

featuring
1952 list of
Record Distributors
by Labels
and States

The Billboard

MARCH 15, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Poll Reveals Spirited Battle For Juke Box Disk Business

IMPRESARIO?

Cobbler, AFM Settle Dispute Over "Tosca"

By PAUL ACKERMAN

NEW YORK, March 8.—This week the executive board of Local 802, American Federation of Musicians, was confronted with perhaps the most unusual case in its history when Mike De LaRocca, a Baldwin, L. I., shoemaker, appeared before that august body to show cause why he should not be placed on the unfair list. LaRocca, a lover of opera and imbued with the desire to bring opera to the masses, was charged with underscoring musicians who had played at productions staged by LaRocca in the Baldwin High School auditorium.

"Are you an impresario?", the dignified, portly, gentleman was asked. "What impresario! I'm a shoemaker!" he replied. He indicated he had been producing opera locally for about 15 years.

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Medium-Priced Comics Wanted

By BILL SMITH

NEW YORK, March 8.—The medium-priced comics, those in the \$1,000 to \$3,000 class are once again in tight demand. Many of these were considered war babies a few years ago. They had their fling at top dough, missed, then faded, and are now again in the demand class.

The reasons for their return to popularity is the realization that the big attractions are either not available or have priced themselves out of the market and that the big record names now doing cafe dates need protection.

Despite big disk sales, a survey of the spots throughout the

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A

SPECIAL

SECTION

FOR

JUKE BOX

OPERATORS

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TV "Syndication" Trend Seen Following Lever-United Deal

NEW YORK, March 8.—On the heels of a chain reaction kicked off when Lever Brothers made a deal with United TV Programs to syndicate the filmed version of the Lever-owned "Big Town," a number of sponsors and agencies this week were considering following the same pattern with their video properties. Among advertisers most interested are Toni, Fiberglas and several Young & Rubicam and Cecil & Presby accounts. Lever's deal, of course, is only possible because it owns the show but other clients who at present sponsor network-owned shows, are looking for programs to buy for syndication, even if it means the cancellation of their present stanzas.

Significance of the Lever deal is that it casts the advertiser in the role of a movie producer, tak-

ing all the risks, but also able to recoup some or all of his investment via subsidiary rights. Lever, which hasn't bypassed network TV, is using 31 inter-connected stations on the Columbia Broadcasting System and five web affiliates on a delayed basis. UTP has been given first run rights in 29 smaller markets which Lever can recapture by giving six months notice. UTP also can peddle the film second and third run, unless Lever wants to re-run the property. "Big Town" will cost about \$16,000 per film, but if UTP sells the 29 markets, the adver-

Shift Coast Bouts; Sell Eastern Fights

HOLLYWOOD, March 8.—To prove its point that Eastern boxing shows beamed into this area were too much competition for local bouts, American Legion Stadium abandoned its regular Friday night sited in favor of Saturday nights and immediately found a buyer for the TV rights. Heretofore, competition from the East made local bouts a n.s.h. TV risk for Coast sponsors and provided an even poorer sale. After switching to Saturday nights, American Broadcasting Company's KECA-TV acquired TV rights.

Station immediately rang up sales: Amnaya Freerer Distributors and Stanley Construction Company were attracted by the Saturday night fight line-up. Biz was set by Jack Vaughn Advertising and ABC Advertising Agency, respectively. Bob Hill was KECA-TV sales rep on both contracts.

tiser can get a return of \$6,000 on each episode, and can look forward to other residual rights which might conceivably give it a free ride on show's cost under its own sponsorship. The risk being taken by Lever himself, considering the high cost of doing a similar program live, is not a large one.

But most noteworthy aspect of filming programs to many advertisers is the way it solves station clearance problems. The networks have promised clients that they would clear stations, but except for a few top programs—Texaco Star Theater, Show of Shows, etc.—they have failed to deliver ideal clearances. In many cases agencies have carried the ball for their accounts and have done the job. But putting a program on film and paying outlets full rates generally makes for more rapid station clearances, even in the tight one-station markets. And since most advertisers find their kine-

(Continued on page 6)

Decca Dickering For Tie With BMI

NEW YORK, March 8.—Decca Records is negotiating with Broadcast Music, Inc. toward the end of setting up a Decca-owned BMI music publishing firm. Decca was at one time in the publishing business on its own, as well as in partnership with Shapiro Bernstein (Mood Music) and with Bregman-Veeco & Conn (Sun Music). Decca is temporarily stymied over a disagreement as to the amount of advance Decca should get for its firm from the licensing agency.

Columbia in Big Comeback With Operators

1952 Survey Shows Recording Outfits Bettering Service

NEW YORK, March 8.—One of the sharpest competitive battles in the recent history of the record industry is being fought by major recording companies seeking to strengthen their positions in the juke box field. There's little fanfare attached to the struggle, but there's no doubt that the majors are aware of the importance of the field both as a market in itself and as a promotional medium. Economic aspects of this market were analyzed in The Billboard's January 19 issue, at which time it was conservatively estimated that juke ops purchased 50,000,000 disks yearly. In today's issue of The Billboard, the battle for this market and promotional medium is reflected in the tabulations of the Fifth Annual Juke Box Operator Poll.

That the race is tight is immediately illustrated by the returns

(Continued on page 13)

Actor, Scriptor Shortage Keen

NEW YORK, March 8.—Television is facing an increasing shortage of good actors and scriptors, according to TV packagers Irving and Norman Pincus, who cast between 240 and 300 video parts annually for "Ellery Queen" and "Mr. I. Magination." Bemoaning the shortage of experienced thespians (particularly in the young leading lady field), the brothers said they use six "dependable" actors over and over again in the course of a year, rather than take a chance on young, untried talent.

Producers opined that opportunities for newcomers in TV

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THE BILLBOARD'S NEW WEEKLY

'WHERE-TO-FIND-IT' SERVICES

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MUSIC-RECORD INDUSTRY 129

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FOOD-DRINK CONCESSIONAIRES 30

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Billboard Backstage

By JOE CSIDA

Following my triumphant appearance of several months ago on Columbia Broadcasting System's "Songs for Sale" video program I did a shot last Tuesday on Du Mont's "Keep Posted." This display of my versatility as a TV performer was somewhat marred by the fact that on the Martha Rountree-Larry Spivak "Posted" I got to ask one question and had to ask that rather quickly or I wouldn't have been on the show at all.

All of which is a rather facetious introduction to a proposition about which I don't feel one small bit facetious. The "Keep Posted" issue was "Should Congressional Hearings Be Televised?" This stemmed, of course, from the interest created in the question by House Speaker Sam Rayburn's ruling that House hearings should not. Harry Cain, a Republican congressman from the State of Washington, took the position that hearings should not be televised, although as it turned out, he wasn't flatly against videoing hearings, but felt rules under which they should be televised must be set first. Burnett Maybanks, Democratic congressman from South Carolina said the TV cameras should be permitted to look in on the hearings.

Maybanks was rather ineffectual in making his arguments. Cain, on the other hand, proved, as he has on previous television appearances, that he is dynamic, convincing, extremely glib, and

fast on his feet. He went on about the rights of witnesses, the invasion of privacy, etc. etc. He opined that cameras, lights, cables, mikes, and such were apt to distract a witness so he couldn't properly testify. I am as much concerned as Cain about the individual's (witness or otherwise) rights and privacy. I admit, having years ago experienced it myself, that microphones and related equipment may scare the average guy speechless.

But I am getting a mite weary of watching politicians and lawyers (several Bar associations have taken a stand against televising hearings and other public events) beat their breasts over the rights of witnesses. Their paternal concern over the discomfort of people called to testify fails to bring a tear to my eye. I do not share their fear that the public may get a wrong impression of a certain situation from a television picture.

I have never subscribed to the theory that the people's collective mentality is that of a child of 12. I think most people may be fooled once or twice by a politician or a lawyer who effectively hams it up on the TV, but I think they will catch up with the culprit sooner or later. Here in New York Rudolph Halley won himself a job as president of our city council largely by turning in a pretty solid, if nasal, performance during the long run of the Senate Crime Investigations. It

could be we were wrong on Mr. Halley. If so we will find out, in which event when he asks us to mark an X alongside his name for Mayor you can lay even money we will give him the Big Ignore.

I believe a gent called to testify before a congressional committee is apt to be somewhat nervous with or without the eye of a video camera gazing upon him. Maybe this stare will add a touch to his nervousness, but if he's innocent he can't have too much to worry about, and if he's not maybe his lack of ease will cause him to slip and lay his chicaneries bare to the public view.

