahedge, Inc., priced to retail at \$15.95. . . With spring not far away, Compline Company, Ltd., announces a line of sun glasses to fit any sales program. The line is priced to retail from 15 cents to \$10. . . Crown Toy Manufacturing Corporation's latest item for kiddies is "Major Brush-Up the Dental Sentinel," whose plume is a nylon tooth brush; his drum a removable drinking cup. Costing \$5.00 a dozen, the item retails at \$1.

News Nuggets
Continued from page 52

automobile wheel, Pittera said, will be shown across the country for the event.

Exhibits also include sports, racing, foreign and antique automobiles; motorcycles and outdoor motor boats. Prizes will be offered in all auto competition classes.

Berlin Icer Draws, Goes Next to Italy . . .

BERLIN, Feb. 2.—Kaisers Waltz Ice Show at the 7,000-seat Sports Hall is one of the hottest draws in the Western Sector. Engagement runs thru January and a tour of Italy and South America is to follow.

Show is produced by Fritz Fischer and includes Irene Braun, Robert Unger, Joy Aston, Chris Heierle, Oily Huster, Clem Matthews, Lothar Weidemann and Lolo and Lou Folds.

"Mr. Roberts" Grosses
76 at New Calh. Aud. . .

RICHMOND, Calif., Feb. 2.—New Municipal Auditorium here racked up a strong \$7,329 gross with its first legit attraction, "Mister Roberts." John J. Garvey Jr., house manager, pointed out that the play had worked near-by San Francisco for eight weeks before coming to Richmond.

Hamilton, Ontario, Mulls Building . . .

HAMILTON, Ont., Feb. 2.—City council this week asked Alderman Malcolm Cline to investigate the possibility of having an arena-auditorium erected here.

He had previously informed the local board of control that two syndicates were interested in building such an arena. The proposed structure would seat 8,000 persons and accommodate 2,000 standees.

Irish to Woo Roy Rogers
For Garden Rodeo . . .

NEW YORK, Feb. 2.—Madison Square Garden topper Ned Irish was scheduled to leave here Monday (4) night to confer with movie cowboy Roy Rogers, his wife and fliker partner, Dale Evans, and his manager Art Rush, on the possibility of the pair appearing as star attractions in this year's World's Championship Rodeo at the Garden.

Garden spokesman said that arena officials were high on Rogers for the event, but he was not too hopeful that a bargain would be struck because of the cowboy's high price. Rogers, his wife and their troupe are getting \$55,000 for appearances at the Houston Fat Stock Show, held January 30 thru Sunday (10).

Irish was to return here Friday (8).

California Managers to Meet

RICHMOND, Calif.—A regional meeting of auditorium managers is scheduled here this month. Other California cities to be represented include San Francisco, Berkeley, San Jose, Sacramento, Santa Cruz, Fresno and Oakland.

Exhibit Space Sold

GRAND RAPIDS, Mich.—All exhibit space of Civic Auditorium here has been sold for the products displays of the 83d annual convention of the Michigan Retail Lumber Dealers' Association, February 5-7.

New IAAM Members

BUFFALO, N.Y.—Edward P. Hartnett Jr., manager of Memorial Auditorium here, is a new member of International Association of Auditorium Managers. Another newcomer is Don Myers, manager of the new Allen County Memorial Coliseum, Fort Wayne, Ind.

CHICAGO, Feb. 2.—Competition between the Barbara Ann Scott and Sonja Henie ice shows was pointed up in the February 4 issue of Life magazine, which carried three pages of pictures. Miss Scott, star in Art Wirtz's "Hollywood Ice Revue," was the cover feature of the issue.

BEAUTIFUL CROSS

MIRACLE CROSS

When you place this cross in your car you can see the LORD'S PRAYER and His Holy Trinity.

See with 12 brilliant cut stones. Chain and cross solid gold.

1999-C \$6.00
1999-N Same as above, chain dress, nickel plated \$4.75

No. 185 Full of Life! First Brilliance \$3.85
No. 186 \$4.00
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Old finish. White brilliant center. Red sides. \$2.00

Please state your business. Deposit with all C.O.D. orders. P.O.B. Providence.

Providence Ring Co.
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GENUINE CHINA TABLE LAMPS

Beautifully hand-decorated. R. d. Green, Chestnut or Blue. Complete with large glass shades. 18" shade, oval top. 14" shade, round top.

No. 1 Asst. \$2.15 ea.
No. 2 Asst. \$2.40 ea.
No. 3 Asst. \$2.65 ea.
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25% disc. bal. C.O.D. F.O.D. \$3.50 ea.

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Refills for Unbreakable Pens
24 Large Round Ball Point Reservoir
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45¢ Brand Deodorant, giant size
50 Famous Men's Hair Tonic
25 Large Metal Shaver, 2 Bars
50 5¢ Glasses—Ladies, Men's
50 5¢ Cigarettes, Leather Goods
50 Gold Solid Leather Pins
50 Impressed Dutch Paintings, 4 1/2"
50 Gold Plated Scatter Pins
50 Toilet Water, Fancy Bottles
50 5¢ Neatly with Automatic Dispenser
25 Pen Knives on Key Chain
25 Contance Bennett Face Powder
25 Leather Wallets
50 Harmon Aves Make-Up Purfs
25 Famous Make-Up Lotions, 10¢ each
25 Ball Point Pens
50 Famous 5¢ Holiday Partridge Complete
50 Smoking Pipes on Display Case

BURKE 10 W. 27th St., N. Y. C.

New, Patented Coin Counter and Wrapper Counts and wraps coins very fast, no coins to handle, efficient, needs proof. Makes neat rolls. Beautiful, lasting, indispensable. \$2.95 C.O.D.

Money returned if not satisfied within 10 days.

Garrett's Sales Co.
202 E. 27th St., New York 17

Complete Test On New United Novelty Game

CHICAGO, Feb. 2.—United Manufacturing Company this week completed field tests on a new novelty amusement game featuring an animated six-horse race. Called Steeple Chase, it will be delivered to distributors in time for showings next week.

Action from skilled shots is stressed on Steeple Chase which has an unusual playfield featuring 11 knockout blocks and three thumper bumpers. The pockets vary in value and advance the horses, 5, 10, 15 and 20 notches.

Available on either nickel or dime play, Steeple Chase can be played with from one to six coins. Each coin gives one selection. Since additional selections increase replay possibilities, more experienced players play all selections simultaneously. During every race, the first horse in, results in two replays if all selections are accounted for.

Numerical Order

It doesn't matter which selection finishes first if all have been played. But the next horse to cross the finish line must carry a higher number unless the sixth horse finishes first. Thus if the No. 1 selection finishes first, the No. 2 horse must finish second to keep the race in progress. This sequence must also follow for other selections. Therefore, to prevent the game from ending, selection 3 must be the next across the line. By playing all six selections, the player is assured 20 replays. (Continued on page 90)

NPA to Exempt Chrome Steel From Controls

WASHINGTON, Feb. 2.—National Production Authority this week added chrome steel to glass containers and other products as exempt from allocation controls.

NPA administrator Henry H. Fowler said that decontrol orders are put into effect as soon as supplies "become sufficiently adequate to meet immediate requirements and those in the foreseeable future." Control orders over glass containers were revoked December 31.

Calendar for Coinmen

- February 4—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- February 4, 5, 6—International Coin Machine Exposition, sponsored by Coin Machine Institute, Hotel Sherman, Chicago.
- February 4, 5, 6—National Coin Machine Distributors' Association, winter meeting, Bismarck Hotel, Chicago.
- February 4, 5, 6—National Association of Bulk Vendors, open-house meeting and exhibit, Morrison Hotel, Chicago.
- February 5—Milwaukee Phonograph Operators' Association, Deutscher's Cafe, Milwaukee.
- February 5—Central Association of Music and Coin Machine Operators, monthly meeting Bellerive Hotel, Kansas City, Mo.
- February 7—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
- February 7—Summit County Music Operators' Association, monthly meeting, Magliover Hotel, Akron.
- February 7—Washington Music Guild, Inc., monthly meeting, 3110 M Street, N. W., Washington.
- February 11—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.
- February 11—Wisconsin Phonograph Operators' Association, monthly meeting, site to be announced.
- February 12—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.
- February 12—California Music Guild, monthly meeting, 311 Club, Oakland.
- February 13—Music Operators of Northern Illinois, monthly meeting, site to be announced.
- February 14—Michigan Automatic Phonograph Owners' Association, monthly meeting, Macabees Building, Detroit.
- February 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- February 23—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- February 25—Central States Phonograph Operators' Association, monthly meeting, 821 Main Street, Peoria, Ill.
- February 26—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.
- February 26—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- March 3, 4, 5—Music Operators of America, annual convention, Palmer House, Chicago.

BUBBLE DANCE HORSEY STYLE

CHICAGO, Feb. 2.—If the many mechanical horses on display at the 1952 Coin Machine Exposition in the Hotel Sherman, Monday thru Wednesday (4-6), appear to be in a lather, it will probably be due to an automatic bubble machine in the booth of Purveyor Shuffleboard Company.

Designed as an attention grabber, the machine produces giant bubbles which float around. In Purveyor's case, the gimmick will be used as a trade stimulant. The person making the nearest guess to the number of bubbles produced by the machine during the three days will receive a valuable prize, firm's owner, Herb Perkins, said. In the event the lucky guesser was also a Purveyor patron at the show he will receive a \$50 defense bond as a bonus award.

Merry-Go-R'nd To Make Pins

PHILADELPHIA, Feb. 2.—Merry-Go-Round Sales, which entered the coin machine manufacturing field recently with a mechanical horse, is planning to add pin games to its industry line. The first novelty game of the company line will be introduced to the trade in about a month, Sam Kohn, president, said this week.

Meanwhile, the company has announced that all horses leaving the plant will carry a new service warranty, allowing purchasers to return the equipment once a year, for five years, for free reconditioning. The service includes a new paint job, saddle refinishing and the repair of any parts. The only charge to be made, Kohn stated, is for parts replaced. Operators, tho, will have to pay freight charges both ways.

Williams Bows 2 New Games, Distribs Meet

CHICAGO, Feb. 2.—Williams Manufacturing Company, thru Vice-President Sam Stern will announce production of two new games at its annual distributor meet here Sunday (3). The meeting will be climaxed by a dinner at the Imperial House.

WEATHER CLEAR, TRACK FAST

Horses Set for CMI Show; 67 Firms to Display Wares

CHICAGO, Feb. 2.—With operators, distributors and exhibitors flocking here today and factory representatives setting up equipment in the exhibition hall of the Hotel Sherman, the 1952 International Coin Machine Exposition appeared certain to attract strong attendance. Delegations from virtually all 48 States plus several neighboring and overseas countries were expected. Sponsored by Coin Machine Institute, the three-day show begins Monday (4).

The 67 companies exhibiting will show a wide variety of amusement games, vendors and music equipment, plus an assortment of such allied items as locks, parts and premium merchandise. However, in the main, games and the hot item of the amusement trade—mechanical horses—will be features.

New Products

As has been the custom at previous CMI shows several old-line companies, plus a few newcomers, have saved up some special new products for unveiling at this time since the convention will attract attention from widely separated areas. Chicago Coin Machine

Company, D. Gottlieb & Company, Williams Manufacturing Company, Exhibit Supply Company, International Microscope Corporation and Capital Projector Corporation are the veteran firms which will show new products. Other manufacturers, who will be displaying at their initial CMI convention, will introduce mechanical horses. These include Beauty Horse Sales Company, River Edge, N. J.; Buccaroo Manufacturing Company, Los Angeles; Merry-Go-Round Sales, Philadelphia; Royal Engineering Company, Inglewood, Calif.; and Wonder Horse Company, Pascagoula, Miss. Another initial CMI exhibitor will be Sparks Specialty Company, Soperton, Ga., showing its coin-operated pool table and scale lines.

Other products at the show will include photo machines, shuffleboard, gun games, novelty sport games, ice cube, razor blade, candy, cigarette, gum, card, popcorn and peanut vendors; counter model music boxes, coin radios and manual barbecue sandwich units.

Prospects for attendance, a question mark as recently as a few weeks ago, improved steadily on the eve of the show. The Sher-

man's convention bureau reported thru Manager Earl Benedict that all available space for the show was sold and the bureau was co-operating with column arriving without reservations by finding accommodations at near by Loop hotels.

Other events certain to swell over-all attendance at the CMI show were the debut of the new Evans phonograph line, the bulk vendors convention at the Morrison Hotel, and the winter meeting of the National Coin Machine Distributors Association at the Bismarck Hotel. All three will take place on dates concurrent with the CMI event.

GOOD CHAIRMAN

Home for Aged Banquet Drive Nets \$230,000

CHICAGO, Feb. 2.—Nearly 30 per cent of the goal of \$500,000 for the remodeling of the Daughters of Zion Home, at California Avenue and Hirsch Street, for use as a home for the aged was reached at a banquet held in the Standard Club here Wednesday (30) night. Dave Gottlieb, president of D. Gottlieb & Company, was chairman of the banquet and is co-chairman with Hy Salkind and George M. Eisenberg of the over-all drive.

With 400 persons present, including many leaders of business, government and the entertainment world, a total of \$230,000 was raised. When completed the new home will provide 150 beds and offer modern quarters for the aged, including hospital and infirmary sections, occupational therapy, recreational facilities and a synagogue. In accordance with a resolution passed last June, the home for the aged will operate in affiliation with the Jewish Federation of Chicago.

Canada Plant For Capitol Horse, Movies

NEW YORK, Feb. 2.—An extra set of dyes for the Capitol horse, Bright Eyes, is being made up for shipment to Canada, where the company plans to open a manufacturing affiliate soon, it was learned this week. Capitol's movie machine, Bright Movies, also will be produced in Canada, although production will be largely an assembly job from parts fabricated at the home plant here.

Meanwhile Capitol has begun delivering its horse to operator customers, according to Leo Williams, executive. While current models are made of aluminum, experimentation is being conducted with hard rubber bodies as a hedge against the possibility of future material shortages.

Williams also declared that Capitol expects to add still-picture units to their coin machine line soon. Two models are in the works, one for penny operation and the other for nickel or dime operation.

Cradick Names Sales Manager

LOS ANGELES, Feb. 2.—Saul Freedman has been appointed sales manager of Charles W. Cradick Enterprises, makers of the Hopalong Cassidy Mechanical horse, Topper.

Freedman has set up showrooms in Cradick's headquarters at 1169 North Vermont Avenue here.

SHUFFLEBOARD SURVEY

Detroit Distrib Eyes Game's Renaissance

This is the first of a two-part feature on Shuffleboard Operations. The second and concluding article will appear in next week's issue.

DETROIT, Feb. 2.—A survey of industry and public relations programs in the shuffleboard field is being conducted by the Central

Coin Machine Exchange here, with four main objectives:

1. To obtain a comprehensive picture of the conditions of the local industry as to ownership, location, and condition of games.
2. To facilitate the quest of the average player and spectator to learn and have available for easy reference the standard rules of the game.
3. To sell the amusement value of shuffleboard on a higher plane by assuring an adequate service and maintenance of games in proper condition.
4. To initiate a reconsideration of the situation and operating problems by location owners who have their own games, with the long-range objective of including them to switch to operator-owned games and creating, in effect, that many new locations for operators.

Effective Medium

The effective medium of the program is a mailing to local tavern owners, 1,200 so far, or somewhat less than half the total licensed places in the city which include restaurants with a beer permit and similar spots not prime prospects for shuffleboard. To concentrate upon the most

(Continued on page 90)

NCMDA Group Sets Agenda For Chi Meet

CHICAGO, Feb. 2.—The National Coin Machine Distributors' Association announced the agenda for its mid-winter meet at the Bismarck Hotel here Monday thru Wednesday (4-6).

Feature of the quarterly session will be the annual election of officers Monday (4) morning followed by the election of three new directors for three-year terms. Other high points on the opening day will be a ratification of NCMDA's 1952 policy by the entire membership based on a series of resolutions approved by the executive board in its Miami Beach meeting last month; the final approval of the group's annual promotional program; selection of new committees to work on finance, manufacturers' liaison, membership and new merchandising ideas.

The final two days of the meet have been set aside for a special gathering of the new executives and directors plus individual committee sessions.

Sparks Plans CMI Exhibit

SOPERTON, Ga., Feb. 2.—Sparks Specialty Company here will display photographic models of its coin-operated pool tables at the Coin Machine Exposition at the Hotel Sherman, Monday thru Wednesday (4-6). The firm also will display working models of its weighing scale line.

Sparks' pool table measures 34 1/2 feet and has a dime chute. Firm is headed by R. M. Sparks, who will explain the high points of both products at the exhibit.

Juke Biz Costly Operation With Small-Profit Returns

Judiciary Subcommittee Hears Herz Survey of Phono Industry

WASHINGTON, Feb. 4.—In a statement prepared for delivery to the House Judiciary Subcommittee on Copyrights and Patents today, Theodore Herz, of the firm of Price, Waterhouse & Company, revealed hitherto unpublished results of a newly completed survey of the nation's juke box industry which, the survey showed, is mostly a "small business" with relatively small profits and heavy operating costs. Herz, a certified public accountant, was among several witnesses scheduled to take the stand at the subcommittee

hearing which resumed today on the Bryson-Kefauver Bill to impose copyright royalties on juke boxes.

Herz's statement declared that

HIGHLIGHTS ON JUKE SURVEY

WASHINGTON, Feb. 4.—Here are highlights of a survey completed by the accounting firm of Price, Waterhouse & Company on the juke box industry, as unfolded to the House Judiciary Subcommittee on Copyrights and Patents today:

Replies from 1,598 juke box operators were tabulated; in 1950 these operators had 90,375 coin-operated phonographs which produced \$31,639,742 for the owner-operators.

Each machine took in about \$614, out of which the owner-operator got \$322, not quite a dollar a day for each machine.

Average number of machines owned by an operator was 50; average profit margin amounted to \$402.92 per operator per month for 1950.

this firm aided in preparation of a questionnaire distributed by juke box manufacturers and operators' associations to all known operators, and his firm tabulated the results. The firm tabulated 1,598 replies representing nearly half the States in the Union. Herz's statement continued as follows:

1,598 Replies

"The 1,598 replies which furnished the data presented in this paper include 1,024 received from operators who own from 1 to 50 machines. This is slightly more than 64 per cent of all of those who sent in usable replies. Less than 2 per cent own more than 300 machines each. The distribution of the 1,598 replies according to size groups is shown in this table:

Fifty machines or less.....	1,024	64.0%
50 but not more than 75.....	237	14.8%
75 but not more than 100.....	142	8.9%
100 but not more than 200.....	133	8.3%
200 but not more than 300.....	24	1.5%
More than 300.....	21	1.4%
Total.....	1,598	100%

"A total of 98,375 phonographs is represented by the 1,598 replies. During 1950 they produced total revenues of \$31,639,742 for the owner-operators. This is the revenue total after eliminating the amount paid to the location owners,"

(Continued on page 80)

Central Ill. Ops Discuss Bryson Bill, High Costs

PEORIA, Ill., Feb. 2.—The Central States Phonograph Operator Association held its regular monthly meeting here Thursday (31) in the Enders Hotel. Discussion centered on the controversial Bryson Bill. Fifteen members attended the meeting.

Les Montooth, president, said he and other members tentatively have planned to attend the hearings on the bill which reopen in Washington Monday (4).

Dime play for juke boxes was another topic of discussion during the meeting. Montooth said the members of the association have been co-operating in an effort to get the Office of Price Stabilization to change its stand against an increase in dime play.

The members particularly were interested, Montooth said, in discussing the sharp rise in the cost of phonograph operation—such as the much greater initial outlay now for a new machine. He said members cited facts and figures in their discussion and agreed they must have an increase if they are to continue in business.

Prior to the business discussion, the members had supper at the hotel.

Chi Ops Elect Officers, Set Policy for '52

CHICAGO, Feb. 2.—The Recorded Music Service Association, Chicago association of music operators, held its annual election meeting here Wednesday (30) and set policy for the year.

Some 60 members were present at the meeting in the Brown and Koppel restaurant and unanimously elected the following officers: Ray B. Cunliffe and Roy Bloomquist, co-presidents; Phil Levin, vice-president and secretary; Joseph Filletti, treasurer; Dan Ballaggi and Dan Gaines, vice-presidents, and Bob Lindelof, Paul Golden and Frank Padula, directors. The only new officers are Lindelof and Padula. All others were returned to office.

Major portion of discussion focused on the controversial Bryson Bill and the setting of policy, rules and regulations. It was agreed that operators should strictly adhere to new policies of the group and that each operator should do as much as he can to better relations with the public and location owners.

(Continued on page 95)

Evanston Enacts \$15 Juke Box Tax

EVANSTON, Ill., Feb. 2.—City council here has passed a \$15-per-machine tax on juke boxes. The action marked the first time the Chicago suburb singled out coin-operated phonographs as a source of revenue.

The annual license went into effect immediately.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

JUKE BOX TAX FOES STRIKE. Chaffetz attacks ASCAP in slash at Bryson-Kefauver bill (General-Music Department).

CORAL BOOSTS TALENT STABLE. Revamps a.&r. set-up in over-all expansion moves (Music Department).

DERBY INTO POP FIELD. Indie r.&b. diskery extends move into popular market (Music Department).

ENGLISH FIRM INVADES U.S. Polygon, new indie label, plans concentration on three British artists (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Jukemen's Witness Blasts Bryson Bill At House Hearing

Passage Would Be "Disastrous" To "Boon" of Music—Chaffetz

WASHINGTON, Feb. 4.—Declaring that the Bryson-Kefauver Bill to impose copyright royalties on juke boxes "threatens disastrous consequences" to the industry which has been a boon to the music world, Hammond E. Chaffetz, D. C. lawyer, urged the House Judiciary subcommittee on copyrights and patents today to defeat the measure.

Chaffetz, a member of the firm of Kirkland, Fleming, Green, Martin & Ellis, representing four of the nation's five juke box manufacturers, gave the committee a detailed description of the juke box industry. "While an effort has been made to convey the impression of an air of mystery about this industry," he said, "actually it is much less mysterious than the ASCAP organization which is the sponsor of this bill. If there are no published statistics on the industry," he said, "it is only because the juke box operators are so numerous, so widely scattered and so poorly organized."

Few Manufacturers

He pointed out that the industry is a "struggling" one, with the number of manufacturers having dwindled over a long period of years. Of "a handful of manufacturers" who have survived, Chaffetz mentioned Rudolph Wurtiler Company as having been manufacturing musical instruments since 1856; J. F. Seeburg Corporation in business since 1902; Rock-Ola Manufacturing Company in business since 1928, with its juke box production started in 1934, and A.M.I., Inc., having been manufacturing juke boxes since 1908.

All of these companies, he said, (Continued on page 91)

3d Rock-Ola Distrib Meeting Tentatively Set

CHICAGO, Feb. 2.—The third in a series of regional "grass roots" distributors meetings conducted by the Rock-Ola Manufacturing Company tentatively has been scheduled for February 22 in St. Louis.

Art Weinand, vice-president and director of sales, said a definite date will be announced next week. Weinand and Jack Barabash, regional manager, will represent the Rock-Ola Company.

Representatives from distributing firms in Memphis, Kansas City, Omaha, Des Moines, St. Paul, Louisville and St. Louis are expected to attend the sessions which usually last two days.

Weinand described the meeting as being "grass roots" sessions because they are held on an open forum basis during which distributors can get better acquainted and can thrash out common problems.

Our Error, Sorry

CHICAGO, Feb. 2.—In a listing of Chicago manufacturers in last week's issue, the address of H. C. Evans & Company was erroneously given as 1528 West Adams Street, Chicago 7. It should have read "H. C. Evans & Company, 1556 West Carroll Avenue, Chicago 7."

100 SELECTIONS

Evans to Show 5 Models at Premier

CHICAGO, Feb. 2.—At least five working models of the new H. C. Evans music line will be on display in the Morrison Hotel here Sunday thru Wednesday (3-6). President Dick Hood announced. Following a factory preview of the new models last week (The Billboard, February 2), the firm's sales and engineering executives held a series of meetings with Hood to set a price list for the 1952 line which will be announced at the showing.

At the Morrison showing in Suite 335, Evans will exhibit four models of the new 40-selection machines, called Jubilee, and one of the Century, which plays 100 selections. The Jubilee will not only be displayed with 45 and 78 r.p.m. mechanisms, but also in a variety of wood finishes. Evans' Century will be made for 45 r.p.m. play exclusively.

The firm is not a trade secret that Evans was working on a 100-selection juke box, it was generally believed in distributing and operating circles that actual production of the machine would be deferred until essential materials would be available in larger quantities. As a result, Hood and Lester Rieck, manager of the music division, had a busy week handling inquiries and visitors interested in the new line once the formal announcement of the equipment and production dates were made. All the firm's regular distributors, plus other common interests in signing up as distributors in areas where

Evans is not yet represented, wired or phoned they would attend the premiere showing.

In addition to displaying completed models of the 40 and 100-selection boxes, Evans will exhibit separate mechanisms for music men to examine for operational and service features. Others representing the factory at the Morrison, besides Hood and Rieck, will be Rex Shriver, Fred Morris and firm engineers. The Sunday showing was scheduled to begin at 4 p.m. On the remaining three days the display will start at 10 p.m.

Post Reward For Vandals

CINCINNATI, Feb. 2.—A \$10,000 reward has been offered for the arrest and conviction of the vandals who last week broke windows in two cafe locations and the Sentinel Amusement Company here.

The reward was announced by Charles J. Kanter, head of the Ace Sales Company. One of the cafe location owners said he had planned to change his juke box from an Ace Company to one from the Sentinel Company.

Local newspapers described the window breaking, in which a night watchman was slightly injured, as a juke box-pinball war (The Billboard, January 26).

coming in the March 1 Issue

The Billboard's 1952 Juke Box Special

(MOA Convention-in-Print Number)

... published co-incidental with the vital 3-day series of MOA meetings, discussions and elections to be held at the Palmer House, Chicago, March 3-5.

More Details on Page 45.....

(reading between the lines)



on the face of the "D" you always see the most beautiful, attention-compelling



music box in the whole world but that is far from all for between the



lines there's years of unfaltering service, trouble-free performance, preservation of



initial value and dependable week-by-week profits that warm the cockles of your heart!



AMI *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Juke Biz Costly Operation

Continued from page 78

which is understood to be equal in general, to the amount left for the owner-operator. Assuming that this arrangement governs in every case, it is indicated by the circularization that the public deposited a total of more than \$63,000,000 in the 98,375 phonographs during 1950—about \$644 for each

machine, of which the owner-operator collected \$322. This is not quite a dollar a day for each machine.

"The total of 1950 expenses reported by the 1,598 operators who sent in usable replies amounted to \$23,914,315. These are expenses chargeable against the owner-operators' revenues—no part of them is borne by the location owner. The questionnaire specifically asked that the salary and income taxes of the owner-operators be excluded from the amount of expenses reported.

Revenue Margin

"The margin of revenue left after deducting expenses comes to \$7,725,427 in the aggregate. This is an average margin of \$4,835 for each one of the 1,598 operators, both large and small, and it includes not only their operating profit as businessmen, but also their salaries for time devoted to the work and a return on the capital invested in the equipment. On the average this is a margin of \$402.92 each month. For small businessmen, who make up 64 per cent of the group, the margin is much less—some of them reported gratuitously that they were losing money and could not afford to continue in the business.

"The average profit margin of \$402.92 per operator per month for 1950 figures out to about 24 1/2 per cent on the operators' revenue (or 12 1/2 per cent on the amounts spent by the public for this form of entertainment). Computed in terms of investment, it comes to about 14 1/2 per cent. The 1,598 operators reported an aggregate investment of \$54,061,560—\$34,208

each of the average. The 14 1/2 per cent, of course, includes not only what would normally be termed "return on investment"—it includes not only what would normally be paid in salary for the work done by the owner-operator himself and it includes the element of net profit from the business.

\$260 Per Month

"A 5 per cent return on a \$34,206 investment would come to \$1,710. At this rate, the portion of the margin available for operator's salary and profit would be \$3,125 or \$260 per month. These too are over-all averages. For the 64 per cent who own from one to 50 machines, the average would be much less.

"The questionnaire mailed to the operators asked that they supply data regarding the volume of their record purchases. Some of the figures showing the number of records purchased in 1950 (6,461,033). Others reported that they had spent \$2,781,059 for records. Assuming that the average cost was 50 cents per record, the data from 1,398 operators show that \$0,021-575 was expended to supply 12,043,151 records for use. For 98,375 machines this comes to about 122 records per machine on the average—a little more than 10 records per machine each month on top of those already available in each month.

"In closing this presentation, a word should be said about depreciation since the average operator's \$34,000 investment does appreciate with use and with the passage of time. The questionnaire did not ask about depreciation because of its rather vague character and particularly because it was felt that the smaller operators might be confused by the question. Some of those reporting—40 or 80 perhaps—specifically said that they had not included depreciation in their expense totals. These were taken into the tabulation notwithstanding the exclusion, but the probability is that most operators included a depreciation allowance. It would probably be best to use the data as do all operators had included depreciation on this basis. It would be conservative and not extravagant to say that the average monthly margin available for salary and profit was reported by the 1,598 operators to be no more than \$260 for each apart from a 5 per cent return on funds invested in equipment. For the 64 per cent who owned 50 machines or more, the average would be under \$260 each.

Liable for \$1,560

"I have been requested to compute on the basis of the foregoing data on record purchases the amount by which the royalty rate provided for in the pending legislation would increase the record costs of an operator having 50 machines. Assuming that each machine on the average holds 30 records, at 2 cents per record per week, an operator of 50 machines would be liable for payments totaling \$1,560. The data I have given indicate that the average operator buys 10 new records per machine per month, a total of 8,000 records a year per a 50-machine operator. At 50 cents per record, his record costs would be \$3,000. His royalty payments of \$1,560 would be the equivalent of more than a 50 per cent increase in the cost of his records."

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

For this week's prices consult the used machine advertisements in this issue

AIREON	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12
Cornet 400	\$75.00	\$75.00	\$75.00	\$75.00
Cornet 500	\$125.00	\$125.00	\$125.00	\$125.00
Deluxe	49.00	49.00	49.00	49.00
Flerta	69.00			

AMI	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12
Hiway	\$95.00	\$75.00	\$95.00	\$95.00
Model A	299.50	295.00(2)	295.00(2)	295.00 375.00
	295.00(2)	350.00 375.00	299.50	375.00
Model B	375.00			
	445.00 449.50	445.00 449.50	445.00 449.50	445.00 449.50
Model C	495.00 499.00	499.00 525.00	499.00 545.00	499.00 545.00
	545.00(2)	545.00		
Rollway	49.50			
Singing Tones	49.50	49.50	49.50	49.50

EVANS	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12
Constellation	350.00			249.50

MILLS	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12
Constellation	39.00 50.00	39.00 69.50	39.00 69.50	39.00 69.50
Empress	69.50			
Throne	69.50	69.50	69.50	69.50

PACKARD	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12
Manhattan	89.00 100.00	100.00 119.00	119.00 125.00	119.00 125.00
Fla Mar No. 7	119.00 149.00	119.00		
	75.00 99.00			79.50

ROCK-OLA	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12
Command	39.00	39.00	39.00	39.00
Maple Glow	79.50	79.50	79.50	79.50
Blazer	69.50	69.50	69.50	69.50
Pleasant	69.00 79.50	69.00 79.50	69.00 79.50	69.00 79.50
Premier	69.50	69.50	69.50	69.50
Rocket 50-51	69.50	69.50	69.50	69.50
Standard	69.50	69.50	69.50	69.50
1422	99.00(2)	99.00(2) 119.00	99.00(2) 119.00	99.00(2)
	109.50 110.00	119.50 150.00	119.50 150.00	119.50 150.00
	119.50 145.50			
	150.00			
1426	159.00(2)	159.00(2)	159.00(2)	159.00(2)
1428	279.00	279.00	279.00	279.00
1432-1951 Model	595.00			

SEEBURG	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12
Classic	29.50 49.00	49.00	49.00	49.00
Coloret	29.50 49.00	49.00	49.00	49.00
Emvy	29.50 39.50	39.50 59.00	39.50 59.00	39.50 59.00
	49.50 59.00			
Gen	29.50 34.50	34.50 49.00	34.50 49.00	34.50 49.00
	49.00			
H-146 M Hiway	149.50 159.00	149.50 159.00	159.00 179.00	159.00 189.00
	159.00 189.00	179.00		
	169.00			
	179.00(2)			
H-147 M Hiway	199.50			
H-148 M Hiway	219.00 249.00	219.00 249.00	219.00 249.00	219.00 249.00
	300.00			
H-246 M Hiway	199.00 219.00	179.00 219.00	179.00 219.00	179.00 219.00
	29.50 49.00	59.00		
Hiwitone	59.00			
Lo Tone	79.50	79.50	79.50	79.50
M-100-A	699.50 795.00			
Winger	49.00 49.50	49.00	49.00	49.00
Blaze	39.50 49.00	39.50 49.00	39.50 49.00	39.50 49.00
Rena	39.50 49.00	39.50 49.00	39.50 49.00	39.50 49.00
Rna	39.50 49.00	39.50 49.00	39.50 49.00	39.50 49.00
Voyant	39.50 49.00	39.50 49.00	39.50 49.00	39.50 49.00
146 M	159.00 179.50	139.00	139.00 179.50	139.00
	169.00 179.50			
146 S	139.00 139.00	139.00	139.00	139.00
147 M	169.00 179.50	169.00 179.50	169.00 179.50	169.00 179.50
	179.50 189.00	199.50 215.00	215.00 249.50	
	199.00 215.00			
	249.50			
147 S	149.00 179.50	149.00	149.00	149.00
148 M	285.00 375.00	225.00		
148 M	289.00(2)	289.00 299.00	289.00 299.00	299.00(2)
	325.00(2)			
148S	350.00			
1943 RC Special	59.00 79.00	59.00	59.00	79.00
1947M	179.50			
1949 100 Records	750.00			
8200	55.00			
8900	65.00			

WILLIAMS	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12
Music Mite	149.50	149.50		

WURLITZER	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12
WB-41	24.50	24.50	24.50	
WB-61	24.50	24.50	24.50	24.50
WB-71	24.50	24.50	24.50	24.50
500	49.00	49.00	49.00	49.00
500K	59.50	59.50	59.50	59.50
600K	49.00 49.50	49.00 69.50	49.00 69.50	49.00 69.50
	69.50			
600R	49.00 49.50	49.00 49.50	49.00 49.50	49.00 49.50
616	34.50	34.50	34.50	34.50
700	89.50(2)	65.00 89.50(2)	89.50	89.50
750	89.00 99.50(2)	64.50 89.00	89.00 99.50	89.00 99.50
	99.50(2)			
750E	105.00 109.50	99.50		
780	79.00	79.00	79.00	79.00
800	65.50 79.50(2)	79.50	79.50	79.50
850	44.50 59.00	59.00 69.50	59.00 69.50	59.00 69.50
	69.50			
950	55.00			
1025	169.50	119.00 175.00	169.50 179.00	179.00 179.50
	175.00(2)	179.00	179.50	195.00(2)
	179.00	179.50(2)	195.00(2)	199.00(2)
	179.50(2)	195.00	199.00(2)	250.00
	199.00 195.00	199.00(2)	250.00	
	199.00 199.50			
1017	179.00 250.00	250.00	179.50 250.00	250.00
1080	159.00 179.00	175.00 199.00	159.50 199.00	179.00
	199.50			
1100	325.00 358.00	325.00 349.50	319.50 325.00	369.00
	399.00	399.00	369.00(2)	375.00(2)
	395.00	369.00(2)	375.00(2)	395.00
	395.00	375.00(2)	395.00	
1250	449.50 495.00	495.00	449.50	495.00(2)
	499.50	495.00(2)	495.00(2)	
Victory	39.00	39.00	39.00	39.00

CONVENTION SPECIALS
A-1 CONDITION!

WURLITZER 1250 \$479.50
WURLITZER 1100 379.50
WURLITZER 1015 189.50
WURLITZER 750 99.50
WURLITZER 700 89.50
WURLITZER 800 79.50

Fl. Sample
Williams MUSIC MITE \$139.50

PACKARD MANHATTAN \$119.50
AMI MODEL B 429.50
SEEBURG 146M HIDEAWAY 139.50
SEEBURG M100A 699.50

Many Others—Write for Prices.
Terms: 1/3 Certified Deposit.

UNITED - INC.
Exclusive Wurlitzer Distributors for Wisconsin & Upper Michigan
4227 W. Vlier St., Milwaukee 6, Wis.
Phone: WE 8-3224

Low Cost + Low Overhead = BIGGER PROFITS!

MAKE MORE WITH LESS thru the

RISTAUCRAT S-45

SEE This Handsome Machine at the CMI Show BOOTH No. 7

RISTAUCRAT, INC. 1216 E. Wisconsin Ave., Appleton, Wis.



SO. CALIF. ROUTE FOR SALE

Have complete route 76 latest Phonographs and Shuffle Bowling Games in Long Beach, Calif. Very old established route with income over \$600.00 per week. Owner retiring. Can be handled for \$10,000.00 cash, will finance balance if desired. Write, wire or phone

RAY POWERS
2251 West Pico Blvd., Los Angeles 6, Calif. DUMKIR 7-2243

MUSIC SYSTEMS, INC.

All Equipment is Clean and Ready for Location

CLEVELAND, OHIO 2600 Euclid
TOLEDO, OHIO 1302 Jackson

SEEBURG
148ML \$289
147M \$169
147S \$149
146S-M \$139

HIDEAWAYS
H148M \$249
H246M \$219
H146M \$179

ROCK-OLA
1426 \$159
1422 \$ 99

WURLITZER
1080 \$179
1100 \$369
1015 \$179

AMI
Model C \$549
Model A \$295

PACKARD
Manhattan \$149
Model 7 \$ 99

WALL BOXES
3W1-156 (5-10-25—3 wire) \$44.50
3W2-156 (5c—3 wire) \$17.50
W1-156 (15c—wireless) \$10.00

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1/3 DEPOSIT, BALANCE C.O.D.

EXPORT INQUIRIES INVITED

Record Reviews

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

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

Continued from page 50

ARTIST LABEL AND NO.	TUNES COMMENT	QUALITY	REMARKS	REMARKS	REMARKS
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HOT JAZZ

OL GARNER 75--78--75--73
P.M. 4429—The post-stand pianist here has fashioned a delicate and quite pretty mood piece which the Garner fans should delight in.

New York Concerto 65--68--65--62
Garner turns in a flowery, windy original piece played most fluently by the keyboard stylist.

ARLES VENTURA QUARTET 70--72--70--68
Dark Eyes

SABOY 832—One of the several etchings Ventura has made of this specialty he first did as a member of the Gene Krupa Trio. This one was made on the Coast with Arnold Ross filling in some expert piano. This version is probably the most relaxed on wax, the more creative jazz ideas are to be found in the other readings.

Ever So Thoughtful 65--70--65--60
An original mood instrumental by Ventura is played by the cooler on his tenor horn. He captures a Harriet role in his breathy style of some years ago. He turns in some really pretty moodings.

Y ELDRIDGE GRAMERCY FIVE 68--71--68--65
Noggin' John

PRESTIGE 249—Eldridge leads a quintet, which follows the pattern of the Stan Gramercy group, thru a repeated hit song set in a relaxed, subdued mood. Roy blows some fine ideas in his music. Chamber jazz of an unobtrusive type which should be appreciated in some jazz circles.

Scottie 68--71--68--65
There's some incisive beat in this light swinging piece. Roy's muted solo, too, has bite. But generally interest on both sides should be confined to fans of the hornman.