It seems to me a possibility that the reason some politicians and lawyers don't want the public to look in at their sessions is that they have quite a large time themselves pushing around these same witnesses over whose welfare they purport to be so much concerned. Could be that some of these fellows operate more efficiently in a fairly dark room.

Outside of an event which treats with our topmost military secrets, or some other material which the Commies might find useful, I say let the people look in and listen — including me. We're not infants, tho' the simplicity with which our candy is frequently taken from us may have given some politicians the idea we are.

Washington Once-Over

By BEN ATLAS

WASHINGTON, March 8. — Brushoff given the Bryson-Kaufner copyright bill at a closed-door confab of House Judiciary sub-committee this week may have signaled its final doom. Bill imposes disk royalties on juke boxes. Though measure has not been shelved, it is significant that the bill failed to reach a vote. The bill's fate will be sealed after a short public hearing next Thursday (13). The subcommittee will gather facts to see if the present statutory royalty fee on platters should be hiked or otherwise revised. Amendment in that direction would mean final scrapping of the Bryson-Kaufner juke box formula. The legislative problem is so knotty that the subcommittee may shelve the whole issue after the hearing.

New Tax Hunters Eye

Radio, TV Stations

Don't be surprised if Congress soon revives serious consideration of legislation imposing annual fees on licensees of TV and radio broadcast stations. The government's frantic hunt for new revenue sources to meet a scaring budget has already stirred the Securities and Exchange Commission to introduce license fees. Capitol Hill is gathering testimony on a similar move for the Interstate and Foreign Commerce Commission. The Budget Bureau is examining a possible blueprint for a license procedure to cover the Federal Communications

Commission and all similar agencies. The issue has come up recurrently in Capitol Hill during the last several years, but it's now being getting hotter than ever. A notable example is the holding of Rep. Charles A. Wolverton (R. N. J.), ranking member of the House Interstate and Foreign Commerce Committee, have indicated they might support the legislation.

Rayburn's Schoolboy Plans

"Revealed" by Walker . . .

At this week's swearing-in ceremony for Commissioner Robert T. Bartley of the Federal Communications Commission, FCC Chairman Paul Walker uncorked a new political yarn about House Speaker Sam Rayburn (D. Tex.), Bartley's uncle, who was in the big audience. Walker, an Oklahoma Democrat, said an erstwhile classmate of his at Oklahoma A. & M. College once told him that Rayburn, also a temporary at the college, was seen on the campus one day "looking very low and disturbed." When Walker's dad asked Rayburn what was bothering him, Rayburn replied that he was out of money and clothes and was going to quit college. "I'm going to run for the State legislature and be speaker," Rayburn is quoted as having said, "and after that I'm going to Congress where I'll be Speaker of the House." Walker's dad then related that he asked his friend if Rayburn said he also intended to

be vice president. "The answer," said Walker, "was 'No.'"

Walker also regaled the crowd with a story about how he first met Sen. Ernest W. McFarland (D. Ariz.), Senate majority leader, who, like Rayburn, was among standees in the audience. Walker said that when he was running for county judge in Oklahoma "a long time ago," he approached a fellow standing with a lad and told them he'd like to recruit their votes. "The fellow told me he'd vote for me but he added that the lad was too young," said Walker. "I asked the lad his name, and he said — 'Ernest.'"

Expected Decision Soon

On Transit Radio . . .

Supreme Court decision is expected within a few months on whether trolleys and buses can air radio commercials. The tribunal heard final arguments this week on the plea by Washington Transit Radio, Inc., against the District of Columbia Court of Appeals crack-down on transit broadcasts. Commerce Department's annual gift to TV-radio advertisers — a booklet listing all the "special days, weeks and months" of the year — has just been published. Aimed to help businessmen gear their advertising campaigns to national celebrations, the booklet lists everything from "Expectant Fathers' Day" and "Old Maid's Day" to "National Laugh Week," "Save the Horse Week" and "National Leave Us Alone Week."

Picture Business

By LEE ZHITO

HOLLYWOOD, March 8. — As one studies the relationship between motion pictures and television, it becomes obvious that here truly is a one-sided love affair. Despite all its hand-holding efforts, TV is still looked upon as the Peck's bad boy of the entertainment world and gets slapped for each of its attempted amorous advances.

Edward R. Murrow, for example, is winging his way Coastward to personally supervise filming of a TV salute to the motion picture industry. This is part of Murrow's Columbia Broadcasting System "See It Now" series. Murrow will seek to show televisioners the inside of movie making by using Samuel Goldwyn's \$4,000,000 "Hans Christian Anderson." Murrow intends to follow a scene thru from his conception to its completion. The Goldwyn film and the movie industry as a whole benefits considerably from such wholesome plugs.

Ken Murray Scored With "Great Moments"

Not too long ago, Ken Murray devoted an entire show to a flashback of great moments in the history of motion pictures. By using film clips interspersed with Murray's nostalgia-flavored commentary, viewers enjoyed one of the best and most entertaining shows yet to hit the TV screen. Thanks to the great sales impact of TV, motion pictures enjoyed an invaluable boost.

These are but a few examples of TV's efforts to get friendly with the film industry. There have been many plugs for pictures planted by the studios on the major shows and these have paid off handsomely in increased box office. This week, just when friendlier relations between pictures and television seemed in the wind, the movie slapped back. In considering the basis of this latest rebuff, it appears the older

medium shows far more immaturity than its younger and friendlier target.

Accuse C. B. DeMille Of "Biting the Hand"

Because Cecil B. DeMille posed in a national mag ad as enjoying TV in his home, the North Central Allied Bulletin echoed the independent exhibitors' stinging rebuke. The veteran producer was biting the hands that fed him, cried the exhibitors. This ad was seen as DeMille's endorsement of television and served only to "nail the coffin" of the exhibitors. Theaterman's Bulletin reminded DeMille that the home in which he posed for the TV set ad was paid for by the exhibitors' money. Other similarly biting remarks were aimed at the producer. What added fuel to the TV fire was the fact that the TV set screen in the ad showed a scene from DeMille's current "Greatest Show" production.

Amusement Tax Yield Falls Off During January

WASHINGTON, March 8. — Receipts from nearly all of the federal amusement excises nosedived in January, latest Internal Revenue Bureau figures showed today. Worst slump in two years was registered by the tax yield from phonograph disks, while lesser declines were registered in receipts from the taxes on radio-TV, phonograph sets, musical instruments, theater admissions, coin-operated devices, and liquor. Sole Amusement taxes showing advances in yields were cabaret admissions and cigarettes.

The disk tax yield in January was only \$142,596, falling \$540,228 below the previous January's yield of \$688,822. The spectacular slump, however, was not enough to overcome the tax yield's lead so far this fiscal year (since July 1), over the corresponding period a year ago. Disk revenues since the fiscal year's start are \$4,838,445, compared to \$4,112,264 in the same period the year before.

A \$4,681,307 plunge in receipts from the tax on radio sets, TV sets, phono and component parts, was registered in January, compared to the previous January. Yield from this source in January was \$14,778,465. Total yield so far this fiscal year is \$46,098,338, which is \$17,957,303 ahead of the previous year's corresponding period.

Tax on theater and concert admissions produced \$23,001,755 revenue in January, compared to \$26,994,823 the previous January, with current fiscal year period total at \$212,227,200, nearly \$4 million behind the previous year's corresponding period.

Tax on admissions to cabarets and roof gardens produced \$3,832,935 in January, a gain of \$339,782 over the previous January. Musical instruments tax produced \$995,032 in January, compared to \$1,038,761 the previous January. Liquor taxes yielded \$197,065,437, compared to \$278,127,121 the previous corresponding month, and coin-operated tax revenue was \$3,702, a drop of \$117,983 from the previous January collection.

Tokyo Mushi Mushi

By RALPH KRZYZAK

(This column appears once each month.)

TOKYO, March 8. — Square dancing was organized under the Metropolitan Federation of Folk-Dance Organizations here last week. Square dancing started in Japan in 1944, being introduced by the Allied Forces, and immediately became a social success with over 2,000 enthusiasts. The Federation now expects to sponsor a series of lectures and films to train 3,000 dancing instructors. Soon, in parks, school grounds and public squares, thousands of young and old will begin learning the steps and figures of the Occidental Bon-Odori (square dance).

It is expected that at least 120 square dance clubs will be formed by April 1.

Code Offices Mixes "Siberia" As Hurting Russia . . .

The motion picture industry came into news last week when the office of The Motion Picture Code of Ethics Administration Committee, a Japanese counterpart of the Johnston office, raised objections for the first time on a film soon to be released. "Was a Prisoner in Siberia," stating that the film tends to hurt Russian feelings. Paragraph 3, Article 1 of the Japanese Motion Picture Code states that "The customs and the national feelings of every country must be respected."

"Was a Prisoner in Siberia" is being produced by Taguchi, well-known producer of documentary films. When asked about his film, Taguchi declared that it has no anti-Russian or anti-Communist feeling in it whatsoever. The theme of the screenplay shows the nostalgic suffering of a Japanese prisoner in a POW camp.

(Continued on page 2)

London Dispatch

By LEIGH VANCE

LONDON, March 8. — Since the British Board of Film Censorship introduced the new "X" certificate 14 months ago, it has proved a box-office winner. In Britain, children under 16 can see only films classified "U" unaccompanied. For the more adult "A" pictures they have to be in the company of a grown-up. But under no circumstances are they allowed into an "X." At the moment eight West End motion picture houses are showing six "X" films between them — three from Hollywood, two from France and one from Italy, all running to capacity. The latest to join the "X" circle is "Quo Vadis," which, I understand, will almost certainly get its gory lion-chewing scenes lopped out before going on the circuits, automatically dropping it down to the "A" classification.

The general public now has the idea that all "X" pictures are steaming hot with sex and line up for hours to get into them. "But," says A. T. L. Watkins, chief censor, who introduced the "X" only to preserve films which might be ruined by the sort of cuts we feel are necessary to protect young children. If only parents would exercise their responsibilities, there wouldn't be the need for any kind of prohibiting certificates. The "X" does not mean we are passing pornography." In the past 14 months the censors have awarded only 35 "X's" out of a total of more than 600 films of all kinds.

Raffigan Chalks Record;

"Sea" on Its Way . . .

Terence Raffigan is the only British playwright to have clocked more than 1,000 consecutive performances with two separate plays. "French Without Tears" and "White J. Sam Shiner" His

(Continued on page 2)

Paris Peek

By ANNE MICHAELS

PARIS, March 8. — One of the most macabre plays yet produced debuted this week when the Theater Huchette presented "Gloria Anna Sera Venetia" (Gloria Will Be Avenged) by Englishman Cyril Tourneur. The show includes 12 murders, 7 robberies, haunted houses, love scenes in cemeteries and mothers who sell their daughters to prostitution houses.

Another show out this week is "Double Blanc" (Double White) by Jean Vautour, which opened with the publicity stunt of inviting all the twins the management could dig up for the preview performance to coincide with the leading ladies, twinned.

Jean Louis Barrault took off for Italy and announced that one of the plays which he will do when his troupe arrives in America is Claudel's opus on Christopher Columbus.

Sacha Guitry lo

Open Brussels Show . . .

Sacha Guitry, who for 13 years has not appeared in Belgium mainly for diplomatic reasons decided to open his troupe at the Theater de Europe in Brussels this week. Guitry's ex-wife, Genevieve, who he is suing because of her continued use of his name has begun on television the first French Mr. and Mrs. show. Along with singer Luis Mariano she is to introduce a song and dance solving program on love from mail listeners while Mariano handles the female department. . . . According to a survey taken amongst Paris TV set owners, most popular type program is the televised news, a summary of filmed daily events of reports spread out throughout the city. . . . Television station in Lille broadcast bridge instruction programs.

Bechet Back With

U. S. Jazz Opera . . .

Sidney Bechet back from America with a copy of a jazz opera for 50 musicians he has written. . . . Paris Chamber of Commerce

(Continued on page 2)

To Draft Pilot Plan For 4A-TVA Merger

HOLLYWOOD, March 8.—The program being carried on by the joint industrial relations departments of the University of California at Los Angeles and Cornell University, Ithaca, N. Y., is proceeding on schedule with the first real ground-breaking to occur March 13, when reps of both schools meet in Chicago at the Hotel La Salle to draft first rough draft of a contemplated merger of the Associated Actors and Artists of America and TVA. The first annual convention of TVA in New York (The Billboard, December 15) recommended that this research be made, so that the five interested unions could get a firmer foundation which will lead to the projected merger and a one-card union. The welding would join TVA, the American Guild of Variety Artists, the American Guild of Musical Artists, Actors' Equity and the American Federation of Radio Artists into one big union.

Prof. Michael Komaroff, of the UCLA Institute of Industrial Relations, told The Billboard that he and Edgar L. Warren, director of the institute, and Dale Brickner, of the school, are personally interviewing all key executives of the five unions on the Coast, while Dean A. J. Catherwood, of the Cornell school, and two associates are working the East Coast. The Midwest was split up between the two schools. In their interviews, the researchers are getting basic information on each union and its code of practice. This information will be assimilated at the Chicago meeting.

Following the Chicago meeting, a series of regional meetings, to be

held in Chicago, New York and Los Angeles, will be staged, at which members of the five unions will be asked to participate. Because of the huge membership of the five unions, it's expected that some method of electing delegates will be worked out to cut down the confusion that a mass meeting would bring. It's hoped that these meetings will be completed by late April. While no decision will be made at these meetings, recommendations to be considered by a meeting of executives of the participating unions will be held in New York in May or early June. Deadline for a final draft of the merger plans will be July 1.

Optimistic note was sounded this week when Komaroff heard from Jack Dates, executive secretary of Screen Actors' Guild, who agreed to a meeting with the UCLA men, where problems of SAG will be discussed along with its basic set-up.

In the event that the attempt to merge the five unions reaches a stalemate after July 1, the university researchers will be called in to act as conciliation agents.

Legit Future Rosier in D. C.

WASHINGTON, March 8.—D. C.'s legit scene continues brighter with week-end developments including steamed-up efforts to get legislation through Congress to open the legit stage here to child actors and, with preparations for "Theater Week" celebration starting March 25, Representative Emanuel Celler (D. N.Y.), chairman of the House Judiciary Committee, said a bill he is sponsoring to permit children on local stages will be pushed in the current session of Congress. Meanwhile, plans were announced for a round of legit shows here in a "Theater Week" celebration to be highlighted by a Mayflower Hotel luncheon featuring radio-TV names as well as theater folk.

National Theater, preparing to end its blackout of legit shows with an opening of "Call Me Mad" in May, closed its doors as a movie house this week. Final celluloid bill was a double-header.

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Managers and Divisions
E. W. Evans, Gen. Mgr., Cincinnati
Main Office & Printing Division
2100 Patterson St., Cincinnati 22, Ohio
Phone: DUber 6450
W. D. Littleford, Gen. Mgr., Eastern Division
1847 Broadway, New York 24, N. Y.
Phone: PLaza 2-3800
M. E. Reuter, Gen. Mgr., Western Division
118 W. Randolph St., Chicago 1, Ill.
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Phone: Hollywood 9-2321
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790 Arden Blvd., St. Louis 1, Mo.
Phone: UNion 6-5251
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K. Kinner, Advertising Mgr., New York
M. L. Ruffner, Advertising Mgr., Chicago
A. B. Burns, Circulation Manager
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio
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Highlight Reviews

TELEVISION

Tasteful Revival of 'Animal Kingdom,' Finely Acted, Equals A1 Adult Show

By JUNE BUNDY

"Celanese Theater" is one of the most consistently adult dramatic shows on TV, and its presentation of Philip Barry's "The Animal Kingdom" Wednesday (5) was thoro in keeping with its past performance record. Altho series has been reprimanded for lax censorship habits in the past (e.g. "Reunion in Vienna"), the essentially sexy situation of the Barry play was handled with eminent good taste and delicacy thruout, aided by excellent performances by Wendell Corey, Meg Mundy, and Karl Malden; and, to a somewhat lesser degree, by Jorja Cartwright.

Plot of the 1932 legit hit revolved around an idealistic book publisher (Corey), who broke up a long-time relationship with a young painter (Cartwright) to marry a seductive beauty (Meg Mundy), thoro to realize that his former mistress was more of a "wife" (in the real sense of the word) than the courtesan-like Miss Mundy. Audience impact of the reverse triangle situation is fully as strong today as it was 20 years ago, with TV adaptation pointing up Barry's unerring ability to convey an inner depth of character, via smart, brittle dialog.

Flicker actor Wendell Corey (in role originally played by the late Leslie Howard) was quietly con-

vincing in what could easily become an unsympathetic part in less sensitive hands. Academy Award nominee Karl ("Streetcar") Malden etched a touching picture of a punchy ex-pug-turned-butler, scoring particularly with a fine drunk scene. Miss Cartwright displayed too much nervous vivacity in opening scenes, but registered better in last two acts.

Acting surprise of show was (Continued on page 11)

"Celanese Theater," reviewed Wednesday, March 5, via ABC-TV.