INTERNATIONAL

RNARD WITKOWSKI ORK 82--82--82--82
Spitful Girl Polka

DANA 3276—Carlinnis and accordions take the lead in a light, fluffy and happy polka rendition. Fine top material.

Chicken Market 81--81--81--81
The "Harmony Bells" ork comes up with an ocker here. The bright tempo and slick clarinet work makes for a fine wax item.

OHNNY PECOR ORK 80--80--80--80
Old-Time's Polka

CAPITOL 1953—A bright, beat-full polka etching repeats with the gang shouts. Should do fine in Pecor's territory and could get action elsewhere, too.

ra-La-La-La Waltz 80--80--80--80
Pecor and Eddie Platt handle the duet vocal in English on an infectious waltz penned by the orkster. Could get a bit of oze action with this duet.

JENE WISNIEWSKI ORK 79--79--79--79
Kukuika Polka

DANA 746—The brassy Wisniewski ork turns in another fine vocal polka cutting with the lyric in Polish. The ork's clean playing is typical of the wax they've previously cut.

Pat Snowman Polka 78--78--78--78
Winter polka is handled brightly by the ork, in march polka tempo.

ARTIST LABEL AND NO.	TUNES COMMENT	QUALITY	REMARKS	REMARKS	REMARKS
BETTY, RHEINY, PAPA 65--65--65--65 Drumtin' Im Unterland	ALPINE 7766—A German um-pah-pah type of ditty receives a nice run-down by the singers.				
Let's Be Happy 62--62--62--62 A Swiss folk song is sung and pedaled by the family group.					

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(Continued on page 82)

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CENTURY

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Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	RECORD	RECORD	RECORD	RECORD
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HOT JAZZ

Continued from page 81

NICOLA PAONE VICTOR 20-4396—Sleazy novelty ditty covered by Paone gets a sparkling performance which should interest the Italian speaking set. Pop potential is slim, the Paone sings in English.	69-73-66-68				
One Mo Money The title of the same here, the material is much weaker. Production is top and the cut does a first-rate job of backing the singer.	66-70-64-65				

SPIRITUAL

THE MCGRIM TRAVELERS Lead: Hold My Hand SPECIALTY SP 837—The Travelers, a truly fine vocal group, display their great blend and musicianship on this fast tempo religious item, half chant and half vocal, sung a cappella.	82-80-83-83				
Never Knew Joy Before Another great performance by the boys backed by a stirring lead voice and a sublime religious ditty that needs all the way.	80-80-80-80				

REV. RILEY Lead: Low Down the Chariot DECCA 49272—Reverend Riley and the congregation create lots of excitement on this shouty revival tune, that sounds like an on the spot dueling. The tempo builds thrust. A strong platter that could get along at any time.	80-82-76-82				
Little Boy The reverend starts off with a powerful sermon, then swings into a handclapping religious ditty with the congregation singing the chorus. The preacher really rocks. Actually a remake of a Riley hit.	76-78-72-77				

MARLANE COUNTY FOUR Lead: Atomic Telephone, The RMG 1018—Fast-tempo spiritual shows off the nice blend of the group and their sincere vocalizing.	72-72-72-72				
Ten Commandments, The Book of the Ten Commandments over a humming background by the vocal group is done well. A good family item for rural areas.	70-70-70-NS				

SACRED

GEORGE BEVERLY SHEA Lead: Each Step of the Way VICTOR 20-4472—A fine vocal by the singer, full of warmth and reverence, on a good religious item from the Billy Graham picture, "The Road".	80-80-80-NS				
Beloved Enemy A new hymn receives a good reading by Shea, plus strong backing by a large and capable chorus.	74-73-74-NS				

KEN CARSON (Hal Kanner Ork) Lead: Sweet Hour of Prayer BIBLES 971—A lovely and melodious hymn is sung with reverence by the vocal star. A good family item.	75-75-75-75				
In the Garden A good vocal by Carson on the familiar hymn, with appealing vocal and art backing. However, pop-type arrangement sounds incongruous on a sacred item.	70-72-68-70				

SALLY SWEETLAND-JOANNE MORELAND Lead: Gentle Hands MGW 11355—Fermose vocal item creates a reverent mood via an excellent rendition of this warm religious ditty.	74-74-74-74				
Mother at Your Feet is Kneeling The girls do a good job with a strong vocal on this coverage of a hymn of the same name.	70-72-70-68				

DENNIS OAY (Roger Wagner Chorus) Lead: Mother at Your Feet is Kneeling VICTOR 20-4455—A fine version of the current hymnal hit by Oay on this late coverage ditty. Oay sings with sincerity and feeling.	74-78-70-NS				
Mother Dearest, Mother Fairest The old traditional tune has a similar title to the hymn on the flip side, the melody does not have the simple and direct appeal of the other, in spite of a nice job by singer and chorus. It could do well in country areas.	70-70-70-NS				

LYDIA SUMMERS (Hal Kanner Ork) Lead: Born in a Manger—Low BIBLES 925—An effective and sincere vocal by the singer on a moving hymn, the musical arrangement is very busy and distracting.	72-74-70-NS				
Behold Thy Mother Another fine reading by the singer on an ancient type of sacred tune.	70-70-70-NS				

LATIN AMERICAN

DANIEL SANTOS Lead: Albansia A Change SEG 7142—The singer and the quartet do a great job on a guaracha number, over an exciting and swinging arrangement that builds thruout. A strong disc.	82-83-80-82				
Pedra Cu Ya Mare Santos comes up with another effective vocal with the help of the chorus on a routine Latin rhythm tune.	78-78-78-78				

MECTOR DRK (Elba de Castro) Lead: Final VICTOR (65) 51-5543—Fern chantay, who sounds much like Piaf, turns in a strong vocal on a personal Latin tune, backed by the rich sounding orchestra in before tempo.	76-76-76-76				
Pease Dal Corazon The oldie "Heartaches" receives a full rendition by the art with an adequate English vocal by the singer.	69-70-67-71				

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COUNTRY & WESTERN

Continued from page 38

ELTON BRITT Lead: Lockass Blues VICTOR 20-4472—Funny lyrics about the animal's amatory adventures are covered ably in this novelty. Good beat, with vocal and bit tricks, should keep 'em listening.	80-82-78-80				
Summer Kisses The Hammond adds to the future's backing given a romantic ballad that has caught with the change of seasons.	76-76-76-76				

JIMMIE DAVIS Lead: I Ain't Gonna Give Nobody None a' This Jolly Roll DECCA 49286—The old just open to give a country twist and comes out as easy listening. Davis lacks real work.	76-78-75-75				
Forever's a Long Time Time is derivative, words are better, but with the solid beat behind Davis' fine singing it all takes up to an acceptable effort.	74-74-74-74				

RUSTY McDONALD Lead: Silvers and Gold INTR 5040—Strong performance by the warbler on this fast coverage record of the current ditty. If the Pat Wee King disk goes, this thing could catch some coin.	75-76-72-76				
Long Leg Love McDonald comes thru with a good rendition of his own pretty ballad.	67-67-67-67				

CENE O'QUIN Lead: Let Me Change Your Name CAPITOL 1841—A nicely paced ballad with teeny treatment of art and more.	74-74-74-74				
I'm Gonna Find Another Sweetheart A wavy frame sets a luscious backdrop here. Should get a number of spins in country spots.	72-72-72-72				

RUSTY McDONALD Lead: Postage Due INTR 5041—A very persuasive warble by McDonald on this sentimental country weeper.	74-76-72-74				
Don't Say "I'm Sorry" Anymore A lively country item receives an affecting vocal from the country artist.	68-69-67-70				

DON PAUL (Canyon Caravan) Lead: Get Back in Line MG-101—Here Ted Groves takes the vocal with Paul giving out with the title refrain. It's a jumpy ditty about a guy who's always getting into "trouble".	71-73-70-70				
Too Little Love A delectable ballad helps out this straightforward rendition of a typical Western.	68-69-68-68				

TOMMY DUNCAN (The Ranger Trio) Lead: Move a Little Closer INTR 5037—A lively country tune with clever lyrics is sold well by the warbler.	70-72-68-71				
Relax and Take It Easy Performance by the singer and trio is good, but the song is a routine effort.	60-60-60-60				

EOOIE HAZLEWOOD (His Carolina Woodchoppers) Lead: Rag, a Bone, a Hank of Hair, A INTR 5038—Singer impresses via a strong vocal on a lively and humorous country item.	68-70-64-70				
You've Got a Green Light The material is solid, the singer gives it a good reading.	60-60-60-60				

JIMMY WALKER Lead: Rich in Love INTR 5039—The singer is pleasing on this better-than-average rural ballad.	65-65-64-66				
Blue as the Ocean An adequate vocal by singer and trio, on routine country material.	55-55-55-55				

MURL ALEXANDER-THE TEXAS WRANGLERS Lead: Crying in My Beer DOME 1048—Fair performance of a melodious country weeper by the group.	63-65-61-63				
Old Jolopy Blues A novelty country tune, played in honky-tonk style, is rendered adequately.	60-60-60-60				

JIMMY DALE (Prides of the Prairie) Lead: Goodbye Maria (I'm On to Korea) ANCHOR A-1—A capable performance by the singer and group on the current country war song.	60-62-57-62				
Rosalita Singer is fine on a 30-second item.	55-55-55-55				

VICTOR L. ROBERTSON Lead: Riding Down the Canyon VICS 1181-7—A rousing singing that never should have been wined.	20-20-20-20				
Beautiful Wild Spring An extremely poor rendition of a sub-standard Western tune.	20-20-20-20				

SKEETS McDONALD Lead: Tell Me Why CAPITOL 1847—McDonald projects the pop hit with much country feeling. In any case, this should pick some besting sales.	81-82-80-81				
Be My Life's Companion More coverage here, the material may be too slick for the country market.	78-80-76-77				

PAUL & ROY Lead: Spring of Love INSTRY 5374—Country weeper, played tempo in check, fast tempo between spots, receives a strong and striking vocal from the boys. A strong disc.	80-82-76-82				
You've Been Cheating on Me, Darling The boys sing another weeper in between style. Use the material here in any strong on other side.	75-75-75-75				

HANK THOMPSON (Brazos Valley Boys) Lead: Wild Side of Life CAPITOL 1842—A fine country weeper with clever lyrics is handed a first-rate reading by Hank Thompson.	80-82-76-80				
Cryin' in the Deep Blue Sea Jimmy beat and art Harris' back up a top-top job of vocalizing. Tune is catchy and lyrics have a nice novelty twist.	78-80-76-78				

ROD MORRIS (His Misadventures) Lead: Money, Money, Money CAPITOL 1846—A cute and lively country novelty is rendered with humor and spirit by the versatile singer.	77-78-75-78				
Cry Baby Blues Morris turns in a persuasive and stylized vocal on this rhythmic tune.	74-75-71-76				

EDDIE HILL Lead: Cold, Cold Woman (And the Hot Guitar) MERCURY 6375—Hill recites some patter in between some slide guitar passages. Lyrics mention the names of such country names as Ernest Tubb, Red Foley and Bob Willis.	76-80-74-75				
Educated Fool Old novelty ditty gives Hill a chance to mouth some big words, but the string group passages take top honors.	67-72-64-66				

TERRY PRESTON Lead: Time CAPITOL 1847—The warbler's strong vocal lifts this country weeper way above average. A good disc.	76-78-74-76				
I Want You So The singer tries hard, but the material is routine.	68-68-68-68				

Atlas Remodel Service Dept.; Calls Biz Good

CHICAGO, Feb. 2.—Atlas Music Company, distributor for the J. F. Seeburg Corporation here, has redesigned its service department to provide operators with faster service.

The remodeling job was finished Thursday (31), Harold Schwartz, an Atlas executive, said. The entire service area of the department was enlarged and new test equipment was installed.

In other developments, Schwartz said Atlas finds that the music business has been improving generally through the territory. He said normally there is a lull at this time because of taxes, license fees and other factors. Among the reasons Schwartz listed, was the "greater than normal" amount of new blood in the industry, particularly former game operators.

Dispute Juke Servicing in Self-Op Stop

DETROIT, Feb. 2.—The Coin Machine Workers Union and AFL Teamsters Local 985 were directed by Circuit Judge Arthur Webster this week to show cause why they should not be restrained from picketing a restaurant which had purchased its own juke box.

In the court action Robert and Edward Rubble, restaurant owners, charged union pickets were being used for an "illegitimate end." Both complained that William E. Bufalino, president of the coin machine workers' union, stated that no union worker would service their machine. Judge Webster set the hearing for Friday (8).

Gen. Music Closes After 15 Years; Mgr. to Robinson

LOS ANGELES, Feb. 2.—After approximately 15 years, the General Music Company here closed its door Thursday (31). Owner William Parr will devote his time to other interests, and Fred Gaunt, who has served as manager of the business for the past 10 years, moved over to C. A. Robinson & Company.

Gaunt has been in the coin machine field for more than 25 years, starting as a serviceman for his brother, Walter, when he was a Seeburg distributor in Kentucky. Coming to the West Coast in 1929, Gaunt operated for a time and later opened the Trojan Novelty Company, where he jobbed coin machine equipment for nearly two years. He sold out this business to join General Music.

At the Robinson company, Gaunt will handle sales. Thru an arrangement made between Parr and Robinson, mail and telephone calls to General are to be referred to Gaunt's new affiliation. It was emphasized there is no connection between the firms and the set up was made as an accommodation to operators in this area.

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Illinois, Chi Tobacco Assns. et 2-Day Meet

All-State Confab
Includes Vender,
Cig, Candy Firms

CHICAGO, Feb. 2.—First all-state tobacco convention sponsored jointly by Illinois Association of Tobacco Distributors and Chicago Association of Tobacco Distributors will be held at LeLand Hotel, Springfield, Ill., February 8-9.

Opening business session will include talks by Louis Gruber, general sales manager of the P. Lorillard Company, and Joseph Kolodny, managing director, National Association of Tobacco Distributors. Gruber will speak on "The importance of the Tobacco Distributor to the Cigarette Industry," while Kolodny's address will be titled, "We Are All in It."

Second day of the meeting will feature a question and answer period, a sales seminar conducted by Kolodny and his NATD staff, and a closing banquet.

All major cigarette manufacturers will hold open house in separate suites during the two-day meeting. Rowe Manufacturing Company and National Vendors also will have room displays. In addition, a number of leading candy and gum companies will be on hand, including E. J. Braeb, Mars, Beech-Nut and William Wrigley Jr. Company.

Keeney Adds Gold Finish To Cig Line

CHICAGO, Feb. 2.—J. H. Keeney & Company has started making its de luxe electric cigarette vander with cabinets in gold hammered finish, sales manager Paul Huebsch announced this week.

The Keeney machine has nine double columns and a capacity of 432 packs including king and regular size. It operates on any combination of nickels, dimes and quarters thru a single coin opening and is built to meet all pack price changes.

Huebsch stressed that now operators will have a choice of either the maroon or the gold hammered finishes. Later Keeney will also offer a choice of green and blue hammered cabinets.

Survey Finds Root Beer No. 2 Drink

CHICAGO, Feb. 2.—Findings of a recent national consumer survey conducted by Capper's Farmer, agricultural periodical, revealed that root beer is America's No. 2 soft drink.

Brandwise, the survey indicated that Dad's topped the second flavor choice. Over-all the survey showed a steadily increasing public trend toward soft drinks.

"June in January" for Chi Subway Ice Cream Venders

CHICAGO, Feb. 2.—Twelve ice cream venders in Chicago subway stations have been averaging 60 sales per machine per day thru one of the coldest Januaries in recent years, Mechanical Merchants, Inc., which has the Chicago Transit Authority beverage, food and ice cream vending contract, reported this week.

While the winter sales volume thru CTA locations is considered good in view of their transitory and semi-outdoor nature, Herman Stamer, Mechanical Merchants vice-president, pointed out that ice cream units in most of the firm's captive installations (plants and business houses) have been moving between 98 and 108 bars per day.

Initially, Stamer said, the CTA subway machines averaged 204 bars daily when they were installed last summer.

"A 23-machine expansion of Mechanical Merchants' Chicago ice cream operation was brought about with the recent purchase of James Hatatom's route of Jolly Boy venders, Stamer announced.

NO-MATCH CIG Calif. Firm To Produce Self-Lighter

SAN FRANCISCO, Feb. 2.—Construction of a \$500,000 plant here to manufacture a self-lighting cigarette is planned by Frank Witt, cigarette inventor. A paper strip, lightly covered with a chemical substance, furnishes the light when it is struck on an abrasive placed on the side of the package.

According to Witt, his cigarette has received U. S. Army approval for use by combat troops. The igniting flame is said to be invisible at a 100-foot distance.

Addition of the self-lighting feature increases the cost a penny for every 50 packs, Witt claims. He hopes to ultimately make the patented feature available for use on other brands on a royalty basis.

A contract for the first unit of the new plant has been let, Witt stated. Construction is to start as soon as a site is selected.

Fourth NAMA Area Meeting In Clearing

CHICAGO, Feb. 2.—National Automatic Merchandising Association will hold the fourth of 60 scheduled area meetings during 1952 Tuesday (12).

Bernard J. Kiley, head of Airport Vending Company, was appointed chairman of the meeting, which will start at 6 p.m. at the Clearing Industrial Club, 65th and Central Avenue. Following dinner, Kiley will lead a discussion on the per machine and general tax threat to the vending industry and sanitation aspects in Chicago.

The decision to skip regional meetings in favor of area gatherings, according to NAMA director of membership, Pete Malloy, was to enable smaller operators to attend association meetings without sacrificing time away from their organizations. It was stressed that none of the area meetings would require an operator traveling farther than 150 miles.

Coan Expands Service Coverage, Production

MADISON, Wis., Feb. 2.—Coan Manufacturing Company announced expansion of its sales-service organization this week. J. W. Coan, president, also reported that present production of candy, cigarette and cookie venders was up slightly over 500 units per month, with coffee vander output 100 machines for the first 1952 year. It may be possible to double coffee production during the second quarter, he said.

With the expansion of the sales-service department, Warren C. Deaton, Galion, O., was appointed head of activities thru Ohio, Michigan, Kentucky, Indiana, Pennsylvania, New Jersey, New York and the New England States.

Deaton has appointed three service-salesmen who will work under him thru the territory. C. W. Brown, in West Coast manager, will cover Washington, Oregon and Idaho. In California, Utah, Nevada and Colorado, Woodie Leslie has been replaced, while Frank Herbenar, of El Paso, has been assigned Arizona and New Mexico.

Woodie Taylor, Fort Worth, will cover Texas, Louisiana, Oklahoma and Arkansas. Fred Smith, Mobile, covers Alabama, Mississippi, Georgia and Florida. Max E. Wells, Greensboro, covers North Carolina, South Carolina, Virginia, Maryland and Delaware.

Automatic Names Area Sales Reps

NEW YORK, Feb. 2.—Mol Rapp, general sales manager of Automatic Products, this week announced the appointment of four representatives to handle sales and service on a regional basis.

Appointees and offices they will work out of are: R. E. Smith, 2312 West Pec, Los Angeles; B. J. O'Connor, 2184 Greenwich Street, San Francisco; Norman Kasser, 3rd and Lazerre streets, Philadelphia; and W. R. Kendrick, 2523 McKinney Avenue, Dallas. Each office will carry a complete stock of spare parts and accessories.

Find Broader Sirup Price Range as Cup Field Grows

Per Gallon Cost Spread From
\$1 to \$1.96; 3 Factors Aid Ops

CHICAGO, Feb. 2.—Price range of sirups offered cup vander operators has broadened over the past three years. A survey of the sirup supply field by The Billboard reveals that the lows and highs are now farther apart, with the former \$1 per gallon and the latter \$1.96 per gallon.

From 1949 thru early 1951, per gallon cost of finished sirup ran from \$1.05 to \$1.85. Currently, special discount deals and cup deals act to shave as much as 10 or 15 cents off the per gallon price in many instances. The availability, and amount, of the discounts depend upon volume purchased, locality, and brand used by the operator.

Another factor in the sirup price picture is the gradual rise in operator use of concentrates over the past year. While not a major factor in the cup vander supply situation as yet, and also not expected to be a strong competing factor this or even next

year, operator-processing of sirup concentrates is a deterrent to higher finished sirup prices.

Favorable Factors
Generally three developments in the sirup-cup vander field combine to produce a better supply outlook for the average operator. They are:

1. The entry of self-processed concentrates (altho all operators, who use concentrates, admit to using two or at least one brand of finished sirup).
2. The greater number of sirup producers who are interested in supplying operators (most of the over 300 suppliers in the country have at one time or another sold to operators, but the number looking to vender sales at one time was never greater than at present).
3. The over 13,000 machine increase in cup vander operation within two years to a new high of 32,135 units on location in

1951 (Census of the Industry, January Vender), and the fact that the weekly per machine sales average 850 drinks for a 12-month total of 1,353,105,000 vending sales.

Next week, a second article will describe what individual sirup suppliers are doing to promote a vander business, what exact per gallon prices are being charged by representative firms.

'52 Convention Comm. Outlines NAMA Program

CHICAGO, Feb. 2.—At a meeting of chairmen and members of the National Automatic Merchandising Association's 1952 convention and exhibit committee in NAMA headquarters, a program for the September event was outlined. Additional appointments were made to round out the group to a 42-man body.

A second meeting, to include the entire group, has been scheduled during the National Association of Tobacco Distributors' convention April 20-24.

Ernest H. Fox, chairman, announced the after dance goal would

(Continued on page 86)

Increase Vending Phase of CMI Meet

CHICAGO, Feb. 2.—At least 11 manufacturers and distributors of vending and service equipment will exhibit at the 1952 Coin Machine Industries' convention which opens at the Hotel Sherman here Monday (4) for a three-day run.

The addition of a new exhibitor, plus the showing of vander and scale equipment along with allied coin machine lines by two more distributors, boosts the convention's automatic merchandising phase up from the eight displays reported last week.

Exhibitors
Empire Coin Machine Exchange, Chicago, will show the Smoke Shop cigarette vander, Acorn and Sirup King bulk machines and two scale lines. First Distributors,

Chicago, is displaying the J. H. Keeney electric cigarette vander, along with a line of bulk machines.

The last-minute addition, Sparks Specialty Company, Soperton, Ga., will also display a line of scales. McDowell Manufacturing Company, Pittsburgh, will feature its coin-operated Relax-a-Lator.

Cigarette venders also will be shown by Eastern Electric, Inc., New Bedford, Mass., and James H. Martin Company, Chicago. Latter will show the DuGrenier line, along with its own candy machine.

King & Company, Chicago, will feature the Northwestern Corporation bulk vander line, while National Sanitary Sales, Chicago, shows its razor blade vander.

Auto Photo Company, Los Angeles, showing its photo machine; Refrigerated Equipment Sales Corporation, New York, its ice cube vander; A.B.C. Popcorn Company, Chicago, showing its manual popcorn warmer; and National Rejectors, Inc., St. Louis, its coin changer and line of coin control mechanisms will round out the vander-service machine portion of the exhibit.

Victor Skeds Op Open House

CHICAGO, Feb. 2.—Victor Vending Corporation will hold a special open house and exhibit in its plant showroom Monday thru Wednesday (4-6). Harold Schaeff, president, announced this week.

Featured at Victor headquarters, 5707-13 W. Grand Avenue, will be the recently introduced wood cabinet bulk venders, Baby Grand and Jumbo 100. Schaeff said that other bulk models will also be shown, including the Topper line.

Seven Firms to Show At Bulk Vendor Meet

CHICAGO, Feb. 2.—With the addition of two firms this week, National Association of Bulk Venders will host a seven company exhibit during its open house at the Morrison Hotel here Monday thru Wednesday (4-6).

A complete directory of exhibiting firms will be carried in the NABV headquarters' suite, 1339-40. It was not possible to obtain sufficient suites to keep the displays on a single floor, according to Milton Raynor, association's general counsel.

New additions to the exhibiting group are Automatic Gum Sales, Stevens Point, Wis., and G. & S. Novelty Company, Green Bay, Wis. Morris Gorwitz will represent the latter firm, while Harris Shafiq will be on hand for Automatic Gum.

The other five firms holding displays are Ball-Gum, Inc., Chicago; Samuel Eppy & Company, Inc., Jamaica, N. Y.; Karl Guggenheim, Inc., New York; Leaf Gum Company, Chicago; and Penny King Company, Pittsburgh.

A continuous open house will be held in the NABV suite, while individual exhibitors will open their doors at 9 a.m. and host visitors until late evening hours during the three-day meeting.

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CHICAGO, Feb. 2.—With the addition of two firms this week, National Association of Bulk Venders will host a seven company exhibit during its open house at the Morrison Hotel here Monday thru Wednesday (4-6).

New additions to the exhibiting group are Automatic Gum Sales, Stevens Point, Wis., and G. & S. Novelty Company, Green Bay, Wis. Morris Gorwitz will represent the latter firm, while Harris Shafiq will be on hand for Automatic Gum.

The other five firms holding displays are Ball-Gum, Inc., Chicago; Samuel Eppy & Company, Inc., Jamaica, N. Y.; Karl Guggenheim, Inc., New York; Leaf Gum Company, Chicago; and Penny King Company, Pittsburgh.

A continuous open house will be held in the NABV suite, while individual exhibitors will open their doors at 9 a.m. and host visitors until late evening hours during the three-day meeting.

Automatic Names Area Sales Reps

NEW YORK, Feb. 2.—Mol Rapp, general sales manager of Automatic Products, this week announced the appointment of four representatives to handle sales and service on a regional basis.

Appointees and offices they will work out of are: R. E. Smith, 2312 West Pec, Los Angeles; B. J. O'Connor, 2184 Greenwich Street, San Francisco; Norman Kasser, 3rd and Lazerre streets, Philadelphia; and W. R. Kendrick, 2523 McKinney Avenue, Dallas. Each office will carry a complete stock of spare parts and accessories.

Two-Tone Charms Series by Eppy

NEW YORK, Feb. 2.—A new series of 40 "color-on-color" charms was released this week by Samuel Eppy & Company. Put thru a newly developed process, each of the vending items is finished in two contrasting colors.

There are 16 color combinations in all.

Evanston Presses Per Machine Tax

EVANSTON, Ill., Feb. 2.—A \$18-per-machine tax on all types of venders except penny bulk units was held up after presentation to city council last week. However, the city clerk's office stated that the vending machine ordinance would be reintroduced this Monday (4) when the council again convened.

Ordinances passed earlier increased license fees for ice cream manufacturers and bakeries, placed a new tax on juke boxes (see story in Music Section)

MAKE BIG PROFITS with the Sensational

NEW in '52

NON-ELECTRICAL
Perfumatic



- UNLIMITED LOCATIONS
- HIGH PROFITS

Makes Possible
75%-25%

SPLIT

THERE'S A LOCATION...
WHEREVER THERE'S A WOMAN

PERFUMATIC vends perfume automatically—brings tremendous profits—FAST! Models 4 leading brands giving approximately 1,000 sprays per refill. Simple selection—individual 5 cent and 10 cent coin slots. Attractively colored cabinet—simple construction with high luxury chrome fittings. Convenient size, 18" x 12" x 26". Weight less than 20 lbs.—simple installation. Easy servicing and high profits make PERFUMATIC top in popularity with operators.

CONTACT DISTRIBUTOR: **COLMA, INC.**
287 PARK AVENUE, WORCESTER, MASS.

PERFUMATIC OF CANADA, Ltd.
361 EGLINTON AVENUE WEST TORONTO, CANADA

VENDERIZED

Prevents Peeling and Flaking

CIGARETTE MACHINES

- Unesda Model 500, 12 Col., 425 Pack Cap., King Size Included \$90.00
- Unesda Model 5, 8 Col., 374 Pack Cap. \$60.00
- Unesda Model 10, 8 Col., 375 Pack Cap. \$60.00
- DuGrenier Model 10, 11 Col., 350 Pack Cap., King Size Included \$77.50
- DuGrenier Model W, 7 Col., 302 Pack Cap. \$50.00
- Rome Model 1, 8 Col., 300 Pack Cap. \$50.00
- Rome Model 2, 8 Col., 300 Pack Cap. \$50.00
- Rome Model 3, 8 Col., 300 Pack Cap. \$50.00

\$5.00 LESS FOR 12 VENDING, \$7.50 ADDITIONAL FOR KING SIZE VENDING.

CANDY MACHINES

- DuGrenier Candyman, 72 Ref., Cap. (Exclusive Sale) \$27.50
- Unesda Candy, 8 Col., 100 Ref., Cap. \$25.00
- Vendell Candy (New) Write

TOP EQUIPMENT

UNCONDITIONALLY GUARANTEED 1/2% DRP. WITH ORDERS. BAL. C.O.D. Parts and repairs available for all makes and models.

CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25¢ OR 30¢ VENDING TRADES PRICES—

RING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
160 Clymer Street, Brooklyn 11, N. Y. • EVERGREEN 7-4568

From LITTLE ACORNS mighty INCOMES grow!

Don't Delay... Order NOW!

ACORN

The only completely die cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends all bulk nuts—nut, gum ball, candy, chocolate.
- Polished, easy-to-clean merchandise chute.
- Temperature held by top lock and body clamps only.
- Guaranteed mechanically—weights less than 7 lbs.

Earl & Mildred M. J. ABELSON
Gen. Sales Mgr.
3032 Fifth Ave., Pittsburgh
Phone: AT 1-6478

Pacific Coast Distributor
OPERATORS VENDING MACHINE SUPPLY
1025 S. Grand Ave.
Los Angeles

QAK mfg. co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

CHARMS—Proven Sales Boosters
Write for Complete Price List

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

Supplies in Brief

WASHINGTON, Feb. 2.—National Production Authority reported this week that the frozen food container industry would be able to secure greater supplies of the plastic, polyethylene, on the free market than it would if NPA set up a system of allocation for the industry. The industry was advised by NPA that 32 per cent of the supply of polyethylene was on the free market. Altho supplies will drop during February and March, 50 per cent more of the plastic will be on hand next fall than the amount available last summer, the agency said.

Pecan Purchases
WASHINGTON, Feb. 2.—Purchases of 1,590,000 pounds of shelled pecans by the Department of Agriculture at 71.2 cents a pound was announced this week. This brings to 3,330,000 the number of pounds purchased by the department in order to assist growers market the large 1951 pecan crop.

It was also announced that holdings of peanuts in commercial positions at the end of December totaled 1,023 million pounds, a drop of 19 per cent below the holdings of 1,254 million the year before. Holdings of cleaned peanuts are about 33 per cent lower while those of shelled edible grade peanuts were 18 per cent below those of a year ago. Millings of farmers' stock peanuts during the 1951-52 season thru December reached 496 million pounds, compared to 600 million pounds milled last year.

Disappearance of shelled peanuts, all grades, during the 1951-52 season thru December totaled 264 million pounds, compared with 318 million last year, the department reported.

Confectionery Sales
WASHINGTON, Feb. 2.—Sales by confectionery manufacturers during November, 1951, totaled \$114 million, a rise of 11 per cent above sales of November the year before, the Department of Commerce announced this week. The first 11 months of last year saw \$902,596,000 in confectionery sales, a climb of 5 per cent over the same period in 1950. October 1951 sales were about equal to those in November, 1951, according to Commerce.

Sugar Carry-Over
WASHINGTON, Feb. 2.—Department of Agriculture announced this week that the quantities of sugar to be carried over into 1953 by individual processors and producers will be determined after hearings are held February 6 in Santurce, Puerto Rico, on the 1952 sugar allotment quota for that country. The department also announced that the quantity of sugar charged against quotas during 1951, totaled 7,725,135 short tons, raw value, compared to the 8,274,329 tons during 1950.

Packing Machinery
WASHINGTON, Feb. 2.—In two announcements affecting the packaging industry, National Production Authority this week reported that production of carbon bisulfide, used in making cellophane, would be kept at about 90 per cent of the 1950 rate, and gave further interpretation to a recent order permitting self-authorization in applications for scarce materials by makers of machinery used in packing bottled beverages, and in cleaning, capping, sealing, wrapping and labeling packages.

Beginning with the second quarter of 1952, manufacturers of Class "B" products may use the self-authorization procedure to obtain materials up to certain limits, provided they do not use that procedure to secure more than their average quarterly usage of controlled materials during the 1950 period, NPA said. In order to reduce the possibility of large inventories, NPA also ruled that these manufacturers may not use controlled materials in any quarter in quantities greater than those allocated unless expressly authorized by NPA.

Confection Sales Up
WASHINGTON, Feb. 2.—Dollar sales by confectionery manufacturers during December climbed 9 per cent above sales in December the year before, while sales by the pound rose 6 per cent. Department of Commerce reported this week. Sales of bar goods alone took a 9 per cent jump in dollar value, and a 7 per cent hike in poundage. Package goods sales in December also rose 9 per cent above the December before. Package sales by the pound rose 5 per cent.

Biggest climb was in general line confectionery which went up 20 per cent in dollar value sales above December, 1950, and 15 per cent in poundage sales. Bar goods alone showed a decline in December. Sales by dollar value fell 9 per cent and by poundage 13 per cent.

Portland Bottlers Organize Own Assn.
PORTLAND, Ore., Feb. 2.—Organization of the Portland Bottlers of Carbonated Beverages "to promote the interests of the bottling industry" was announced this week by Jack Faulkner of the Columbia Distributing Company, who was elected president.

Other officers elected were W. R. Moore of the Portland Bottling Company, vice-president; Henry D. Kahrs, Coca-Cola Bottling Company; Bob Prasil, Consolidated Beverages; and William Deutch, Pepsi-Cola Bottling Company. All are active in the Oregon Bottlers of Carbonated Beverages, which holds its annual convention in Portland this month.

Other firms represented in the Portland organization are Canada Dry, White Rock, Seven-Up Bottling Company, Oregon City; Royal Soda Works, Hillsboro; Mount Hood Beverage Company; and Dad's Root Beer Bottling Company.

Blatt-Grant Partners in Cookie Route

MIAMI, Feb. 2.—A half interest in Cookies, Inc., has been purchased by Richard Grant, it was announced by Owner Willie Blatt.

Grant has a vending machine background, having been treasurer in New York City with Ace Automatic in the operation of cigarette and juice machines.

Under the new set-up, Blatt said, Grant will have full supervision over Cookies, Inc., and its personnel. He will devote much of his time at the outset expanding the operation, concentrating on newly reactivated military bases in the area.

It was an article in the November, 1951, issue of Vend, The Billboard's sister publication, which brought about the new partnership, Blatt stated. Grant read the story, "Cookies Click in Industry," which related the growth of Cookies, Inc., then went to Florida and called on Blatt, and the two formed a partnership.

Blatt acquired the cookie route about three years ago and has expanded it since then. However, his other interests (cigarettes, music) prevented him from devoting full time to the cookie venture, and the business was left largely in the hands of two route men.

Blatt believes that Miami's steady industrial growth offers tremendous opportunities for cookie outlets. He said he expects eventually to supplement the sale of cookies with milk, candy and drink machines.

Hires Elects Board Members, Officers

PHILADELPHIA, Feb. 2.—Charles E. Hires Company stockholders elected nine directors at their annual meeting Monday (31).

The 1952 board of directors is comprised of Edward Starr Jr.; Charles E. Hires Jr.; Harrison S. Hires; Wolf Van Z. Hires; Edward W. David; John Spangler; John Magee and John Gorski Jr. The board of directors, meeting later, elected the following officers: Charles E. Hires Jr., chairman of the board; Edward W. David, president; John Spangler, executive vice-president; John Magee, vice-president and secretary; John Gorski Jr., vice-president in charge of sales; and Harold Scheelke, treasurer.

Calif. Ops Set Member Drive

LOS ANGELES, Feb. 2.—Holding its first meeting of the year, the Western Vending Machine Operators Association outlined plans for increasing its membership. These included a mail to all California operators of recent decision of the State Board of Equalization and the offer of a buying agreement for hold and automotive applican to local members.

A general discussion was held on the ruling of the equalization board concerning sales tax computation. W. T. Denny, assistant sales tax administrator, was "It is understood that each seller must keep records as prescribed in the board's Ruling No. 79. To gross receipts of the seller must be shown on the tax return and must be supported by detail records. Taxable receipts from machines made thru vending machines must be established by applying mark-ups to the cost of taxable merchandise. Each seller should establish his own percentage of mark-up for the period for which the return is filed and must retain working papers supporting his computation of the mark-up and the cost of taxable merchandise against which the mark-up is applied to arrive at taxable sales."

The making of the association will include copies of the board's regulations covering administration—miscellaneous.

Parke Hammer, who had been ill and confined to a hospital, was in attendance. He thanked the association for caring for his route during the past several weeks.

Cigaramat in Move to New Philly Hdqrs.

NEW YORK, Feb. 2.—Cigaramat Corporation of America today moved its executive and sales offices from this city to 1315 Walnut Street, Philadelphia. Firm had been located here at 114 East 32d Street.

Martin Berger, president, said the move was made to establish headquarters closer to the industrial areas where sales have been most active. The company's selective venders are still being manufactured under contract by Viking Tool & Machine Corporation, Belleville, N. J.

Cleveland Breaks Down Vender Gross At Two Airports

CLEVELAND, Feb. 2.—Major John Berry, airport commissioner, reported concessions at the Cleveland Hopkins Airport netted the city \$35,561.68 in revenue for 1951.

Of this amount, \$12,891.58 was derived from coin-operated equipment, binoculars, \$313.99; comba, \$22.27 (started October 13); lockers, \$594.30; nylon hosiery venders, \$63.70; scales, \$125.88; stamp machines, \$24.25; television, \$48,899.00; telescopes and metal typers, \$383.69; toilet locks, \$3,241.50.

The remainder of the revenue was from the restaurant (\$9,600); limousines (\$9,641.05); car rentals, (\$2,564.32) and parking lot (\$10,483.93).

The Cleveland Lakefront Airport, logging 11,980 passengers compared with 1,577,411 at the Cleveland Hopkins Airport in 1951, netted the city \$156 from coin-operated machines: candy venders, \$36; Coke Machine, \$40. Concessions manager at the airports, J. M. Lauer, stated that the new terminal which is to be erected will create space for more vending machines.

Continental Names NY Paper Cup Sales Rep.

NEW YORK, Feb. 2.—Continental Can Company, Inc., announced the appointment of James N. Simons as New York sales representative for its Paper Container Division.

He will cover the State with the exception of New York City, and parts of Pennsylvania, including Erie.

WHAT ARE YOU VENDING?

Stink Gum? Ball Gum? Job Gum? Bulk Merchandise? Mint Stamps? Perfumes, Combs, Sanitary Products or other Merchandise?

ADVANCE is the Vendor for You

Want more information? Write today to . . .

J. SCHOENBACH
Factory Distributor Of
Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N.Y.
Phone 2-2900

Coinmen You Know

Cleveland

Attending the International Coin Machine Exhibition in Chicago are Mr. and Mrs. M. S. Gisser, Mr. and Mrs. Sol Wise and Mr. and Mrs. Dave Lieblich of the Cleveland Coin Machine Exchange, Inc. Gisser, sales manager of the firm, also made reservations for W. C. Roath and Paul Bair of Akron; Joe Lukin, Al Fligel and A. Granitslein of Cleveland; Mr. and Mrs. Gene Kubler of Cleveland Heights; Mr. and Mrs. Morris Wink of Shaker Heights; and Dell Witman of Lorain. O. Witman recently sold his music and amusement machine route to the American Music Company of Lorain and plans to take it easy for the next couple of months.

Emma Douglas, secretary at the Cleveland Coin Machine Exchange, Inc. for the past 15 years, returned to work after a sick leave. . . Gisser reports business is excellent and that his firm still has a two-month back-log of orders to fill to Holland, Mexico, France, Canada and within the United States.