NIGHT CLUB

Bavaar Solid Click, With Dandridge Held Over to SRO at Vie En Rose

By BILL SMITH

A combo of smart promotion, house ads of the gossip type and solid entertainment values has made New York's La Vie En Rose one of the hottest small spots in town. Caught on a stormy Tuesday night (4), spot was jammed from 9 o'clock to closing and at a \$5 minimum that's doing big business.

New show has Dorothy Dandridge holding over plus Tony Bavaar, doubling from "Paint Your Wagon," and Robert Clary, pint-sized French singing comedian.

Bavaar has traveled far since last caught as a production singer at the Riviera. He now works with

the assurance of a major attraction, reads lyrics with spirit, sings clearly and well and has an ingratiating appearance that compares favorably with top-singing names.

In a well-rounded bary (with bass ranges), he delivered a series of pops with authority, closing with a medley of hit show ballads to almost a show-stop hand. He should be a natural for any class room or almost any media.

Clary is Funny
Robert Clary is a funny little guy. His material calls for a lot of sight stuff, including muggins

that he does with remarkable skill. His singing is mostly for sight, framed around French songs or American pops as they would be sung in French. Clary's rapid pace change from romantic chanting to low comedy was hoke in the funniest tradition. The audience went crazy over him. The boy has an ingenious opening. Via a recording he's introduced by Eddie Cantor who gives him quite a build-up. Such intros are dangerous because many times the performer doesn't live up to them. But in Clary's case he justified most of Cantor's adjectives.

LEGITIMATE

C. O. Skinner's "Paris '90" Is Spicy Gourmet Fare and Stylishly Served

By BOB FRANCIS

NEW YORK, March 8.—For the first time in this reporter's memory two Stem theaters in the same block are tenanted by solo performers. It must set some sort of precedent. On Tuesday (4) at the Booth Theater, Cornelia Otis Skinner, absent from the Broadway scene for some seasons, unveiled "Paris '90," her new series of dramatic monologs, while a few doors away at the Golden Theater, Emyln Williams continues his historic readings from Charles Dickens' books. With no invidious comparison intended, in this reporter's opinion, when it comes to solo entertainment Miss Skinner is just about without a peer.

As the title indicates, Miss Skinner's new program interprets a long lost era, the Paris of Toulouse-Lautrec. Her characters are all delineated as she saw some of them, and likely would have viewed the rest, with a lively, bowdly humor, coupled with compassionate understanding. With specimens from high, middle and low, Miss Skinner populates the Paris of the corset and gas-light decade, and she creates with words and acting, what Lautrec accomplished with crayon and brush.

Magic Composites
Miss Skinner's 14 characterizations are far more than vignettes. They are by some persona, magic

correlated to one another to comprise an over-all composite of the period. The first five are devoted to the fashionable strata of the Faubourg St. Germain and the Champs Elysees, with a nurse-maid, a brittle matron, a dowager duchess, an ultra-expensive tart and a robust British devotee of the bicycle commenting on his social vagaries. The portraits then move over to the Left Bank, embracing an angel in a niche of Notre Dame who hates tourists and pigeons, a laundress exhibiting intimate items of her client's wardrobes, a pathetically crusty schoolteacher from Boston, a lady practicing an 1890 version of the

(Continued on page 19)

TELEVISION

'Songs for Sale,' in Extended Format, Takes on New Polish and Pro Stature

By JOE MARTIN

This was the first program in which "Songs for Sale" ran a full 90 minutes. Extending the show for an additional half-hour has given the network a chance to get more talent, more songs and more panelists on. The show also has been able to sustain interest thru the hour and a half. The basic format hasn't been changed. Steve Allen introduces the judges, chats with the amateur songwriters, gives their songs a chance to get a good audio and more panelists on. The show also has been able to sustain interest thru the hour and a half. The basic format hasn't been changed. Steve Allen introduces the judges, chats with the amateur songwriters, gives their songs a chance to get a good audio and more panelists on. The show also has been able to sustain interest thru the hour and a half. The basic format hasn't been changed. Steve Allen introduces the judges, chats with the amateur songwriters, gives their songs a chance to get a good audio and more panelists on. 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FORMULAE TO BUCK TV IS VITAL NETWORK NEED

Webs Withhold Dollars for Ideas As Older Shows Make "First 10"

NEW YORK, March 8.—Despite the best efforts of radio network program and other brass, the AM webs are still groping for show formulae to successfully withstand the inroads of video, particularly in the evening hours. And in view of the tremendous investments required for video, relatively no tremendous amounts of money are being thrown into exploring new radio program ideas by the networks. Indeed at least two of the syndicated program firms are currently making a greater investment in radio programming than most of the webs.

Most graphic indication of the failure of new radio shows to make a dent is found in a study of the top 11 radio shows listed in recent Pulse Charts. These hit an average of 11 years old. Oldest on the list is "Amos 'n' Andy," which bowed on Columbia Broadcasting System way back on August 15, 1929. Newest is "Life With Luigi," with a debut date of April 2, 1948, some four years old.

Other top AM shows and their starting dates highlight this situation: Jack Benny, May 2, 1932; Lux Theater, October 14, 1934; Edgar Bergen, May 9, 1937; Walter Winchell, September 15, 1931; Godfrey's Talent Scouts, July 2, 1946; "You Bet Your Life," October 27, 1947; Bob Hope, December 21, 1935; Bob Hawks, April 21, 1940; "Suspense," December 2, 1942.

In the upcoming year unofficial estimates indicate that the National Broadcasting Company and CBS each will spend about \$1,000,000 on new radio shows. American Broadcasting Company may spend a little over a half million. Mutual will concentrate its greatest programming expenditures in its tie-up with Metro-Goldwyn-Mayer radio attractions on their recent show tie-up. Raymond Katz, program head of MGM radio attractions, estimates total cost of the shows in the Mutual deal for the next 39 weeks will run somewhere around \$2,500,000.

Frederic Ziv, whose syndicated shows have become a major factor in AM programming, also figures to spend about \$2,000,000 on producing all its shows in the next 39 weeks to one year.

Programming heads of the webs are all following their own pet theories as to what is needed to create hot new shows and ideas. Thus Bud Barry at NBC is attempting to lure top names created by video into regular radio shows. He is presently negotiating with talent of the calibre of Jimmy Durante, Sid Caesar, Milton Berle, Katharine Cornell. Peculiar twist here is that some of

these, notably Berle, never made the grade in radio, tho it is believed their new popularity via TV may make them better bets. Against this theory, however, is the fact that some of the hottest TV properties (Martin and Lewis, for example) continue to make small dents in radio.

NBC's big AM program try, "The Big Show," emceed by Talulah Bankhead, of course, failed to make a real rating dent, tho the web figures the show served a healthy purpose by re-glamourizing radio and winning substantial press and public attention. When shows like this, however, flop from the standpoint of winning top audiences, the enormity of the programmers' problem becomes clear.

This year NBC plans to put the stress, as do most webs, on music and news shows, plus other types of shows with new twists. It is felt at the RCA web that comedy shows, as such, just won't hold up. Proof here is the aforementioned Martin and Lewis radio stint, Duffy's Tavern, etc.

Keystone of building all shows, of course, is holding the costs down. Name performers are being offered half and less than what they got pre-TV. The syndication firms, MGM and Ziv, for example, are using the simple approach that even the top names should be glad to do radio shows for little money in front, as long as said names have percentages of all future sales of the shows. In

(Continued on page 12)

HERE'S B-K BOX SCORE ON MOVIE-TV LOSSES

WASHINGTON, March 8.—David B. Wallerstein, general manager, Balaban & Katz Corporation, testifying this week at Federal Communications Commission's hearing on the proposed merger of American Broadcasting Company - United Paramount Theaters, Inc., gave a blow-by-blow description of his firm's theater-TV losses. He presented the following chart showing typical losses from 1951 theater-TV showings at Balaban's Tivoli theater in Chicago.

Event	Admissions	Costs	Loss	Profit
Louis-Savold fight				
June 15, 1951	\$1,080	\$3,103	\$2,024	—
La Motta-Murphy fight				
June 27, 1951	1,800	2,506	706	—
Layne-Marciano fight				
July 12, 1951	620	2,260	1,640	—
Louis-Bivins fight				
Aug. 13, 1951	1,050	1,962	912	—
Robinson-Turpin fight				
Sept. 12, 1951	5,731	4,518	—	1,212
Saddler-Pep fight				
Sept. 26, 1951	1,008	3,245	2,336	—
Notre Dame-Indiana Game				
Sept. 29, 1951	702	1,688	980	—
Ill.-Mich. game				
Nov. 3, 1951	1,187	2,141	954	—
Notre Dame-Mich. game				
Nov. 10, 1951	1,363	2,116	753	—

Costs do not include normal theater expenses such as salaries, rent, and management overhead.

In addition, Wallerstein cited the following results of TV showings at other B-K theaters: State-Lake Theater, five World Series showings, 1949, net loss of \$3,317; State-Lake and Tivoli theaters, telecasts of six college football games in 1950, net loss of \$18,475; Layne-Marciano, telecasts of Louis-Savold, La Motta-Murphy, Layne-Marciano and Robinson-Turpin fights, in 1951, net total loss of \$18,500.

EDITORIAL

The Show's the Thing

People like Lester Gottlieb, Bill Fineshriber, Bud Barry, Leonard Reeg, Johnny Sinn and Ray Katz are certainly as bright, imaginative and hard-working a collection of genies as will be found in any phase of showbusiness. The fact, as indicated in the story on this page, that none of them in any truly effective way has found a real answer to creating radio programming which would successfully stand up against TV's toughest shows, may indicate several weaknesses in radio's battle to uphold its place as a number one advertising medium.

For example, it may indicate that the networks have failed to give their AM program heads enough money to develop top new radio shows. Could be that they haven't given them enough man power, enough freedom of action. Could be any of these things.

It could also be that, in the wake of a standstill on web time and program sales, the emphasis has been put on merchandising and sales gimmicks to such an overwhelming degree that the program operations have become stepchildren.

Whatever the reasons, whatever the obvious difficulties inherent in the problem, it is plain that radio needs some truly great, some truly spectacular, audience-catching and audience-holding new shows. Dick Shafo of South Carolina, one of the ablest broadcasters in the business, recently told a group (and many others have echoed his words) that the affiliated stations might not mind paying the webs a bigger share of network show and time money, if the webs would perform their number one function, i.e., produce great shows, which local broadcasters are unable to produce themselves.

Another fairly able guy once said: "The show's the thing." Maybe it's time for network toppers to get back to that philosophy, but for real.

MOVIE-TV FOUND NSG

Chain Profited Only Twice in 49 Tries

WASHINGTON, March 8.—Theater-TV ventures have brought such great financial losses to Balaban and Katz Corporation that, according to a corporation official, the theater company is cancelling orders for additional theater-TV equipment, turning down offers for showings with existing facilities, and, at best, will merely offer theater-TV on an experimental basis when it believes it will "not result in too great a financial loss."

The disclosure was made by David B. Wallerstein, Balaban-Katz general manager, in testimony at Federal Communications Commission's hearing this week on the proposed merger of American Broadcasting Company and United Paramount Theaters, Inc. Wallerstein described his company's financial experience with the media as "very unfavorable" and revealed that out of 49 TV showings in four Chicago and one Hammond, Ind., theaters, only two showings made a profit. This small return was compared by

Wallerstein to Balaban's \$128,696 investment in TV equipment for five theaters and an estimated yearly depreciation of \$23,900 on this equipment.

Questioned by UPT Attorney Duke Patrick, Wallerstein said that the two profitable showings were both for the Robinson-Turpin fight September 12, 1951, in which there was great public interest in Chicago. But even this event only brought a total profit of \$1,212, he said. He added that in computing the profit no account was made for ordinary theater expenses such as rent, salaries, and management overhead.

In addition to outlining total 1951 losses at the theaters (see separate story) for fighting events, Wallerstein revealed that six "Big Ten" football game showings at 14 theaters in 1950 brought a total loss of \$18,475. Before sale of the film for \$3,500, the loss totaled \$21,975, he said.

In explaining the failure of theater-TV to show profits Wallerstein said that the "sheer novelty" of theater-TV "means nothing." He emphasized that "the quality of the event and the interest in the event count heavily." He added that audience reaction to public event showings such as a speech by General MacArthur, "not formidable." Audience reaction to sporting events are "like the events themselves," he said, explaining that during one slow-moving Notre Dame-Michigan State football game the audience walked out.

Quered on the possibility of Balaban's accepting events (Continued on page 12)

NEWS CAPSULES—COAST TO COAST

NBC-TV Pacts Doing Fair, Eyes Kine Of Shore; Reys Ask 2-On Spot Ban

NEW YORK, March 8.—A deal was pacted this week between Douglas Fairbanks Jr.'s Douglas Corporation and the National Broadcasting Company TV web for three video series. Fairbanks will supervise and appear in one, titled "International Theater," to talent. A second series, "The Silent Men," is based on the NBC radio series, which now features Fairbanks. The third is "Foreign Legion," adventure saga. The deal was negotiated by Pat Weaver for NBC and Don Sharpe and Robert P. Myers for Douglas.

Chevrolet NBC-TV Ponder

Dinah Shore Kine . . .

NEW YORK—Excess of Chevrolet and NBC-TV this week were discussing problems involved in airing kines of the Dinah Shore show when the thrush takes a vacation this summer from her stanza. Altho no difficulties were seen in getting an okay from talent and the American Federation of Musicians via payment of a second fee, negotiations with the stagehands and cameramen are believed to present a more complex problem. Airing the kines likely would save the sponsor a little money in its Tuesday and Thursday 7:30-7:45 p.m. outings, but would enable the singer to get

a hiatus while keeping her before the viewers.

Station Reps Urge Dual

TV Sponsors' Ban . . .

NEW YORK — Following a plan outlined at the recent meeting of Katz agency toppers and TV stations represented by Katz, the National Association of Radio and TV Station Repts this week urged a ban on dual sponsorship of one-minute video commercials. This was made in view of the forthcoming meeting of the TV Code Committee of the National Association of Radio and Television Broadcasters. The ban was recommended in the interest of preventing intolerance to all commercials by viewers. The NARTSR simultaneously noted it felt the opposite about units of one half-hour or more, since the cost burden is more easily carried by sharing without undue irritation to the viewer.

Mowrey Named TV Act'

Exec In ABC Sales . . .

NEW YORK — Paul Mowrey this week was named TV account exec in the sales department of the American Broadcasting Company, moving over from the program department. He fills the spot being vacated by Wylie Adams, who shifts to the Columbia Broad-

casting System. Meanwhile, three other ABC execs were promoted this week with James H. Conolly named vice-pres. for ABC's San Francisco division, Ted Oberfelder named director of a. & o. stations and William M. Meterne promoted to general manager of WJZ.

Pittsburgh, Louisville, Dayton

To Get WPIX Games . . .

NEW YORK — Video stations in Pittsburgh, Louisville and Dayton are being fed telecasts of the National Invitation Basketball Tournament from Madison Square Garden by WPIX, New York. WHIO, Dayton, will air games from a Martin Dayton University; WDTV, Pittsburgh, the Duquesne games, and WAVE, the Louisville U. games. WPIX sponsors, Old Gold and Swiss Colony wine, will get a free ride in Dayton. WDTV will have its own announcer cut in with plugs for Westinghouse. WHIO will cut in for public service plugs for the Red Cross. Games are on March 8, 10, 11, 13 and 15.

Krueger Buys "Spillite"

On NBC; Schaefer, Pix . . .

NEW YORK — Krueger Beer this week signed to sponsor "Spillite on Sports" with Bill Stern (Continued on page 12)

House Probers Eye Defense \$

WASHINGTON, March 8.—The House Appropriations Subcommittee on Defense Department outlays began turning an interested eye on the Defense Department's radio-TV and press-magazine set-up in the wake of trade reaction stirred by Rep. F. Edward Hebert against the agency spending for what he described as "press agents, ghost writers and phrase writers." Hebert, chairman of a House subcommittee examining Pentagon waste, said annual salaries of 60 civilians alone in Pentagon public relations total \$24,050, not including secretarial help which would boost the payroll to around \$1,000,000 and not including uniformed personnel. He pointed to a list that includes Clayton Fritchey, whose yearly pay is \$14,800; Osmond Roberts, at \$12,000 a year and J. Harkey Hester, \$7,040.

The Hebert subcommittee attack came as House Appropriations Subcommittee was continuing deliberations on Pentagon outlays, and a subcommittee member said his group is taking up some of the topics covered by the Hebert subcommittee.

Mutual Posting Baseball SRO

NEW YORK, March 8.—Mutual Broadcasting System this week hung a sold-out sign on the network side of its baseball "Game of the Day" program. Camel Cigarettes, thru William Esty Company, Inc., signed to sponsor a five-minute sports summary following each game; and Gillette picked up tab for five-minute seg preceding each event. Latter will plug its TONI products. Commentator on both shows will be Al Heifer, who also handles play-by-play on games.

Web had previously set deal for Falstaff Beer to sponsor first four and a half innings of each game. Last four and a half innings are being peddled on a co-op basis by Mutual stations across the country. Mutual's co-op sponsor lineup for "Game of the Day" last year reached a record total of 3,200.