E. Horowitz and M. Shapiro, owners of the H & H Distributing Company, along with their Ohio representative, Robert Coblitz, are attending the show representing the United Metal Goods Company. Shapiro states that sales on United Metal Goods' electric clocks are at a new high. S. Sherman, manager of H & H Distributing's branch office in Louisville, will also be on hand at the convention.

Vital Statistics Births

A son to Mr. and Mrs. Norvin Glass January 18 in Little Company of Mary Hospital, Evergreen Park, Ill. Father is purchasing executive of J. H. Keeney & Company, Chicago.

A daughter, April Lynn, to Mr. and Mrs. James Attewell of the J. W. Music Company Cleveland.

Colman Stutz, manager of the Advance Music Company, is back at work after recuperating from recent surgery. . . Hank Eg of Active Music Service and sales spent last week in New York City on business.

Arnold and Harry Lief, owners of Lief Music Distributing Company, are attending the convention in Chicago. . . Herb Wedewen, owner and president of Northern Music, Inc., reports Wurlitzer's machines are being sold as rapidly as they come into his offices in Cleveland and Columbus, O.

John Hodona, service manager at Northern Music, is back on the job after recovering from a serious lung operation. Northern's friendly secretary, Nora Smith, was on hand to greet several visitors from outside the city last week: Bill Miller and Ray Lonsway of Warren; E. G. Terry and Pete Amon of Youngstown; and Lou E. Paris of Conneaut.

Sid Clary is confined to his home recuperating from broken ribs received from a fall on the ice. . . Mrs. Tietzebaum, wife of Ben Tietzebaum of the F & T Novelty & Music Company, is at Mount Sinai Hospital.

Sympathy was extended to Mr. and Mrs. James Burke of Modern Music Company upon the death of Mrs. Burke's mother January 6. . . Joe Luken of the J. L. Music Company bought the Heights Music Company, owned by Bill Lavine.

Detroit

Mrs. Grace Ziegler, head of the Ziegler Music Company, has been elected president of the Ladies' Auxiliary of the Michigan Showmen's Association. She is the widow of Charles Ziegler, one-time owner of the Tri-State Shows. . . Walter P. (Pat) Cuppi, serviceman for the K and K Vending Company, cigarette operators, was a visitor at the Detroit office of The Billboard. Walter Kresid, owner of the company, who has been in the business about two years, is planning a major expansion of the business and route.

Wyo. Cig Tax Receipts

CHEYENNE, Wyo., Feb. 2.—Wyoming cigarette smokers paid \$63,438 during November to the State's treasury.

Of the total receipts from the cigarette tax, \$59,900.50 has been given to the counties, cities and towns. Wholesalers received \$5,315.04 for stamping the packs and reporting the collections, and \$1,222.46 was kept by the State for administering the levy.

Twenty-three counties received a total of \$5,572.87 as their share of the tax receipts. Eight incorporated cities received \$29,473.10 and incorporated towns \$24,854.53.

Brach & Sons Dividend

CHICAGO, Feb. 2.—E. J. Brach & Sons declared a quarterly dividend of 75 cents, payable April 1.

Dad's Awarded Back Profits of 2 Bottlers

CHICAGO, Feb. 2.—Dad's Root Beer Company has been awarded back profits on a case against two former bottlers. U. S. Court of Appeals on other commercial concerning who might be tempted to capitalize on the product good will and prestige of others.

Dad's brought suit in October, 1947, against the bottlers for their back profits earned while selling a root beer called "Dooey" in a franchise area previously serviced by Dad's. Issuing an injunction against the bottlers, the court held that "such acts of commercial plagiarism or 'near' plagiarism were liable under the new Lanham Trade-Mark Act."

Pearson Candy Names Paukstis Sales Mgr.

ST. PAUL, Feb. 2.—Pearson Candy Company has appointed Walter L. Paukstis sales manager. He will headquarter in the local offices of the firm, which also has facilities in Minneapolis.

Paukstis formerly was with Rockwood & Company as sales supervisor. Prior to that he was with Leaf Brands, Inc.

Appointment was reported as a further step in Pearson's expansion program, which started with the purchase of Trudeau Candies, Inc., last summer, according to Vice-President George E. Pearson.

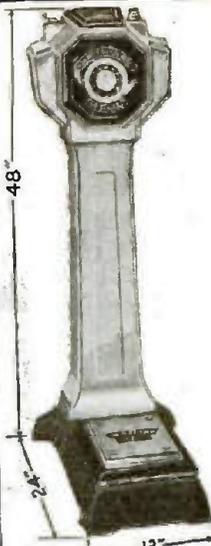
from the factory the only problem. Sanders has sold the shuffleboard and music machine divisions of the Music Vending Company, which he also operates, to Anthony Dallas, and will continue to operate only a pin game route in suburban areas. Dallas is establishing headquarters for his new route in the Northwestern section at 10030 Bramell Avenue.

Norman P. Nowak reports that Variety Vendors, one of the largest diversified operations in this area, is busy rearranging locations. . . Hugo A. Guensch, who recently took over an independent shuffleboard route from the Thaeus Amusement Company in which he was a partner, has moved from the East Side to 7 Elmhurst Avenue in the Northend suburb of Highland Park. Brown Amusement Company, operated by James Brown, one of the pioneers of the music business here, has purchased the shuffleboard route of University Supply, operated by R. L. (Duke) Kiefer, who is retiring because of poor health. Route will be operated entirely under the Brown name. . . William E. Bufalino, president of the Coin Machine Workers Union, made a midweek trip to Lansing, Mich.

Indianapolis

Audio Services, Inc., Muzak franchiser here and for subscribers at Anderson and Muncie, now is established in enlarged quarters at 1210 Pennsylvania Street. Kenneth J. Hovey, president; J. Ripley Kiel, vice-president; and William Phillips, who heads the sales activities for the Muzak outlet, also announced that the organization has been appointed distributor for RCA Sound Products.

Mrs. Blanche James, of the James Music Company, is preparing to take an extended vacation in Florida, accompanied by her sister. . . The Sicking Company, Inc., 1312 North Capital Avenue. (Continued on page 86)



\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE COMPLETE CABINET AND BASE. CAST IRON FOR CERTAIN ENAMELED, FOR OUTSIDE LOCATIONS
WRITE FOR PRICES
Invented and Made Only by
WATLING
Manufacturing Company
4450 W. Fulton St. Chicago 44, Ill.
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DAZZLING AND BEAUTIFUL AS THE RAINBOW

COLOR-on-COLOR PLASTIC CHARMS

Color-on-Color is a new WIPERIN coloring process, whereby contrasting colors are imbedded into every detail and line on every charm. RESULT: Blended two-color Charms, like the rainbow.

\$4.00 40 assorted Charms in 16 assorted two-color combinations.

F.O.B. Jamaica, N. Y. Immediate Delivery.

YOUR MONEY can't buy a better fill for your machines. ORDER WITH CONFIDENCE.

SAMUEL EPPY & COMPANY, Inc.

91-15 144th Place, Jamaica 2, N. Y.

\$4,000 COMMISSION

In his money, it will be made by men in one month selling our new type non-coin operated dispenser. 2,500 sold first 90 days. Sold at \$17.50. Pays you over 50% commission. Operators and locations easily made over their profits. Selling product never before sold through any dispenser. IT'S DIFFERENT. 50 deals commensurate. If established as a promotional vendor, experienced in selling routes through Business Opportunity Advertising, write, stating type machines have sold. Offer complete information by letter only. Write

BOX CH-144

Billboard, 141 W. Randolph St. Chicago 3, Ill.

Charms

Paul A. Price Co.
220 Broadway, New York 38, N.Y.

IMMEDIATE DELIVERY!!

Victor's New BABY GRAND CHICLE MACHINE

Case of 4, . . . \$52.00 — Single . . . \$13.45
Holds 5 1/2 lbs. of Chicle Treats. Vends 2 for 1¢.
Chicle Treats, 25 lb. Ctn. — \$5.16. Baltimore

NEW VICTOR JUMBO 100 MACHINE

Case of 4, . . . \$58.00 — Single . . . \$14.95
Complete Victor Line in Stock

715 East St. Parkway Mach. Corp., Baltimore 2, Md.

SALESMEN PROMOTIONAL

An unusually excellent opportunity for fully experienced men. If you feel you can sell the country's leading PRINTER STAMP DISPENSER (thousands of locations available) U. S. POSTAGE STAMP DISPENSER to OPERATORS, be free to travel extensively and can finance yourself for thirty days. This is the ideal job for you. You interview QUALIFIED PROSPECTS obtained thru newspaper ads and appoint and sell those who answer your ad stating that they WISH TO BUY and HAVE THE CASH! We want men who are capable of presenting a good, sound, long investment to qualified buyers and CLOSING the sale. This is not a children's toy proposition and we do not want men who require training and who cannot operate on their own initiative. Write or Wire 80 N. LaSalle, Billboard 690 Sunset Blvd., Hollywood 38, Calif.

The American Red Cross is Your 24-Hour Friend in Disaster and Misery

New NORTHWESTERN		ORDER NOW	16 Cot
MODEL	49	Adams Brands All flavors 100 count \$7	TAR GUM VENDOR \$25.95 ea.
	12-50-100	Wheaties Brands All flavors 100 count \$7	
	\$17.35 ea.	Fruit Chews and Flavors 100 count \$7	25 to 100 \$25.45 ea.
	25 to 100	Such Choc. 100 count \$1.25	100 or more \$24.95 ea.
	\$17.15 ea.	Min. Order 25 Boxes	
	100 or more		
	\$16.95 ea.		

RAKE 24 PAY PLAN ON BOTH MACHINES
WRITE FOR COMPLETE DETAILS
Write for Circulars on Both Machines
Complete Line of Parts, Supplies—Send for List of Record, Machines!
We Take Trade-ins—(Liberal Allowance) Time Payments!
1/3 Down! Specified with All Green, Balance C.O.D.

WE WANT SILVER KINGS — ACORNS VICTOR TOPPERS & MODEL V — CIGARETTE MACHINES
WE WILL BUY OR TRADE-IN

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET Lombard 2-2570 PHILADELPHIA 23, PA.

PROMOTIONAL SALES DISTRIBUTORS

We are now ready to place on the market two new machines which have not been kicked around among the various promotional companies and the regular dealers. The machines are: A small compact, inexpensive coffee machine, and a gum ball machine which plays a tune each time a gum ball is dispensed. Besides these two new machines, we have our regular line of special vendors for promotional sales distributors.

If you are experienced in selling through Business Opportunity columns, a connection with our Company should prove to be very profitable for you. The qualification is that you have a clean record of selling and will keep it that way. No others need apply. Our men receive the highest profits, or commissions, which we can easily prove. All replies will be held strictly confidential. If you are interested in having good machines to sell, working with a large National concern with good references, and if you want the most profitable deal out, write and give full information about yourself to:

NATIONAL ADVANCED VENDING COMPANY
410 MAIN STREET DUBUQUE, IOWA

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard WHAT DO YOU HAVE TO SELL Write Box 646, 2180 Patterson St., Cleveland, Ohio

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING

SIMPLIFIED SERVICE MEANS... MORE MONEY... LESS WORK



The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location... the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and thermos. Attracting eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION 829 M. ARMSTRONG ST., MORRIS, ILL.

Newport News Kills 90-Day Old Cig Tax

NEWPORT NEWS, Va., Feb. 2.—A municipal cigarette tax was repealed by city council when signatures of 2,512 citizens were submitted requesting the action. The ordinance was enacted November, 1951.

City tax elimination was brought about thru efforts of the National Tobacco Tax Research Council. F. M. Parkinson, executive director, was instrumental in organizing merchants to petition for a referendum.

The tobacco tax council reports preparation of a brochure citing the "devastating" effect of municipal cigarette taxes upon local merchants. When completed, the brochure will be circulated to all city governments thruout the country.

N. Y. Cig Sales Record

ALBANY, N. Y., Feb. 2.—A new high in cigarette sales and State tax collections was reached in New York last year. Smokers consumed 41,500,000,000 cigarettes and paid out \$59,899,112 at the rate of 3 cents per pack.

Previous high was in 1950, when the sale of 40,500,000,000 cigarettes returned \$58,200,000 in taxes.

PHONY KRONER EMPTY VENDERS

COPENHAGEN, Feb. 2.—A marked increase in the use of slugs to operate coin vending machines has been reported by the local police department. The phony coins are being used to actuate mechanisms set for the one-kroner (15-cent) piece.

The total number of such complaints during 1951 was 750, but police state that many operators fail to turn in reports when losses are minor. Their theory is that an organized gang is minting coins wholesale. In some cases machines have been completely emptied thru the use of 20 or 30 false coins.

The heaviest loss is suffered by cigarette vendors which return either 20 ore (3 cents) or 80 ore in change under wrappers.

Match Book Test Held in Bridgeport

BRIDGEPORT, Conn., Feb. 2.—The match industry information bureau reported that on the basis of a street test here 72 per cent of the passers-by who were found to be carrying some kind of a "light" produced a match book.

The bureau reported three out of eight persons carrying match books were able to name the advertiser or message on the cover of the book. Women had a 3 per cent better average than men.

The bureau also reported that 63 million of the 87 million Americans between the ages of 20 and 64 carry a book of matches.

It added a recent survey showed that of 9,000 discarded match books, only seven contained unused matches, indicating that the others presented their advertising or message 20 times as all 30 matches were used.

'52 Convention

Continued from page 83

be twice that of the 1951 meet. It was tentatively planned to hold business sessions in the morning and exhibit hours in the afternoon. Twenty hours of exhibit time for the four-day meet was suggested.

Advance registration fees, it was concluded, should not be charged members, with non-members paying a higher fee than last year. Decision is subject to a ruling by the board of directors.

It was reported that as of this week, approximately \$18,000 of exhibit space had been sold. An entertainment program, including special women's events, will be worked out after the business session and exhibit hours has been determined, it was agreed.

Committee Members

In addition to Chairman Fox and Vice-Chairman John S. Mill, members of the six sub-committees are: Exhibit sales: Mill, chairman; Dave Davidson, Jack Perry, Ross Edwards Jr., D. C. Moore, H. J. Foster, B. J. Kiley, Frank Bradley, D. D. Davton, Herb Geiger, Tom Hungerford and Tom King.

Program: G. R. Schreiber, editor of Vend and coin machine editor of The Billboard, chairman; W. S. Fishman, Paul Berley, C. D. Clarke, Zean Kaufman, Nick Nivasic, Hugh Howes, George Seedman, George Herald, W. D. Wagers and William McConnell.

Attendance: M. L. Heffer, chairman; J. Herman Saxon, E. C. Williams, Talman Andrews, William Seldy, Robert Daugherty, C. J. Coan, Anthony Caruso and all NAMA regional chairmen.

Annual banquet and entertainment: Ben A. Bouchard, chairman; Lewis Gruber, J. G. Crume, Howard Olson, Harold Cummings and Leon J. Meyer.

Publicity: E. F. Hinkle, chairman; Paul Shultz and Arch Ostram. Ladies' events: Grace Hungerford, chairman.

The 1952 NAMA convention will be held in the Palmer House, Chicago, September 14-17.

Charter California Firm

SACRAMENTO, Feb. 2.—Western Vendors, Inc., here has been granted a charter to sell merchandise by the means of coin-operated vending machines in San Bernardino County. Authorized capital is 100,000 shares, no par value.

Incorporation papers were filed by Ott & Hubbard, of Santa Ana, Calif. Directors are T. R. Nicolay, San Bernardino, and C. A. Rockwell and Irene S. Rockwell, both of Santa Ana.

Md. Sirup Firm Sets Vender Dept.

BALTIMORE, Feb. 2.—Crosse & Blackwell Company announced the formation of a new vending and fountain sirup division. Edmund St. Sirup, president of Victor Syrup Corporation, New York, was appointed general manager.

The new Crosse & Blackwell division will have manufacturing and general offices in Long Island City. Initial development of the new lines is under way thru several Eastern States, with national distribution scheduled shortly.

Distrib Becomes New Pepsi Bottler

ROCHESTER, N. Y., Feb. 2.—Frank G. Staropoli, a Queens, N. Y., Pepsi-Cola distributor since 1939, has purchased the Pepsi-Cola Company plant here and is now a franchised bottler for the firm.

The plant has been altered and renovated and has a capacity of more than 600,000 cases a year.

FOR SALE

Equipment in good condition with E. C. tickets attached. SEEBURGS 8 146M Converter to 157 \$165.00 8 146M Blends 398.00 WHITIZERS 7 1015 618.00 2 1080 135.00 2 1100 175.00 7 1250 375.00 ROCK-OLAS 5 5452 \$135.00 2 Deluxe 60.00 AIREON 1 400 Coronet \$ 60.00 3 Wampanoet Pool Tables (sticks, balls, pads) \$150.00 1 Seeburg Shoot the Bear \$25.00 ONE BALLS 17 Bally Victory Specialty (10) repaired @ 30.00 5 Bally Special Entries @ 40.00 2 Gottlieb Daily Race @ 25.00 With top prices on 8 Balls, Arcade and Sniville Atlys.

Darlington Music Co. 133 N. Main St. Darlington, S. C. Phone 500

Northwestern TAB GUM VENDERS

Stock \$25.95 12 for 100 \$25.45 100 or More \$24.95 30 Dry Money Back Guarantee



We Stock All Make for Make. Write for Charts and Merchandise List. 1/3 Dep. S.W. C.O.D.

NORTHWESTERN SALES & SERVICE 1194 TREMONT ST., BOSTON, MASS.

BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 5 \$9.50 Ea. Lots of 10 \$9.25 Ea. Lots of 25 \$9.00 Ea. EACH MODEL Lot of 25 1/2 or 3/4 Fully Guaranteed.

Nut and Charm Vendors hold 1 lbs. Nut, Ball Gum Vendors, 80¢. Gum. 1/3 Deposit, Balance C.O.D. BLOYD MFG. CO. VALLEY STATION, KY.

30 DAY MONEY BACK TRIAL

Northwestern Sensational TAB GUM

Try this famous vender for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

GUARANTEED USED MACHINES

DELUXE 16 and 24 Combination... \$12.95 MODEL 20 PORCELAIN 14... 7.45 MODEL 23 BALL GUM... 7.45 MODEL 24 PORCELAIN 14... 6.95

MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO Jumbo Gums... 1.45 ZENOBIA PISTACHIO Fancy Shell... .44 PISTACHIO 5-bar... .44 PISTACHIO 10-bar... .44 PISTACHIO 20-bar... .44 PISTACHIO 30-bar... .44 PISTACHIO 40-bar... .44 PISTACHIO 50-bar... .44 PISTACHIO 60-bar... .44 PISTACHIO 70-bar... .44 PISTACHIO 80-bar... .44 PISTACHIO 90-bar... .44 PISTACHIO 100-bar... .44 PISTACHIO 110-bar... .44 PISTACHIO 120-bar... .44 PISTACHIO 130-bar... .44 PISTACHIO 140-bar... .44 PISTACHIO 150-bar... .44 PISTACHIO 160-bar... .44 PISTACHIO 170-bar... .44 PISTACHIO 180-bar... .44 PISTACHIO 190-bar... .44 PISTACHIO 200-bar... .44 PISTACHIO 210-bar... .44 PISTACHIO 220-bar... .44 PISTACHIO 230-bar... .44 PISTACHIO 240-bar... .44 PISTACHIO 250-bar... .44 PISTACHIO 260-bar... .44 PISTACHIO 270-bar... .44 PISTACHIO 280-bar... .44 PISTACHIO 290-bar... .44 PISTACHIO 300-bar... .44 PISTACHIO 310-bar... .44 PISTACHIO 320-bar... .44 PISTACHIO 330-bar... .44 PISTACHIO 340-bar... .44 PISTACHIO 350-bar... .44 PISTACHIO 360-bar... .44 PISTACHIO 370-bar... .44 PISTACHIO 380-bar... .44 PISTACHIO 390-bar... .44 PISTACHIO 400-bar... .44 PISTACHIO 410-bar... .44 PISTACHIO 420-bar... .44 PISTACHIO 430-bar... .44 PISTACHIO 440-bar... .44 PISTACHIO 450-bar... .44 PISTACHIO 460-bar... .44 PISTACHIO 470-bar... .44 PISTACHIO 480-bar... .44 PISTACHIO 490-bar... .44 PISTACHIO 500-bar... .44 PISTACHIO 510-bar... .44 PISTACHIO 520-bar... .44 PISTACHIO 530-bar... .44 PISTACHIO 540-bar... .44 PISTACHIO 550-bar... .44 PISTACHIO 560-bar... .44 PISTACHIO 570-bar... .44 PISTACHIO 580-bar... .44 PISTACHIO 590-bar... .44 PISTACHIO 600-bar... .44 PISTACHIO 610-bar... .44 PISTACHIO 620-bar... .44 PISTACHIO 630-bar... .44 PISTACHIO 640-bar... .44 PISTACHIO 650-bar... .44 PISTACHIO 660-bar... .44 PISTACHIO 670-bar... .44 PISTACHIO 680-bar... .44 PISTACHIO 690-bar... .44 PISTACHIO 700-bar... .44 PISTACHIO 710-bar... .44 PISTACHIO 720-bar... .44 PISTACHIO 730-bar... .44 PISTACHIO 740-bar... .44 PISTACHIO 750-bar... .44 PISTACHIO 760-bar... .44 PISTACHIO 770-bar... .44 PISTACHIO 780-bar... .44 PISTACHIO 790-bar... .44 PISTACHIO 800-bar... .44 PISTACHIO 810-bar... .44 PISTACHIO 820-bar... .44 PISTACHIO 830-bar... .44 PISTACHIO 840-bar... .44 PISTACHIO 850-bar... .44 PISTACHIO 860-bar... .44 PISTACHIO 870-bar... .44 PISTACHIO 880-bar... .44 PISTACHIO 890-bar... .44 PISTACHIO 900-bar... .44 PISTACHIO 910-bar... .44 PISTACHIO 920-bar... .44 PISTACHIO 930-bar... .44 PISTACHIO 940-bar... .44 PISTACHIO 950-bar... .44 PISTACHIO 960-bar... .44 PISTACHIO 970-bar... .44 PISTACHIO 980-bar... .44 PISTACHIO 990-bar... .44 PISTACHIO 1000-bar... .44

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL 438 WEST 42nd STREET, NEW YORK 18, N. Y. - Chickering 4-0142 4105 16th AVENUE, BROOKLYN, N. Y. - GEdney 8-3600

MORE THAN YOUR CAPITAL INVESTMENT BACK AFTER First REFILL!



Introducing — a hair oil vending unit designed and engineered to operate profitably in over 1,000,000 locations. The unit will dispense a half-thimbleful of hair oil for a nickel, with a capacity of 1000 portions. The mirrored cabinet measures 8 1/2 x 11 x 4 inches and is sized for wall installation. Weight is 10 pounds, and the coin mechanism is push-pull.

Manufactured by UNITED SOUND & SIGNAL CO., Inc. Columbia, Pennsylvania. NATIONAL SALES AMERICAN ENTERPRISES, 347 E. 72nd St., New York, N. Y.

Now DELIVERING! Victor's New BABY GRAND CHICLE MACHINE Holds 3 1/2 lbs. of Chicle Treats. Vends 2 for 1p. Case of 4... \$52.00 - Single... \$12.45 NEW VICTOR JUMBO 100 MACHINE Case of 4... \$58.00 - Single... \$14.05 1/2 Dep., Bal. C.O.D., F.O.B. Boston. Complete Victor Line in Stock. CHAMPION NUT & CHOC. CO. 1194 Tremont St. Boston, Mass.

SMOKESHOP "612" PACK CAPACITY The NATION'S FINEST CIGARETTE VENDOR Tear Out and Mail This Ad for Details. AUTOMATIC PRODUCTS CO. 250-B West 57th St., New York 19, N. Y. Phone 7-3123

You Get Hundreds of Idea\$-Tip\$-Shortcut\$ For Coin Machine PROFITS\$ in VEND—the monthly magazine of automatic merchandising!

Alert, forward-minded men in all branches of the ever-growing coin and vending machine industry are turning to VEND each month. They're using VEND as a primary source of sound, proven ideas on the best ways to service routes—to get new locations—to maintain units—and to get bigger play on all coin and vending units!

Save Money — Make Money Subscribe to VEND Now!

LOW SUBSCRIPTION RATE SAVES YOU MONEY — MAIL COUPON TODAY

VEND, 2160 Patterson Street, Cincinnati 22, Ohio 857

Please enter my VEND subscription at once—to run for the period checked below.

1 year \$3 2 years \$5 3 years \$6 Payment Enclosed Send Bill

Name Address City Zone State Occupation



Operated from Coast to Coast and 20 Foreign Countries
"SILVER-KING" Vendors
 Built for professional operators

Sc
 PISTACHIO
 NUT
 VENDOR
 "CHARM
 KING"
 BALL GUM
 VENDOR
 NEW
 ROTARY
 "SUPER-
 VENDOR"



VENDS NEW LARGE SIZE 7/8" "SUPER GUM" (100 in the Pound) or regular 18/16" size. Nut and Ball Gum, Candy, Churn Vendors, 16-24 U.S. and Foreign Coins. "Hot-Melt" Vendors. Designed for sales something else appeal!

SILVER-KING CORP.
 622 Diversey Parkway Chicago, Ill.

THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb. 2	Issue of Jan. 26	Issue of Jan. 19	Issue of Jan. 12
Ata Shoe Shine Machine.....				
Advance Candy		7.95		
Alam 1c, 5c, 10c Hot Nut.....	\$39.50	12.50	25.00	\$25.00
Andrews Mkt. 1c (2 Col.).....				
Andrews Mkt. 1c (3 Col.).....		6.95	6.95	6.95
Columbus 1c Nut.....	175.00	175.00	175.00	175.00
C-8 Electric		39.50		
DuGreiner Candy Bar, Se.....		49.50		
DuGreiner Candy Bar, Se.....				85.00
DuGreiner Challenger				92.50
DuGreiner Champion 19 Col.J.	79.50 97.50	79.50 97.50	97.50	97.50
DuGreiner Champion (11 Col.)	120.00			
DuGreiner Model S.....	99.50			
DuGreiner Model W 19 Col.J.	69.50 82.50	69.50 82.50	69.50(2) 90.00	80.00
Electric Cigarette Vending (18 Col.)			175.00	
Esquire 1c	6.95	6.95	6.95	6.95
Foot Case (Exhibit).....			95.00	
Foot Vibrator	119.50	119.50	119.50	119.50
Foot Care Vending			22.50	
Keweenaw 19 Col.J. Elec.....	175.00	175.00	175.00	175.00
Lawrence 5 Compartments		18.50	18.50	18.50
Master Se.....	7.45	7.45	7.45	7.45
Milite 75 Bar.....		27.50		
Milite Pop.....	125.00	125.00	125.00	125.00
Monarch (8 Col.).....	85.00	85.00	85.00	85.00
National Electric Vending (19 Col.)			160.00	
National 108 Bar.....		45.00		
National 162 Bar.....		75.00		
National 750.....	85.00	85.00	85.00(2)	85.00 95.00
National 950.....	85.00(2) 120.00	85.00(2) 120.00	85.00(5) 120.00	85.00 95.00
National 950.....	85.00 140.00	85.00	85.00(2)	120.00
Northwestern 33 Ball Gum.....	7.45 7.50	6.95 7.45	6.95 7.45	6.95 7.45
Northwestern Deluxe 1c and Se.....	13.95	13.95 14.50	13.95	13.95
Northwestern Model 39, 1c, Nut Vendor, Se.....	7.45	7.45	7.45	7.45
Pos Gem Se.....	69.50 75.00	69.50 75.00	69.50 75.00	69.50
Rose Candy.....		125.00		85.00
Rose Crusader		125.00		85.00
Rose Gum 1c (5 Col.).....		8.50		
Rose Gum 1c and Se.....	19.50			
Rose Imperial (8 Col.).....	85.00 99.50	75.00 85.00	85.00	80.00
Rose President.....	85.00 145.00	85.00 93.50	85.00	85.00
Rose Royal (4 Col.).....	90.00	90.00	90.00	85.00
Rose Royal (8 Col.).....	125.00	125.00	125.00	125.00
Rose Royal (10 Col.).....	85.00	85.00	85.00	85.00
Shigman 3-Way Stamp Vendor.....			39.50	
Silver King 1c Ball Gum.....		6.95	6.95	6.95
Silver King Se Nut.....		6.95	6.95	6.95
Silver King 1c Nut.....		7.45	7.45	7.45
Silver King Cate, 1c or Se.....	7.45	7.45	7.45	7.45
Sires Brush-Up.....	50.00	50.00	50.00	50.00
Tappert 1c Ball Gum.....			6.95	
U. S. Candy Vendor.....		99.50	99.50	
Uneda Candy 5 Col.....	75.00	75.00	75.00	75.00
Uneda Model A (9 Col.).....	92.50	92.50	92.50	75.00
Uneda Model E (9 Col.).....	80.00	80.00	80.00	80.00
Uneda Model E (8 Col.).....	80.00	80.00	80.00	80.00
Uneda (9 Col.) Model 500.....	50.00 97.50	97.50	50.00 102.50	97.50
Uneda (15 Col.) Model 500.....	79.50 85.00	79.50 85.00	79.50 85.00	79.50 85.00(6)
Uneda Pak, Model 500, (7 Col.).....	90.00	90.00	90.00	
U-Selct.....	130.00	130.00	130.00	130.00
Victor Model V Globe 1c.....	49.50	15.00 49.50	49.50	
Victor Topper.....	8.50	8.50		

GET * NEWER CHARMS

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lower!

Send 25c for complete samples.

PENNY KING CO.
 415 Neptune Street
 Pittsburgh 20, Pa.

BUY BABY GRAND VENDORS FROM TORR ON 20 Weekly Installment Plan



WRITE FOR DETAILS

ROY TORR LANSDOWNE, PENNA.
 Servicing and Financing Operators Since 1910

Try **VICTOR** Once and you will **BUY VICTOR ALWAYS** • **ORDER TODAY!**



VEEDCO SALES CO.
 2124 Market St., Philadelphia 5, Pa.
 Phone: LOcass 7-1448

THE BEST THERE IS! ACORN

16 or 32 All Purpose Bulk Merchandise! All New Features!

\$14.95

IMMEDIATE DELIVERY!
 3032 Fifth Avenue
OAK SALES CO. Pittsburgh, Pa.

So. Illinois Op Meet Has Big Turnout

EAST ST. LOUIS, Ill., Feb. 2.—The Phonograph Owners' Association of Southern Illinois held its regular monthly meeting Thursday (28) in the Broadview Hotel here.

Richard Schneider, president of the association, reported a good turnout with 35 members present.

The chief topic of discussion was the burden imposed by local licenses and taxes. These taxes and licenses vary in each community and Schneider said operators in the association were finding them more and more troublesome.

In Southern Illinois, Schneider said, not only communities but counties and the State itself were adding fees to those already in existence.

Liggett & Myers Net

NEW YORK, Feb. 2.—Liggett & Myers Tobacco Company's net income for the year ended December 31, 1951, was \$21,753,234. Net earnings for 1950 were \$29,058,231.

Canteen Appeals Court Decision

WASHINGTON, Feb. 2.—Automatic Canteen Company will ask the Supreme Court to overrule part of a decision by the United States Circuit Court of Appeals, Chicago, it was announced yesterday by Edward Howrey, attorney for the firm.

The Chicago court had upheld a Federal Trade Commission complaint against Automatic Canteen on charges of restraint of trade.

Portland Cup Op Drives for Small Movie Locations

PORTLAND, Ore., Feb. 2.—Albert Products Company extended its cup vending operation to theaters this week.

The firm which was organized recently to buy out Serve-U-Matic Company, had been stressing the high school field. It now intends to concentrate on smaller theaters in its new location program.

The expansion followed delivery of new Cole-Spa equipment last week, according to Louis Albert, official.

MORE PROFITS—STEADIER INCOME WITH VICTOR'S NEW SUPER SALESMEN...

BABY GRAND & CHICLE TREETS



AT YOUR **VICTOR** DISTRIBUTOR TODAY!

—the right combination for greater profits and steadier income. **CHICLE TREETS**, the finest candy coated chewing gum, comes mixed in six flavors and six colors, 300 count per pound.

VICTOR'S BABY GRAND was especially designed for the vending of **CHICLE TREETS** and vends two for one cent (2 for 1c).

The vending of **CHICLE TREETS** in bulk makes it a more profitable and compact operation than tab gum vending—there are 300 **CHICLE TREETS** in the pound, and vending 2 for 1c gives you \$1.50 per pound. Also, there is no special loading; **JUST POUR YOUR CHICLE TREETS** in **BABY GRAND** and **YOU ARE OFF LIKE A FLASH**.

VICTOR'S BABY GRAND is the most unique design in modern vending. Its small, compact and attractive appearance gets you in those choice locations you've dreamed about. The cabinet is of solid oak and finished natural.

BABY GRAND holds 5 1/4 pounds of **CHICLE TREETS** and takes in about \$8.25 each time it empties.

GET STARTED NOW — TODAY! A few of these very beautiful machines vending this high quality merchandise will convince you of a greater opportunity than you can visualize.

VICTOR'S JUMBO 100



AT YOUR **VICTOR** DISTRIBUTOR TODAY!

Designed to vend and sell more Jumbo-size ball-gum, 100 count per pound.

THOUSANDS OF LOCATIONS ARE AVAILABLE AND WAITING FOR THIS EYE-CATCHING SENSATION.

JUMBO 100 IS TRULY A MASTERPIECE. Its strong, sturdy appearance with colorful styling attracts attention beyond compare.

The combination of **JUMBO 100** and **JUMBO-SIZE BALL-GUM** has sustained play appeal which means a permanent, profitable future for you.

JUMBO 100 will sell more **JUMBO-SIZE BALL-GUM** than any other vendor ever devised.

The outstanding **JUMBO 100** cabinet is made of solid oak beautifully decorated in blue, red, yellow and chrome and holds 750 to 800 Jumbo-size ball-gum.

GET STARTED TODAY WITH THESE SUPERIOR SUPER SALESMEN.

VICTOR VENDING CORPORATION
 5707-13 W. Grand Ave.
 Chicago 39, Illinois

Country & Western (Folk) Record Reviews

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale from 1 to 10.

Continued from page 82

Table listing records by York Brothers, Leon Chappel, Jerry Irby, Pee Wee Miller & The Bunk House Boys, Maddox Bros. & Rose.

RHYTHM & BLUES

Continued from page 39

Table listing records by The Cardinals, Peppermint Harris, P.H. Blues, H-Bomb Ferguson, Buddy Johnson, Linda Hopkins, Horace Henderson, Lil Miss Cornshucks, Willis (Cator Tail) Jackson, Gilbert Halliday, Loumel Morgan.

Main table listing records by Jimmy Scott, The Marshall Bros., Al Sears, Brownie McGhee & Sonny Terry, Bumble Bee Slim, Herman Manzy, Harold Nicholas, Sherman Williams, Memphis Slim, Lil Greenwood, Rita Moss, Anisteen Allen, The Victarians, Jesse Allen, Dusst Brooks, Chril Dog, Big Joe Turner, Richmond Blues, Joe Holiday.

Coinmen You Know
Continued from page 83
reports business up to expectations. Operators are on look-out for new games... Cain-Calloutte, Inc. now located in its new quarters... The James Record Shop in its annual report states business is equal if not better than a year ago... Milwaukee
Major Distributor's former chief clerk, Mrs. Beverly Black, spent several days of her vacation helping the Mercury staff with a heavy load of paper work that piled up since she left her job to join her husband at a navy base... Oshkosh Novelty Company is a games and music operating outfit run by another Clarence Smith, who will not become the sole coinman in Oshkosh to answer to the Smith monicker... The sunny climes of Florida are calling Herb Wagner, of G. & W. Novelty, South Milwaukee. Herb plans to spend several weeks golfing and fishing... Ben Berman, formerly with the D. Kurman Company, suppliers of tobacco and candy items, has joined forces with his son in Madison, Wis., as the Robert A. Berman Company... Sam Hastings spent several days in the Wifdy City looking at the displays of premium distributors... In charge of matters at Hastings' while Sam was gone was vet coinman Paul Nadeau... Ed Gronowski, route foreman of the Red's Novelty firm, of West Allis, is elated over his recent qualification for his "Ham's" license... Red Jacomet, bossman of Red's Novelty, infers that tavern spot profits have dropped somewhat... Two new men have been added to the sales staff of Old Gold cigarettes and are making the rounds getting acquainted with vending people... Just back from a swing thru his Minnesota territory, Wayne Candy sales rep, Don Reynolds, reports that vending sales out that way

are a bit below expectations. Ledger Tobacco's Art Cohen is spending several weeks in New York, combining business and leisure.

Pittsburgh

Noticeable here is a slight tendency of juke operators not to keep machines up-to-date with records most in demand. Morris Vinocur, president, Monarch Music Company, points out that an expansive parts inventory is basic because either the distributor has to stock enough parts or else the operator must. Thus the safe way is to maintain a monthly adequate stock.

Ray Walker has taken over the Onyx Club, McKeesport, Pa. When Joseph McGlenn decides to make in a sports event of an evening, he simply asks his crew which game they would like to see and on what date; then he bundles them all in the car and puts it "on the house."

W. F. Hamel, divisional sales manager, Cole Products, Inc., reports an increasingly popular hot drink is the cup of hot soup.

Morris Moskowitz, partner, Sidmor Vending Company, believes people's desire to get something for nothing for a change when they have to pay so much for commodities, is a factor in the interest today in charms in ball gum machines. Lester D. Wrynick, of Coin Machine Agency, has entered the jewelry field. M. J. Abelson, of Oak Manufacturing Company, has been occupied in Pittsburgh lately.

Chicago

Arl Weinand, vice-president and director of sales for the Rock-Ola Manufacturing Company, reports that "lots of visitors" have been arriving in a steady stream at the firm's West Side Chicago plant. He says field reports on Rock-Ola's wall box are good and that the firm is shipping more of the wall boxes every day.

Harold Schwartz, of Atlas Music Company, says the firm has been busy preparing for the CMI Exposition and getting its displays set. The firm will be represented at the exposition by Morris and Eddie Ginsburg, owners; Schwartz, and Nate Feinstein.

Atlas also has been busy, Schwartz said, making reservations for its operators who phoned to say they will attend the exposition.

Wally Finke and Joe Kline were busy figuring out how to get all the items. First Distributors plans to display at the CMI show in its booth space. Among them will be Keeney's Deluxe League Bowler and TV set, Exhibit Supply's mechanical horse and Jet Gun, and a wide assortment of premium items such as lamps, small appliances, fishing sets, cigarette lighters, etc. Mal Finkle, manager of the premium division, has just located some new sources for unusual merchandise and the new lines are already coming in.

Dieb Gottlieb, president of D. Gottlieb & Company, received a steady stream of wires and cards congratulating him on his progress as a manufacturer in the industry the past 25 years. Herb Perkins, Purveyor Shuffleboard Company, passed up his regular week-end skiing trip to get set for the CMI show. Firm has been getting a lot of action on its cigarette vendors and used games.

Chicago Coin Machine Company was getting set to introduce a new game which Sam Lewis claims has a really different play-field. Ed Levin was busy handling a steady run of out-of-town calls on firm's plans and the new Band Box which carries a new low-price tag.

Roy McGinnis, Keeney president, is in Florida recuperating from a recent siege of virus infection. He will be gone several weeks. Sales Manager Paul Huebsch reports that his firm has stepped up its TV output the past two weeks. He says the Deluxe League Bowler is going strong and is now available in 8 and 9 1/2-foot playfields.