WHITHER IRMA?

'Why' Lacking For National Video Ratings

NEW YORK, March 8.—Deceptive quality of national TV ratings, when minus analysis of "reasons why" for drops or jumps, is demonstrated by "My Friend Irma," as per the January-February American Research Bureau reports. In January, first time on the national list, "Irma" hit a 40.5 and wound up comfortably in the top 10. In the February report "Irma's" national figure dropped to 32.2, for 26th place, still plenty high. Reason for the drop, however, was the fact that in January the show was carried only in 12 markets, mostly non-competitive, while in February 30 stations carried the program. Many of these were in highly competitive multi-channel markets. Also bringing down "Irma's" national rating was a Chicago station, wherein only the last 15 minutes of "Irma" was carried, with a film in the first 15 minutes of the time period. "Irma's" Chi rating dropped from 49 to 19 on the ARB chart.

EACH HAS ONE WEB

Nielsen and Baker Seek 2d Network

NEW YORK, March 8.—Last week's entry of A. C. Nielsen Company into the audience coverage measurement field, on the heels of Kenneth H. Baker's new Standard Audit & Measurement Services, Inc., is viewed by some industry execs as comparable to two competing umpires working behind the plate at a baseball game. The forthcoming Nielsen Coverage Service, basically will provide the same information being gathered by Baker's SAM plan, and each is being backed by a top network. The question of which will be accepted by the industry as a whole may very well rest with a third network, which has not yet committed itself: the American Broadcasting Company. Baker has the Columbia Broadcasting System as his sole web client for SAM, and has elosed to 400 individual radio outlets signed as subscribers with the blueprint calling for about 500 as final total. Nielsen's NCS was announced only last week, with the National Broadcasting Company as its first backer. ABC is known to have been looking into both, and even is reported considering a third, totally different service. The prestige of getting another big web subscriber is important to both services, and ABC is the object of attention by both.

Both NCS and SAM hope to replace the defunct Broadcast Measurement Bureau as the standard by which each station's audience size and listening area is measured. However, there are a number of outstanding differences between them, some of which seem to favor one service, and some the other. SAM is utilizing mail ballots, while NCS will rely on personal interviews. SAM is not using a probability sample, which is a part of NCS, but is sending out a far greater number of ballots than NCS will be able to duplicate in interviews. Thus, SAM will cover all clusters, while NCS will have to cluster some, but NCS is considered by some to be more reliable potentially because all respondents are controlled, while the percentage of unreturned SAM ballots may distort the audience breakdown. Some favoring the NCS service point to Nielsen's minute-by-minute audience coverage by stations in network option time. This, they say, would enable a radio network to align its rates on a basis of the contribution of each affiliate to the over-all audience, and also would help a web in analyzing its contracts with affiliates.

BIG FLACK FOR 'BLADE WINTERS'

CHICAGO, March 8.—Publishers Syndicate, which will introduce a new comic strip, "Blade Winters," the story of a television producer, in approximately 50 newspapers starting next week, will offer the newspapers prepared, illustrated spots for use on local TV stations and a kit containing radio spots for use in conjunction with the strip.

Fromkess Sets Own TV Pic Co.

HOLLYWOOD, March 8.—Leon Fromkess, former Samuel Goldwyn production exec turned TV film producer for Music Corporation of America's revue productions, has formed his own telecin firm, Arrow Productions. Firm will start rolling a series of 26 half-hour films to be shot in this country while leaning heavily on native African footage for realism's sake. Fromkess is joined in the venture by oilman Harry S. Rothchild and ex-Columbia Pictures producer Rudi Flathow. According to Fromkess, films will be produced for open-end sale. Arrow will set up its own sales and distribution outlet. Production budgets are estimated at \$22,000 per episode.

WENR-TV Sets New Time Sked

CHICAGO, March 8.—The rearrangement of programs at WENR-TV, in line with the American Broadcasting Company's economy wave, has brought changes in time and a warning to two stations that they will be dropped unless they pick up sponsors. However, no shows have been cut yet. Starting March 17, the station will open at 10:30, as it does now. Test pattern will be run from noon to 2, with a full schedule resuming at 2. Savings are made through engineering schedules made possible by the noon to 2 p.m. test pattern.

Deadline for Promotion Competition extended to March 22

Radio and television stations may send in entries for any or each of the following three broad divisions: A. AUDIENCE and/or SALES PROMOTION... ads directed to the public via all media, including your own, for the purpose of maintaining or improving your standard with respect to your audience size, competitively, actually and potentially... and/or promotion directed at advertisers and their agencies for the purpose of improving or maintaining your sales position. B. PUBLIC SERVICE PROMOTION... promotion of your public service programs and your contributions to community public service efforts. This division does not embrace advertising. C. PROMOTION OF RADIO AS A MEDIUM... all types of promotional efforts designed to sell radio as a whole to both the listening public and advertisers. Any group or organization that has carried on such a campaign in the past year is eligible for this division.

TOTAL TV TAKE IN '51 \$239.5 MIL, DOUBLE '50

FCC Reports Most Ops in Black, With 8 Losing Stations in NY and LA

WASHINGTON, March 8.—Latest fiscal picture of TV and AM in the nation was delineated in a formal Federal Communications Commission report this week showing TV's total broadcast revenues reaching a record high of \$239,500,000 last year, more than double the previous year's figure. National networks and their owned-and-operated stations in both media drew a record total of \$232.2 million in 1951, with TV stepping ahead of AM web broadcasting for the first time in report, at \$132.2 million of this. While TV network and o.&o. stations doubled last year, AM web and o.&o. stations reported a decline. However, broadcast expenses for the TV webs soared from \$65.5 million in 1950 to \$119.9 million in 1951, while AM broadcast expenses rose only by \$2,700,000 to \$90 million last year. TV's wholesale fiscal picture, as portrayed in the FCC report, showed 93 stations last year operating heavily in the black. Of these, ten stations reported income between \$600,000 and \$1 million; eight between \$1 million and \$1.5 million; and five stations over the \$1,500,000 mark. Median income of TV stations rose from \$129,200 in 1950, based on 53 profit-reaping stations, to \$350,000 last year when 93 were in the black. Thirteen TV stations in the nation reported losses last year. Only two of these reported losses over \$800,000, while seven reported losses under \$200,000. Eight of the 13 losing stations were located in the two seven-station

markets—New York and Los Angeles. The report showed that, based on 106 reporting stations last year out of the 108 in operation, the average TV station's revenues were \$1,345,000, average expenses \$864,000 and average income \$381,000. Of 12 reporting TV stations in the two seven-station markets, average station revenue amounted to \$2,785,000, average expenses, \$2,688,000, and average income \$77,000. In 40 single station communities, only one TV station reported a loss; TV broadcast revenues in those communities ran \$955,000 per station, on the average, while expenses averaged \$570,000. In 11 two-station

communities, only three stations reported losses; in 8 three-station communities, one reported a loss, and in two four-station communities, not a single loss was reported. Broadcast income of TV networks and their o.&o. stations (before federal income taxes) totaled \$12,400,000 last year, compared with \$10 million the year before and \$12,100,000 in 1949, while AM webs and their o.&o. stations had total income of \$10,400,000, a drop from \$18,700,000 in 1950 and \$18,500,000 in 1949.

While network TV expenses rose from \$65.5 million in 1950 to \$119.9 million last year, non-webs expenses rose from \$49.6 million in 1950 to \$78.1 million last year. Revenues for the non-webs were \$107.3 million last year, more than double the revenues in 1950 of \$50.4.

Further sign of health in the TV world is seen in FCC's report that out of 90 TV stations operating during both 1950 and 1951, 50 showed increased income in 1951 and 33 moved from losses in 1950 to profits in 1951. Seven showed reduced loss in 1951. Only two out of the 96 stations reported reduced income for 1951, and only four showed increased losses.

Two Senators, One Ex, Figure On FCC Sked

WASHINGTON, March 8.—Two U. S. senators and an ex-senator figured in Federal Communications Commission docket cases this week. They were senators Robert F. Kerr (D. Okla.) and William F. Knowland (R. Cal.) and former senator Robert LaFollette, Jr., of Wisconsin. FCC set an April 30 date for hearing on a bid by Senator Kerr and members of his family for control of KTOX in Oklahoma City after Carmon C. Harris of Tulsa filed opposition to the application because of Kerr's position as a senator and his control of KRMG in Tulsa. Harris held that service of the two stations would overlap.