Over at Empire Coin Machine Exchange, Howie Freer was doing some extra work in favor of Stanley Levin, who was hospitalized following an auto crash. Gil Kitt was lining up an effective sales campaign with Vince Shay on the Evans line, which was introduced Sunday (3) at the Morrison Hotel. Kitt and Freer were also making final preparations for their

display at the CMI convention at the Sherman.

United Manufacturing Company had a steady run of visitors in for conferences with Billy DeSola, Herb Ostlinger and Johnny Casola. Firm's six-player Shuffle Alley is slated to stay in production a long time based on the backlog of orders. Firm's new game Steeple Chase drew steady praise from operators in tests just completed.

Williams Manufacturing Company was not only preparing for the CMI show but working out a sales program which was unveiled at its distributors' annual dinner Sunday (3) night in the Imperial House. Ted Rubenstein, Marvel Manufacturing Company, reports business on the increase especially with firm's shuffleboard scoreboard line and shuffle game conversions.

Over at Bully Manufacturing Company, the in-line scoring game Spot-Lite was sharing chief interest with the jumbo pin game, Futurity. Meanwhile the Lion Manufacturing Company was making steady progress in the development of its TV line under the direction of Paul Eckstein.

At World Wide Distributors, Al Stern, Len Micon and Manty West were enthused over the early reaction to Williams' new Horse Feathers game, which may be played by one or two players. Stern was also pleased with the mounting interest in the Rock-Ola music line which now includes the 50-selection wall box.

Coven Distributing Company, Wurlitzer outlet here, has sent a letter to all of its operators urging them to write their congressmen why they are against the Bryson Bill. The letters went out in envelopes stamped "important" and much favorable comment had been received by the week-end, the company said.

Jean Collins, Monarch Coin's executive secretary, plans to be married March 1. George Jarke is the lucky man. Charlie Pieri and Clayton Nemoroff expect a baby at any time. Visitors at the remodeled Monarch quarters while the big show is in progress in the Loop. They are getting increased deliveries of in-line scoring games and Exhibit Supply's Big Bronco. Frank Mancuri, exhibit sales manager, was hospitalized briefly last week.

Len Meyer, World Wide Distributors, just closed firm's biggest single export deal.

Miami

The stork has been busy lately paying calls at the homes of Acc-Saxon employees. Cigarette route man Robert Miller and his wife welcomed a son, John Paul, giving them a total of three boys and two girls. Cigarette roomer Jack Fisher and his wife became the parents of a son, Jack III, and shopman Donald Henderson and wife welcomed the arrival of a girl, Toni Lynn.

Harry Goldberg, H & G Novelty Company, reports an upswing in sales of PX cigarette machines. Goldberg also has expanded his stock of premium merchandise including a full line of fishing equipment. Jean Guberman, secretary at Taran Distributing, received congratulations on her birthday, after helping her mother, Rosa, celebrate a similar event two days earlier.

Bill Whitcomb, Jacksonville branch manager of Bush Distributing Company office, was on the sick list several days. Ozzie Trupman left the Miami office to sub for Whitcomb during his absence. A. R. (Ike) Pearson, Pearson Novelty Company, Milt S. D., last touring Florida in his plane. Pearson and Pearson drove South and had the plane brought down for him.

Frank Wycoll, route service mechanic in business for himself, is accompanied on his rounds by his three-year-old son, David. Ken Willis, Bush Distributing Company, returned from a selling trip to Orlando and Key West, Fla.

Willie Blatt, Supreme Distributors, is anticipating with interest the formal unveiling of his new four-player game, as yet unnamed at the International Coin Machine Exhibition, Chicago. Chicago Coin is bringing out the new game. Miami's delegation to the show will include Blatt, Sam Taran, Ted Bush, Joe Mangone and Bill Shayne.

Game and vending operators were particularly pleased to learn that the government will begin

SOLDIER TRADE

Columbia, S. C., Now Cornering Arcade Market

COLUMBIA, S. C., Feb. 2.—A new Main street Arcade, one of the largest in the city, now brings Columbia's total to five.

The new Arcade, Hollywood Casino, is strategically located in the 1300 block of Main Street near several movies, soda shops, cafes and military stores, which draw heavily on the large soldier trade from nearby Fort Jackson. The Arcade contains most of the standard machines, plus a score of pins and a section of Pan-o-Rams. Operators report daytime business light, with a big night and week-end play. Three competitors are within a block of the new set-up, but only one rivals it in size. A fifth is located four blocks north.

The return of some 50,000 men to the infantry training camp near here has boosted coin machine play all along the line. Dealers report the usual seasonal slump in buying, but there has been no letup in play, operators say.

Musical machines are drawing their biggest grosses in spots frequented by the soldiers.

Coin Machine Tax Receipts Decline

WASHINGTON, Feb. 2.—The federal tax on coin-operated devices produced \$19,296,204 in 1951, a decline of \$2,325,618 from the previous year, it was disclosed this week. Latest Bureau of Internal Revenue figures showed a December collection of \$1,874,248 from this tax. Aitho the December take was \$1,269,350 above the December, 1948, figure, it fell far short of overcoming the slump registered in tax receipts in earlier months.

The federal tobacco tax yielded \$1,445,750,519 in 1951, an increase of \$97,692,440 above the previous year, the bureau revealed this week. Virtually all of these receipts represented collections from the tax on cigarettes. Reflecting record-high cigarette sales, virtually every month in 1951 showed increases over comparable months the previous year, with December yield totaling \$101,088,172, a gain of \$8,672,543 over the previous December.

Top Tourist Biz Expected in Fla.

TAMPA, Feb. 2.—Another record-breaking winter tourist season is being predicted for Florida West Coast resorts with, however, a few changes in traffic flow and length of stay.

Coinmen gearing their operations to take advantage of the tourist influx note that feeling in Sarasota and St. Petersburg is that traffic will be later and last longer than usual this year. The Fort Myers Chamber of Commerce reported tourists, the more numerous than in 1951, are not "staying as long as usual."

It is felt that most winter tourists are trying to see more of the State instead of settling down in one spot. At Bradenton, however, it was found vacationers came earlier and remained longer. Sarasota, to date, is holding its own in tourist business, compared with last year, but expects a rebound this month. February is to bring the season total up 10 per cent over last season.

reactivation of Opoka Naval Air Station February 15 and that some 6,000 Marine and civilian personnel will be assigned to the station by July 15. Monthly payroll at the new base is expected to reach a million dollars by summer.

Joel Hoch, accountant for Supreme Distributors, had a terrific night at the jal ai games. Al Albertell, Super Vending Company, became a grandpop for the fourth time when baby, Jerry Jr., was born to Albertell's son and daughter-in-law.

Max Shaw, Taran Distributing, says the Genco Double Action looks like a winner in the game field. Sonny Lomborg, (Continued on page 93)

SHUFFLEBOARD SURVEY

Detroit Distrib Eyes Game's Renaissance

Continued from page 77

likely spots without an involved personal survey of the city, those places advertising or listing in the telephone classified directory were contacted.

A three-piece mailing unit was used:

1. A business reply envelop, with postage paid by the Central office, making it handy for the location owner to turn in his reply.
2. Large print copy of the rules for shuffleboard, designed to be posted on the walls. This is also available upon request on a stiff cardboard for more permanent use. The Central name, address, phone and a list of the services furnished for board owners and operators are listed at the bottom.
3. The survey slip reads:

"We are interested in resurfacing our shuffleboard. . . getting shuffleboard . . . getting automatic scoring unit . . . replacing our old shuffleboard . . . we own our machine . . . yes . . . no. Our machine is owned by . . . (name of operator). Your name . . . address . . . telephone number . . ."

Headed by Val

The owner of Central Coin Machine Exchange, Maurice J. Feldman, a veteran of the amusement game field here for 17 years, who also has been active in the distribution and manufacturing ends of the business. As an industry leader, he was president of the now inactive Michigan Miniature Bowling Association and is now a director of the Detroit Shuffleboard Association. He points to the care given to alleys and to maintenance of surface by operators of bowling alleys, resulting in the widespread acceptance of American Bowling Congress standards by bowlers and alley owners alike.

"If we keep our equipment up to date and have a well-organized league set-up, we can make shuffleboard as important as bowling," Feldman says. "It is the leagues that have made bowling what it is."

"But it is necessary to keep the boards in good shape, properly leveled, with the surfaces in good condition. Every man who plays shuffleboard does a public relations job for the industry."

Stresses Service

Believing in the essential importance of adequate maintenance, Feldman has established a service department and a parts and supply service to meet the requirements of shuffleboards. It has long been his rule to carry an adequate stock of spare parts for all equipment which he operates, a precaution which he believes has well proved its worth, even the most spare parts may long remain in the stockroom. Even if the distributors occasionally come to him for parts, so complete is his stock.

The facilities of his service and parts replacement stock are available for other operators, many of whom do not attempt to operate an elaborate service set-up. This includes scoring units, refinishing of tops, powdered and other waxes, cleaners, wax and cleaner combination, and unbreakable steel weights.

This mailing program, the put out by one of the city's progressive operators, was designed to produce benefits for the industry as a whole, and was given approval by the DSA board. Main objective, it is frankly admitted in trade circles, is to attack the serious problem of location-owned boards. There are about 1,400 boards in the city; about 500 of these were location-owned some two years ago, according to available figures, and the number has probably dwindled slightly since. There are about 65 operators active, of whom only about 20 have sizable routes.

Supplies Handy

Some location owners, with their own boards have been pleased to learn that there is a specialized service where they can get supplies. The direct objective is modernization and resurfacing of boards, so that the board can be made profitable and be kept reasonably up to the needs of the industry. Feldman's keen sense of the man'smanship comes into play here, and he is able to point out to the

location owner the advantage of having a complete refinishing job and the installation of a scoring unit, such as players of this now popular game have come to expect. The older location-owned boards have lesser appeal because they do not have these features.

The original board salesman who sold the location, with his commission long since pocketed, has no direct interest in continued maintenance of the board, and the location owner has limited, thru experience, of the problem of running a single machine. This is the condition that prevailed in Detroit about three years ago, with a sizable installation of free play location-owned boards, especially on the East Side.

Today, owners of such equipment, as Feldman puts it, are coming to see the advantages of switching to standard operation. Installation of the scoring unit automatically means conversion to coin play, even if the location owner still persists in running his own machine.

Actual results of the mailing, after 10 days, added up to five location owners deciding to give up their own equipment and switch to an operator's service. In addition, several dozen locations have become acquainted with the firm by phone or otherwise, some sending over to pick up wax or other supplies. Other operators stand to benefit from Feldman's one-man campaign as well. Only some of the locations he contacts are in situations where he would want to put on his own men—because of the distance, remoteness from other locations he services, and other factors. Such locations are passed on to other operators.

Survey Results

Some conditions of significance to the industry already have developed or been brought to light by the survey. It was found that location owners are reluctant to discuss their complaints with the operator who regularly services them in some instances. Usually, because the serviceman is busy or the bartender or even the owner may be too much occupied at the level, while the serviceman makes his call, he will not take the trouble to make a special complaint, such as one about the condition of the board surface. Yet, when an independent survey, requiring only a few strokes of the pencil, comes along, the owner may take the trouble to fill it in, and just check off his complaint.

Occasionally, too, the location owner has not realized the standards of good operation. This is of course especially true of location-owned boards, where the owners have not observed competitive conditions too closely. When information of this kind comes in, it is quietly passed on to the operator concerned, as a tip toward improving his own operation.

Feldman's campaign, with its emphasis upon service, is really an institutional program for the shuffleboard industry, backed by the supply and service operation which he maintains.

To follow up, a monthly mailing to much the same list of tavern owners is planned. Details of the follow-up material have not been worked out, but the ultimate goal is to place every location in the city in the hands of an established operator.

Tenn. Tourist Boom Coinman Aid

NASHVILLE, Feb. 2.—Tennessee's tourist business increased by 18 per cent last year over the 1950 level, according to B. T. Gregory, State information director. He said tourists spent \$437,026,450 during 1951, or \$90,717,350 above the previous year's vacation dollar in-take.

Coinmen with locations close to or on thru highways benefitted by the increase in car travel in the State. During the year, it was estimated, 3,046,843 out-State cars used the roads, carrying 10,054,474 tourists, compared with 2,584,082 vehicles and 8,462,543 tourists during 1950. It was discovered that the occupants of each car spent an average of \$150 while in the State.

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- Speaker Inspected
- Tonehead Renewed
- Cabinet Refinished Professionally

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148-ML	\$289	1080	\$189
147-ML	189	1013	189
146-ML	159	AIREON	
H148M Hiwayway	219	500 Console With Toner	\$159
H146M Hiwayway	179	ROCK-OLA	
H146M Hiwayway	159	1426	\$159

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Levy	\$9	Commander	\$9		
Nightone	\$9	780	\$9	MILLS	
Colonel	\$9	850	\$9	Empress	\$39
Majors	\$9	500	\$9	AIREON	
Classic	\$9	600E	\$9	400 CARNET	\$9
Regal	\$9	600R	\$9	PACKARD	
Com.	\$9	Victor	\$9	Manhattan 76	\$29

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WALL BOX SPECIALS

Seeburg W1-L56, 5c. Wireless, Refinished	\$12.50
Seeburg 3W2-L56, 5c. 1 Wire, Refinished	15.00
Seeburg W4-L56, 5c. 10c. 25c. Wireless, Refinished	37.00
Seeburg 3W3-L56, 5c. 10c. 25c. 3 Wire, Refinished	39.50
Wurlitzer 2010, 5c. 10c. 25c. Reconditioned	37.50
Packard P14-Mor, 5c. Reconditioned	9.95

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BRANCHES IN BUFFALO • ROCHESTER • ALBANY

Coradio Has Quiet Model

NEW YORK, Feb. 2.—Coradio, Inc., manufacturers of coin-operated radios, announced this week the development of a new model with an under-the-pillow speaker for use in hospitals and other institutions where loud-speaker units are unacceptable. First deliveries will be made in approximately 45 to 60 days, according to Lou Brown, president.

The radio is designed for attachment to the head of the bed by means of a special bracket. The six-tube unit has a built-in antenna and a circuit said to filter out static. Cabinet is of plastic and the volume controls may be preset to any setting. It operates 30 minutes for 10 cents.

Franchise distributors to handle the new Coradio model will be appointed soon, Brown said.

Williams Bows

Continued from page 77

sults thru the selection of No. 2 and the player brings it in, selected play continues thru next possible finisher. However, if at any time the selected order is not maintained, the game ends.

Different

Playfield of Horse Feathers is radically different from other units on the market. It consists of three sets of flippers on both sides, plus four kicker bumpers on each side and stretch rubber units. Thus a wide range of combination skill scoring plays are possible.

The 8-Ball game provides four replay possibilities: high score; hitting all numbered bumpers on one side and then guiding a ball thru a rollover switch; hitting all 15 bumpers and activating a rollover button, and hitting all numbered scoring units on the other side and the guiding a ball thru a bottom rollover button. It is for nickel play.

Numbered bumpers on 8-Ball simulate the 15 balls in a pool game. Each time one is hit, it registers on the backglass just as a player would rack them up in regulation play. Additional realism is added by the animation on the backglass which consists of a conventional pool table and ball in motion each time a hit is made.

The distributors' meeting in the Imperial House was expected to attract at least top management officials of the Williams' distributor organization. Among those representing the manufacturer at the session will be Stern, Sales Manager Bill Ryan, Gordon Horlick, Harry Mabs, Sam Berger, Bernie Kennedy and Rudy Gilbert.

Addresses by Stern and Ryan are expected to include a preview of Williams' plans for the remainder of the year and discussion of the materials situation.

Complete Test

Continued from page 77

plays and the possibility of gaining 8, 12, 20 or a maximum of 100 replays.

The only times when numerical sequence is by-passed is when the 6 selection crosses the finish line first or in correct sequence. Then the game automatically resets back to the No. 1 horse and play continues as before. A typical example of this would be the 5 horse finishing first. According to the scoring of the game, the player must bring in the 6 selection next to gain additional replays and keep the race in progress. But after the 6 horse crosses the finish, the player must then concentrate on the No. 1 horse and after that, No. 2 followed by the three horse and finally No. 4 completing the numerical cycle. Still another reason for playing more than one selection is that this entitles player to try for replays only by getting the No. 1 selection in first. If any other selection crosses the line first the game ends automatically.

New N. C. Firm

RALEIGH, N. C., Feb. 2.—Capital Amusement Company here has obtained a State charter to engage in an amusement and recreation business. Authorized capital stock was listed at \$100,000, with \$9,900 stock subscribed by O. W. Hooker, W. W. Meriman Jr. and R. C. Knipe Jr., all this city.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues indicated below. All advertised used machines and prices are listed, whether more than one has been advertised in the same price, frequency with which price occurred is indicated in parentheses. Where quantity discounts are advertised, as is the case of bulk readers, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Feb 2	Issue of Jan 26	Issue of Jan 19	Issue of Jan 12
ABC (United)	\$295.00(2)	\$295.00	\$25.00	\$299.00
Advance Roll (Genoa) (roll-down)	39.50	69.50	39.50	69.50
All Back (Gottlieb)	49.50	49.50	49.50	49.50
Alize in Wonderland (Gottlieb)	39.50	39.50	39.50	39.50
Alma	49.50	49.50	49.50	49.50
Aquacade (United)	49.50	69.00	49.50	79.00
Arizona (United)	89.50	109.00	69.50	89.50
Ballerina (Bally)	27.50	49.50	27.50	49.50
Bingo (Edhibit)	18.00	24.50	24.50	39.00
Bonnie-Bell (Gottlieb)	89.50	119.50	89.50	119.50
Bonnie-Bell (Gottlieb)	49.00	49.00	49.00	49.00
Bonnie-Bell (Gottlieb)	134.50	134.50	70.00	134.50
Basketball Champ (Digo. Co.)	225.00	275.00	225.00	275.00
Big Boy (Edhibit)	114.50	114.50	30.00	34.50
Bonnie-Bell (Gottlieb)	42.50	65.00	42.50	79.50
Big Top (Genoa)	79.50	79.50	60.00	79.50
Bingo-Ball (Genoa)	59.50	59.50	59.50	60.00
Black Gold (Genoa)	54.50	54.50	25.00	54.50
Blue Skies (United)	124.50	124.50	120.00	124.50
Bomber (Chicago Coin)	54.50	54.50	79.50	95.00
Bone Head	89.50	89.50	79.50	79.50
Bonus (Williams)	79.50	85.00	79.50	85.00
Bowling Champ (Edhibit)	355.00	395.00	355.00	365.00
Bowling Champ (Gottlieb)	355.00	395.00	355.00	365.00
Bright Lights (Bally)	395.00	425.00(3)	395.00	69.50
Bright Spot (Bally)	79.50	79.50	79.50	29.50
Buckaroo (Gottlieb)	69.50	85.00	69.50	79.00
Butterfly	39.00	39.00	39.00	39.00
Buttons and Bows (Gottlieb)	114.50	114.50	114.50	114.50
Canoe (Genoa)	99.00	119.50	95.00	89.50
Canoe (Genoa)	39.00	39.00	39.00	39.00
Carolina (United)	42.50	49.50	42.50	49.50
Carroll (Genoa)	55.00	55.00	30.00	30.00
Carroll (Genoa)	29.50	39.50	29.50	39.50
Carroll (Genoa)	69.50(2)	85.00	69.50	79.50
Champagne (Bally)	89.50	99.50(2)	89.50	99.50(2)
Cherry (Williams)	159.50	159.50	159.50	159.50
Cinderella (Gottlieb)	25.00	39.50	39.50	45.00
Circus (Edhibit)	45.00	49.50	45.00	49.50
Citation (Bally)	64.50	74.50(2)	50.00	64.50
Citation (Bally)	85.00	134.50	85.00	134.50
Circus (Edhibit)	39.50	39.50	39.50	39.50
Circus (Edhibit)	89.50	109.50	89.50	109.50
Circus (Edhibit)	450.00	450.00	39.50	39.50
Coney Island (Bally)	175.00	175.00	325.00	295.00
Contact (Edhibit)	24.50	45.00	24.50	45.00
Control Power (Williams)	29.50	45.00	29.50	45.00
Crazy Girl (Gottlieb)	375.00	375.00	375.00	375.00
Crazy Girl (Chicago Coin)	49.50	69.00	49.50	69.00
Cyclone	79.50	79.50	79.50	79.50
Cyprus (Williams)	99.50	119.50	99.50	119.50
De-lux (Williams)	39.50	45.00	39.50	45.00
De-lux (Williams)	164.50	164.50	164.50	164.50
Double Feature (Gottlieb)	89.00	94.50	89.00	94.50
Double Feature (Gottlieb)	99.50	124.50	99.50	124.50
Dream (Williams)	49.50	74.50	49.50	65.00
Dr. Paz (Williams)	279.00	295.00	279.00	295.00
Dr. Paz (Williams)	250.00	265.00	250.00	265.00
Dr. Paz (Williams)	269.50	279.00	269.50	279.00
Floating Power (Genoa)	49.50(2)	49.50(2)	25.00	49.50(2)
Floating Power (Genoa)	54.50	60.00	54.50	60.00
Flying Saucers (Genoa)	100.00	129.00	129.00	129.00
Flying Saucers (Genoa)	64.50	75.00	64.50	75.00
Football (Chicago Coin)	114.50	114.50	75.00(2)	114.50
Football (Chicago Coin)	99.50	144.50	144.50	144.50
Football (Gottlieb)	79.50	119.00	79.50	119.00
Four Runners (Gottlieb)	39.50	45.00	39.50	45.00
Genoa (Williams)	39.50	44.50	39.50(2)	50.00
Gold Cup (Bally)	64.50	64.50	64.50	65.00
Gold Cup (Bally)	84.50	84.50	84.50	84.50
Gold Cup (Bally)	39.00	40.00	55.00	55.00
Grand Award (Chicago Coin)	69.50	69.50	69.50	69.50
Harvest Moon (Bally)	115.00	129.50	115.00	129.50
Harvest Time (Genoa)	20.00	20.00	20.00	20.00
Hawaii (United)	275.00	275.00	275.00	275.00
Hayburner	29.50	29.50	29.50	29.50
His Parade (Gottlieb)	42.50	49.50	42.50	49.50
Holiday (Chicago Coin)	58.00	124.50	124.50	124.50
Hot Hot (Bally)	29.50	29.50	29.50	29.50
Humpty Dumpty (Gottlieb)	49.00	49.00	49.00	49.00
Humpty Dumpty (Gottlieb)	295.00	295.00	295.00	295.00
Humpty Dumpty (Gottlieb)	35.00	39.50	35.00	39.50
Humpty Dumpty (Gottlieb)	50.00	54.50	50.00(2)	54.50
Humpty Dumpty (Gottlieb)	64.50	64.50	64.50	64.50
Humpty Dumpty (Gottlieb)	145.00	145.00	145.00	145.00
Humpty Dumpty (Gottlieb)	119.50	119.50	119.50	119.50
Humpty Dumpty (Gottlieb)	35.00	49.00	35.00	49.00
Humpty Dumpty (Gottlieb)	54.50	65.00	54.50	65.00
Humpty Dumpty (Gottlieb)	79.50	79.50	79.50	79.50
Humpty Dumpty (Gottlieb)	89.50	110.00	89.50	110.00
Humpty Dumpty (Gottlieb)	49.00	49.00	60.00	75.00
Humpty Dumpty (Gottlieb)	98.00	98.00	89.50	110.00

Brand New!

Buckley Criss-Cross JACKPOT BELLS

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BELL 10-26-32 Revised Selections

5c or 10c Play

Buckley Manufacturing Co.
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WALL MODEL ELEC. SCOREBOARDS

Small, compact unit (18-21 pins) **\$79.50**

Center Overhead, 24-card—**\$125.00**

Fits all shuttleboards

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For Chicago Bowling Alley and Univ. Twin Bowler **\$24.95**

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JUMBO PINS

Bally Futurity, New	Write
Bally Turf King	\$299.50
Bally Champions	99.50
Bally Creations	74.50
Bally Gold Cup	44.50

USED PHONOS

Wurl. 1015	\$179.50
Wurl. 750E	109.50
WURL 850	44.50

TAKE YOUR PICK!

Seeburg Standard, Colorado, Envoys, Gmc. Hi-Tones, etc. **\$29.50 ea.**

DELIVERING! BALLY SPOT-LITE

SHUFFLE BOWLING GAMES

Bally Shuffle Line	\$169.50
Bally Shuffle Bowler	24.50
BALLY BASEBALL	49.50
WMS. DOUBLE HEADER	49.50

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BRAND NEW CLOSEOUTS!

Bally Turf King \$445.00
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Univ. Shuffle 195.00
Tournament 195.00

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UNITED DELUXE 6-PLAYER SHUFFLE ALLEY
CHICAGO COIN 6-PLAYER BOWLING ALLEY

Formica Top Installed on Extra 2 & 3
Players \$25.00 extra

GENCO 8-PLAYER SHUFFLE TABLE

UNITED SHUFFLE ALLEY EXPRESS 69.50

UNITED TWIN REBOUND 225.00

ARCAD

EXH. BIG BRONCO
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WORLD SERIES

GENCO GLIDER 39.50

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5-BALLS

United Boteo
Chi. King Pin
Wms. Horse Show
United Zingo
United Touchdown

NEW
United Stearhase
Genco Double Action
Keeney Holiday
Chi. Basketball
Bally Sport Lite

BINGO TYPE

Light New Write
Bright Spot \$44.00
Lambert Lites \$36.00
A-B-C 27.00
Star 23.00
Life-Line 195.00
Zingo 225.00

Cyclone 175.00
Control Tower 175.00
Double Feature 165.00
Spot Bowler 125.00
One Panther 145.00
Genie 145.00
Star and Co.
Pin Bowler 127.50
Fighting Fish 127.50
Sweetheart 124.50
Basketball 124.50
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Oasis 124.50
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3-Peashers 79.50
Bowling 79.50
Malters of 79.50
Big Top 79.50
Salsador 79.50
Sutens & Bows 79.50
Telcord 79.50
El Paso 79.50
Holiday 69.50
Pheasant 69.50
Show Boat 69.50

TUCSON 69.50

Harvest Moon 69.50
Bally 69.50
Merie 69.50
Planned 69.50
All Babe 69.50
Ballarina 69.50
Sunny Time 69.50
Sonia 69.50
Stormy 69.50
Carolina 69.50
Cinderella 69.50
Triple Action 69.50
Moon Glow 69.50
Spin Ball 69.50
Trinidad 69.50
Sunny 69.50
Star Duet 69.50
Trade Winds 69.50
Wiscosity 69.50
Paradise 69.50

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Coney Islands, Bright
Spots, Bright Lights,
New Turf Kings, Late
5 Balls, 2 and 4
Player, Shuffle Games,
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Wurlitzer 1015 350.00
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Hideway 101 350.00
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Champ. 2 Player 165.00
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Bally Flurry

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Unauthorized, Made 200, 7 Col. \$150.00
Rover Rev. 2 Col. \$125.00
Shipman Rev. 4 Col. \$125.00
D/Greener Champion, 11 Col. \$125.00
Rover President, 8 Col. \$125.00
National Hotel 198, 9 Col. \$145.00

FORMICA REPLACEMENT TOPS
For Chican Games
For United, 9 Pin
2, 4, & 6 Players
Minimum Order—3 Tops \$29.50

FOLK TALENT AND TUNES

Continued from page 18

deen, Miss., and will do a number of country music slots on the outlet.

Leon Sanders, KDET, Center, Tex., reports that Doyle Wilburn, formerly one of the Wilburn Family, KWKH, Shreveport, La., is stationed in Tokyo with the Army's Special Service unit. His brother, Teddy, who disked for Gotham, entered the Army January 11. Another brother, Lester, is with Johnny and Jack at WSM, Nashville. . . . Reggie Ward, formerly at Shreveport, La., and later Magnolia, Ark., is moving his platter show to KAPK, a new outlet in Minden, La. . . . Virge Brown, formerly emcee of the Saddle Mates' show at WKBN, Youngstown, O., is now at WXII, Richmond, Va., where he does two hours of disks per day.

Uncle Harve Spivory, WFEC Miami, is running for sheriff of Dade County. . . . Rev. Von Kempel is doing an early-morning gospel and sacred show at KDRO, Sealdia, Mo. . . . Uncle Remus is the new spinner at WTNB, Birmingham. . . . Jack Hunt, who recently went with Capitol and is still active as a d. j. at KARK, Little Rock, reports that Wilson Hurst is doing platter shows on his outlet.

Marge and Biff Colbie, KRUX, Houston, report that Lefty Frizzell's new youngster's name is Ricky Roger. . . . Jerry Jericho (4 Star) has formed a new band, the Trail Herders. . . . Tommy Perryman, KSSL, Gladewater, Tex.; Jim Reeves, KGRH, Henderson, Tex.; and Charley Stakeley, KSKY, Dallas, are gathering talent for a big benefit in Gilmer, Tex., for Cecil Greer, the singer, who is seriously ill.

Morris Taylor, KMOR, Oroville, Calif., has added one-hour shows on Saturday and Sunday. . . . Bob West, WCAI, Elizabeth City, N. C., has added a two-hour morning show, "The Trading Post." . . . Gwennie Winters, who has been at WRYO, Rochester, Pa. the past year, is moving to another station soon. . . . Karmit Reid, WDUN, Gainesville, Ga., reports he had Jimmy Dickens and Bill Monroe surprise him with visits recently. . . . Mac Raina, WCIT, Corbin, Ky., needs h. b. records for his four hours of spinning per day.

Tommy Carlisle, whose dad, Cliff Carlisle, is one of the Carlisle Brothers (Mercury), reports that the act is trying to work out a deal with WSM, Nashville, but the brothers don't want to travel. . . . George Barron, KCRY, Trinidad, Colo., married Betsy Woiz, non-pro, recently in Raton, N. M. . . . John Ulley, WFMY, Greensboro, N. C., reports that all versions of "I Wanna Say Hello" are going big on his country shows. . . . Al Clauser, KTUL, Tulsa, who has cut for Bullet, has passed the quarter-century mark as a member of the country music field. He reports that Al Fox and Tex Heopner, former members of the Oklahoma Outlaws, passed away recently. Carl Corder, guitar, was killed earlier in the year in an auto accident.

Johnny Harper, KRLLD, Dallas, writes that Okie Jones (Columbia) drew 1,500 for the Big D jamboree on the first January show. Faren Young, formerly with Gotham, now working with Webb Pierce (Decca), has inked with Capitol.

Ray Whitley, WMEX, Boston, has moved his family from Hollywood to Boston. . . . Lloyd Hart, WTYS, Marianna, Fla., is turning over all his disk releases to the national guard army in his vicinity. . . . Joe Taylor, WGL, Fort Wayne, Ind., reports that his guitar man, Connie Smith, has been inducted, and replaced by Les Smithhart. . . . Carl Shook, WKWY, Louisville, reports that Randy Aicher (Acme) is doing an

hour disk show Friday night over WHAS, Louisville. . . . De Stallard, KCMO, Kansas City, Mo., says that Jimmy Dallas, at his station, has inked with Central, a new K. C. diskery. He was backed by Al Phillips and H. Frontier Four, formerly with Al Clauser. Milt Dickey is doing a live Western show over the station. . . . Cracker Jim Broadhead, WMIE, Miami, celebrates his fifth year in the country field in April. He'd like acetates and tapes from the artists for the occasion.

Artists' Activities

Slim Bryant and the Wildcats, KDKA, Pittsburgh started a new NBC web show January 5 at 4 p.m. (EST) as a weekly feature. His brother, Loppo, became father of a son December 30. . . . Hubert Long, formerly p.m. for Johnny and Jack, who have moved to WSM, has added Hank Snow, who broke recently with Norm Riley. Snow does the Como TV show February 27 in New York. . . . Carl Story (Mercury) and His Rambling Mountaineers, back at WCYB, Bristol, Va., have added Ray Atkins, steel man, The Mercer Brothers (Columbia), WMAZ, Macon, Ga., report that Cousin Luke, WIBB, Macon, is doing an outstanding job of d. j. for rustic artists. . . . Helen and Toby Price are working an act, known as the Ranch Hand Trio, out of Carthage, Mo. . . . Bob Nolan is semi-retirement at his ranch on Big Bear Lake, Calif. . . . Rusty McDonald, the ex-Bob Willis vocalist, now on Intro, is working with his band at KSWO, Lawton, Okla.

Bill Morgan, of Publicity Inc., reports that the Jordonaires are lining up an appearance on the "Big Show," the Sunday NBC feature. . . . Billy Walker (Columbia), now at KWFT, Wichita Falls, Tex., has Pee Wee Stewart, fiddle, Elmer Laurence, steel, and Jess Estep, bass, working with him. Blaine Cornwell, of the KWFT Talent Bureau, is booking the band. . . . Richard Cox and the Harvesters, WSAZ, Huntington, W. Va., will soon start a Statewide gubernatorial campaign with Edward H. Green, prosecuting attorney in Huntington. Cox recently became the father of a son, Darrell Richard. . . . Other recent fathers are Lefty Frizzell, who became pop of a son December 23 in Beaumont, Tex., and Smokey Rogers, now doing TV in San Diego, whose wife bore twins December 28.

Tex Clark and Don Thomas, who recently toured with the Rainbow Valley Gang, are now doing d. j. programs over WDOK, Cleveland. New show is called "Rainbow Ranch" and airs Saturdays, 9-11 a.m.

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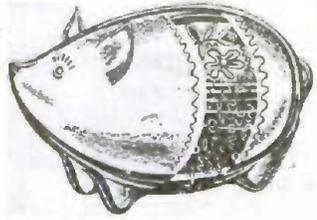
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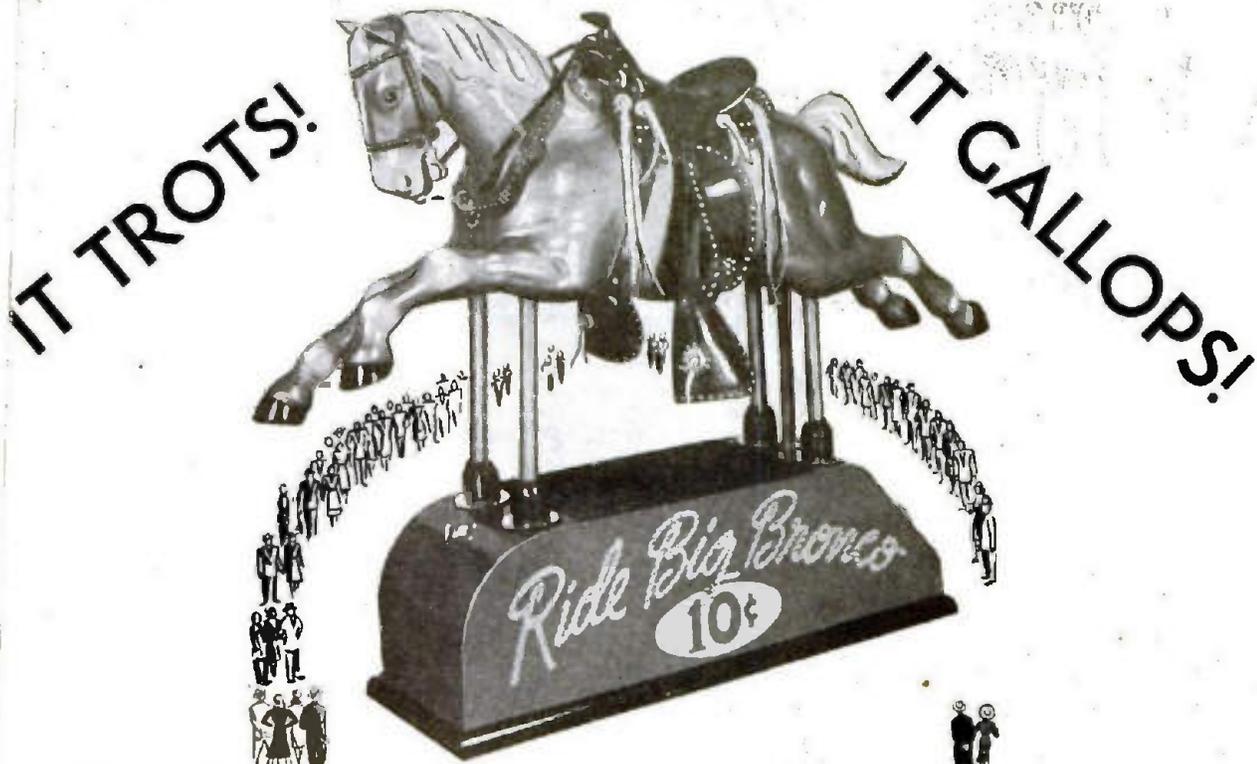
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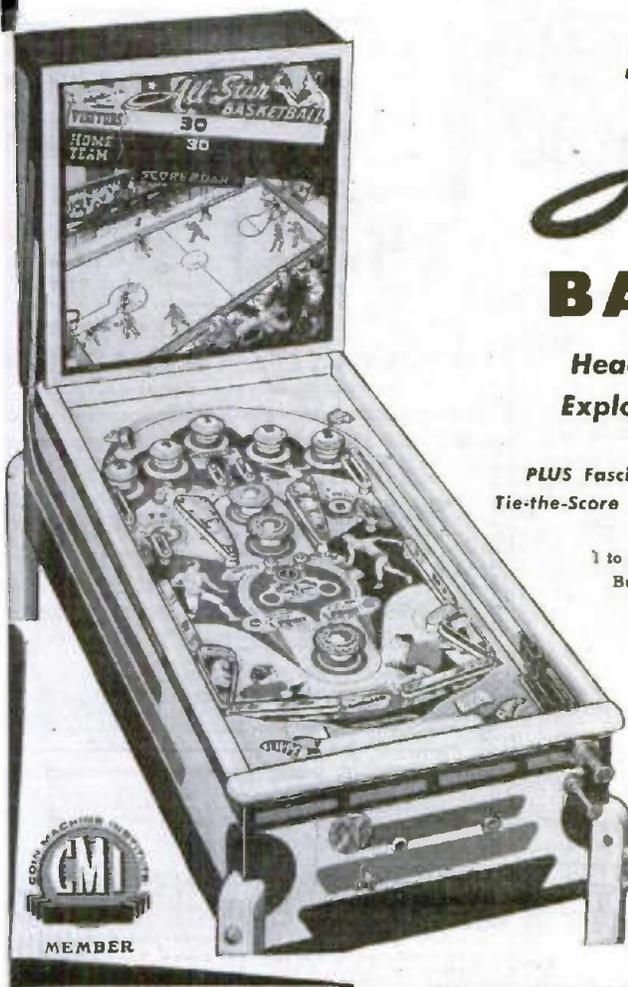
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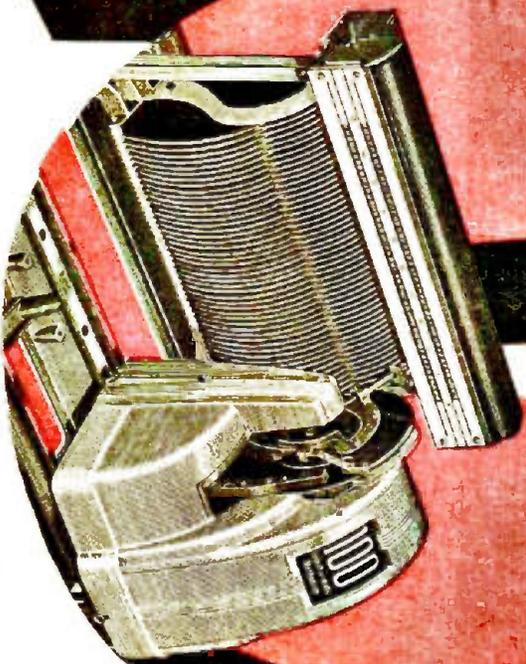
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