The commission granted consent to Senator Knowland and family to acquire a voting trust for keeping control over KTX and KLX-FM in Oakland, Cal. and in a case involving former senator LaFollette, the commission received an opposition by WFOJ, Milwaukee, to a petition of WEMP of that city for leave to amend its application for a new TV station in Milwaukee on the ground that it is not really a new application. LaFollette, who owned 12 1/2 per cent of the stock of WEMP-proposed TV station, is listed in the new bid as having 6.31 per cent of the stock.

TOPS CO OPS

Mutual's MGM Shows Jump Total to 1900

NEW YORK, March 8.—Altho Mutual Broadcasting System still hasn't closed a network sale on its radio packages, co-op spots on the shows are up to 593, with Mickey Rooney's "Hardy Family" series in top spot with 145 station sales. Web reports total of 1,900 co-op sponsors to date, more than carried by the other three networks together. Total doesn't include "Game of the Day" co-op sales, which zoomed up to 3,250 last year. Co-op sales total on other four MGM shows are as follows: "Doctor Kildare," 134; "Crime Does Not Pay," 121; "MGM Theater of the Air," 115; and "Gracie Fields Show," 78. Bulk of sales were made in Mutual's grass roots markets. Web's New York outlet, WOR, has only sold one spot.

CBS Buys 47% of WTCN-TV

NEW YORK, March 8.—The Columbia Broadcasting System this week acquired a 47 per cent interest in WTCN-TV, Minneapolis, from Mid-Continent Radio-TV, Inc. making a total of two totally-owned and two partially-owned stations under the CBS-TV banner. In return, Mid-Continent was given a 53 per cent interest in radio station WCCO, Minneapolis, its present owner. Mid-Continent intends to dispose of its WTCN, there, which owns the deal, of course, is subject to Federal Communications Commission approval.

Y&R Eyes 3 New Accounts

NEW YORK, March 8.—Young & Rubicam this week drew a bead on three new accounts: Dodge Motors, Blatz Beer and the new P. Lorillard long cigarette, Kent. Y. & R. has to compete with three other agencies for Dodge, one of which is Ruthrauff & Ryan, which currently services the account. Its in with Blatz stems from the fact that Ted Rosenak, the ad manager of the beer company, is partial to Y. & R. from his Schlitz days.

Due to the demand from stations for extra time in which to prepare their entries, the deadline for the Radio & Television Promotion Competition has been moved back one week to Saturday, March 22, 1952. But no further extension will be possible. So better hurry.

SEND YOUR ENTRY TO

Promotion Competition THE BILLBOARD 1564 Broadway New York 36, N. Y.

Lever-United TV Deal Significant

Cost Advertiser in Role of Movie Producer, With Risks and Advantages

Continued from page 1

spot booked, they have lost their squeamishness against spot booking of film which is undoubtedly of better quality than kines.

There have also been enough examples of well-received syndicated shows owned by sponsors to break down whatever resistance other advertisers might have.

Cott, WNBC Head, Upped To VP Status

NEW YORK, March 8.—National Broadcasting Company's board of directors this week bestowed vice-presidential status on Ted Cott, general manager of NBC's flagship WNBC and WNET here.

Altho promotion supposedly won't affect his present position as local station head, trade has speculated on possibility that it marks Cott's first step toward a network spot.

Babbitt Seen Quitting Kate

NEW YORK, March 8.—The B. T. Babbitt Company this week was reported to have notified the National Broadcasting Company that it is bowing out of its sponsorship of the Kate Smith evening TV show when its current cycle runs out.

The Smith show now is regarded as a shucky proposition for a fall run. The stanza is under going some formal revision and hyping via such means as airing from an aircraft carrier, fashion shows, etc.

Chesterfield Seen Quitting "Dragnet"

NEW YORK, March 8.—Chesterfield this week was on the verge of cancelling "Dragnet." Advertiser contracted for 13 of the series, but has found the high cost—about \$16 weekly—too uneconomical for continued sponsorship.

BONFIRE COSTS WKDN 30G'S

CAMDEN, March 8.—The New Jersey Supreme Court this week upheld two lower courts that awarded \$30,000 damages to a six-year-old local boy who was severely burned on January 15, 1949, by a bonfire behind the South Jersey Broadcasting Company which operates WKDN here.

PKGERS' WOES

Big Shortage Of Good Actors And Scripters

Continued from page 1

have been limited by the recent increase in scale rates and the Television Authority's edict against agents collecting commissions from scale performers.

Stressing the value of agents in TV today, the brothers said they seldom deal with an actor unless he has one. In the case of scale performers, they've even gone so far as to pay the agent's commission out of their own pocket.

The basic trouble with most TV scripters, said the brothers, is that they are competent adapters but low on creative plotting ability.

"Rootie" May Leave WNET

NEW YORK, March 8.—"Rootie Kazoole," children's show currently aired on WNET here, may move to another network, if the National Broadcasting Company doesn't come thru with a network spot for show soon.

Coca-Cola recently renewed its sponsorship of series, and would probably continue to sponsor it locally until pact runs out.

New Film-Buy Group at CBS

NEW YORK, March 8.—The Columbia Broadcasting System this week set up a film purchasing department for its o and o stations, for the network and for TV stations represented by its spot sales division.

NBC Study Stymie May Hit CBS Drive

Web Soys Formula in Works; Stations Hold Out; Deadline Off; Col. Affils Fall In?

NEW YORK, March 8.—Altho the National Broadcasting Company this week insisted the plan to put into effect its economic study formula for radio is still in the works, the general impression in the trade is that it is a dead issue, at least for the time being.

The original NBC target date for putting the plan into action was July 1. The web had hoped to line up enough affiliates by January 1 to give six months' notice of the changes, altho by contract a 90-day notice would have sufficed.

There is some indication that the plan may be revived in the future, possibly by the end of the year. NBC last week signed for the new A. C. Nielsen measurement study, one facet of which is calculated to demonstrate the relative contribution of each affiliate to the web's total audience.

E.T. Firm Allots 270G on Talent

NEW YORK, March 8.—World Broadcasting System, Inc., radio transcription outfit here, has set aside a talent budget of \$270,000 for the next 12 months, biggest in history of the firm.

Enlarged budget will also encompass new commercial jingles, special service features, new program signatures, mood and bridge music.

World artists include Robert Montgomery, David Rose, Dick Haymes, Ray Bloch, Eddy Howard, Fontane Sisters, Three Suns, Mimi Benzell, Bob Eberle, Lanny Ross, Lyn Murray, Monica Lewis, Susan Reed, Mary Kaye Trio, Raymond Massey, and others.

Meanwhile, a Columbia Broadcasting System exec this week said "a considerable number" of affiliates has been lined up behind the CBS plan to give the web the right to make such rate changes as it deems necessary to keep up with the competition.

Du Mont Plans Series Based On Music Biz

NEW YORK, March 8.—Du Mont Television Network is readying a new situation-comedy, musical series, "It's a Business," spotlighting the music publishing business, with baritone Bob Haymes and comedian Leo DeLyon as pub partners and Dorothy Loudon as their singer-dancer secretary.

"Life Begins at 80" moves over from ABC-TV to Du Mont Friday (14), 8:30-9 p.m., replacing "Not for Publication," which will be re-scheduled in the "Hands of Destiny" Tuesday night period (10-10:30 p.m.).

CBS Reveals New Spot Deal

NEW YORK, March 8.—The Columbia Broadcasting System this week made available to advertisers a summer saturation spot announcement deal that would bring them unusual discounts. Sponsors who buy a minimum of 500 announcements on each of the seven CBS o-and-o stations or 3,500 per week, will receive the standard discount, plus an additional 16 per cent bonus discount for spot announcements in bulk on the web's owned-and-operated stations.

Owens-Corning Plans TV Show

NEW YORK, March 8.—Owens-Corning Fiberglas has appropriated \$2,000,000 for a prestige TV show, with June 1 tentative deadline for its debut.

WATCH FOR THESE TWO OUTSTANDING FEATURES in The Billboard APRIL 5 ISSUE

- SPOTLIGHT ON CHICAGO AS A VITAL VIDEO CENTER
- RADIO'S RESURGENCE IN 1952

Published in conjunction with the NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS' ANNUAL CONVENTION

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Claire R. McCollough, Pres.

Represented by ROBERT MEKER ASSOCIATES Chicago San Francisco New York Los Angeles

Theatrical Film Makers Seeking Relief From AFM

HOLLYWOOD, March 8.—Independent Motion Picture Producers' Association wants American Federation of Musicians' Presy James C. Petrillo to ease AFM's demands on producers releasing theatrical films to TV. Cost of rescored, coupled with 5 per cent royalty of the films' earnings, has made the TV release of many pix financially unfeasible, according to the IMPPA. E. I. Chadwick, IMPPA presy, informed local AFM film rep J. W. Gillette that the indie producer group has formulated new plan which will present for Petrillo's consideration.

At press time, union officials here stated the Chadwick group's plan had not as yet been forwarded to them. IMPPA remained mum as to terms it will propose. Some sources indicated IMPPA will try to get off the AFM hook at least as far as rescored demands go, realizing that other AFM TV-film agreements have too firmly established the 5 per cent precedent to be able to avoid that one as well.

WIBG Loop To Broadcast Phillies, "A's"

PHILADELPHIA, March 8.—Arrangements have been completed for the broadcast of the Athletics and Phillies home baseball games, day and night. Where the away contest does not conflict with the home game, it also will be carried by WIBG and fed to a regional web of 16 stations covering the Eastern Pennsylvania, Southern New Jersey and Delaware area. A feature of the broadcasts will make it possible for fans to listen to the home game and at the same time be informed between innings of the highlights of the road game being played by the other local team.

This season also marks the return of the Phillies games to WIBG, which has been identified with baseball broadcasts for many years. Byron and Saam will cover A's and the fans informed between innings, while Gene Kelly will announce the Phils' contests and keep A's fans similarly informed. Each will be assisted by Claude Haring. Broadcasts begin with the camp contests today (8), continuing thru the City Series in mid-April.

Full commercial sponsorship, including sponsors participating with the Atlantic Refining Company, is still in the negotiating stage.

WHBF Outlets Add to Staff

ROCK ISLAND, Ill., March 8.—WHBF and WHBF-TV, continuing the expansion program inaugurated by Leslie C. Johnson, vice-president and general manager, this week appointed the following to its staff:

Roger Thompson, formerly of WSUI, Iowa City, Ia., to news; Robert Beauchemin, from WTHH, Port Huron, Mich., to sales; Harvey Hedstrom, KWWL, Waterloo, Ia., announcing, and Jim Hesse and Mary K. Doan, office staff. Joe Grear, WHBF announcer, now is fulltime with the television outlet.

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THE GEORGE P. HOLLINGSBERRY COMPANY

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made to Gillette, who will forward it to New York for Petrillo's reply. Ironically, the rescored plus 5 per cent formula was first established by IMPPA member Bob Lippert, who since has argued that the TV market has been far over-rated as a source of revenue for theatrical films. Concurrent with the IMPPA efforts to ease AFM demands, musicians' union also faces a court test on the legality of the rescored plus royalty system tossed at the union by the Nasser brothers.

TV Freeze-Lift Tops NARTB Confab Agenda

WASHINGTON, March 8.—The TV freeze-lift will emerge as a major topic at the National Association of Radio and Television Broadcasters Association in Chicago, March 30 to April 2. Chairman Paul A. Walker of the Federal Communications Commission as one of the major speakers at the conclave, is expected to tackle the topic whether or not the FCC has issued its final TV allocations plan by that time.

The FCC is still pointing toward a target date of somewhere between March 25 and April 15, with no out any certainty as to whether it will come close to either of those dates. Walker's appearance at the convention will be his first as FCC chairman before the NARTB.

Radio-TV relations will also be a heavy topic, while possibilities for getting materials for TV expansion will be discussed by Henry H. Fowler, administrator of the National Production Authority, whose subject will be: "What's Ahead for Critical Materials?" Walker will talk, April 2, while Fowler's speech is scheduled for the morning before. NARTB President Harold A. Fellows will address the first luncheon and will preside at the opening session.

Chudrow Plans Paris Series

HOLLYWOOD, March 8.—David Chudrow intends to film a series of 26 half-hour shows in Paris starring Akim Tamiroff based upon authentic stories from files of the French secret police. Pilot reel is currently being shot at the Goldwyn lot. Remaining episodes will be shot, scored, re-edited, processed and edited in Paris. With all facets of the production to be handled overseas, Chudrow's firm intends to benefit from some savings as compared to what similar work would cost in this country. Authentic locale is Chudrow's reason for the Parisian junket.

Chudrow estimated it will take him four months in France to bring in the completed series. William Morris will handle sales and distribution for the Chudrow series. Tamiroff, according to Chudrow, provides his services on the basis of a straight fee and owns no part of the pix. J. Benton Cheney is the writer with Robert Florey directing.

Charge 'Trust' In Fite Airings

NEW YORK, March 8.—After hearing evidence for five months, a Federal Grand Jury yesterday (7) recommended "That the Attorney General consider filing a civil action under the anti-trust laws to eliminate restraints of trade in the promotion and broadcasting of championship boxing bouts."

The jury questioned some 30 witnesses, including Sugar Ray Robinson, middleweight champion. No details of the jury's findings were made available by press time, nor was it indicated who might be named as defendants. The jury's presentation was handed to Judge William Bondy,

FREE CHOICE OF PROGRAMS IS POLICY AIM

BALTIMORE, March 8.—Local video station WAAM will refuse to sell time to any political group which might plan to present on all three Baltimore TV stations simultaneously, effective immediately, according to station manager Ken Carter. Contracts for all WAAM political business will carry clause granting station right to void pact if show is scheduled on simultaneous basis.

Policy was formulated, said Carter, to protect Baltimore viewers from "a loss of a free choice of programs." Exec also pointed out that in the past "an avalanche of viewer protests resulted" when candidates purchased facilities of all three local stations. WAAM will offer comparable time to parties affected by ruling.

Crosby Sets High-Gear Production

HOLLYWOOD, March 8.—High-gear production loomed on the horizon this week for Bing Crosby Enterprises with the firm concluding deals with two separate units, while still maintaining its own production sled. In both deals, Crosby firm agreed to financially back units' sketched films, provide production facilities and handle distribution. Arrangements were concluded with Walter Donnering and John Nashit for production of Leonard Merrick's series of continental stories "Wark is War" under way for completion of the Merrick series pilot reel, tagged "Front Chair on the Boulevard."

Other deal was closed with Lancer Productions, firm headed by Basil Grillo with Bernard Girard and Dick Dorso. Lancer was said to be a separate unit from the Crosby firm, altho its toppers are part of the Crosby company. Grillo is Crosby firm's production veepee, Dorso is producer of the "Perry Mason" series, while Girard is production-director of Packard's "Rebound" series.

Lancer (tentative title for the new firm) is shooting for an unprecedented schedule of 208 half-hour episodes. If it can achieve its aim, it would entail a multi-million dollar investment on the part of the Crosby firm. Grillo's sketched includes "Trauma," psychological drama; "Corny Johnson," situation comedy, and "Those Were the Days."

Grillo said a serious effort will be made to fulfill Lancer's 208 pix goal. With dollar activities available, Grillo feared lack of sufficient talent as the only stumbling block that might keep the Grillo-Girard-Dorso triumvirate from adhering to their timetable of four pix per week.

At present, Grillo said his combining Hollywood for 10 writers-directors who would be able to helm the productions. Heavy sked would be in addition to Crosby firm's own productions, including "Crown Theater," "Rebound" and "Mason." Lancer is still in the pilot reel stage, but is expected to go into full production once character delineation has been determined.

Roach Signs For "CA" Pix

HOLLYWOOD, March 8.—Hal Roach Jr. this week was set to produce four half-hour "Cavalcade of America" shows for du Pont, with biz set by BBDO & Sidney S. Van Keuren. Hal Roach Studios exec. will serve as exec producer of the series. Still pending are assignment of producers, directors and writers. Series will be budgeted at an estimated \$23,500 per episode.

In assigning its latest contract to the Roach firm, du Pont showed it was continuing its policy of experimenting with various firms. First to have received a "Cavalcade" contract was Jack Chertok Productions, which made two episodes. Screen Gems, Columbia Pictures subsid. then made two and recently received a contract for an additional five. Roach deal is its first for du Pont.

PERSONNEL NOTE

NBC Employees Offer Special-Program Ideas

NEW YORK, March 8.—A series of twice-weekly meetings called to discuss staff suggestions on timely special radio broadcasts, has enlivened personnel activity and thinking at the National Broadcasting Company. Held under the chairmanship of NBC radio program veepee Charles C. (Bud) Barry, the sessions now include people from such diverse departments as news, press, pro-

gram, station relations, budget, copy and sales, the latter being represented by John K. Herbert, web's veepee and general sales manager.

Barry, who took over news and special events just a few weeks back, said that all those attending have become highly enthused over the brief sessions, held from 9:30 to 10 a.m. on Tuesdays and Fridays. This is because they offer a forum for ideas with little red tape standing between the offering of a suggestion and its being put into effect. The knowledge that a hot brainstorm will become a quick actuality has led to an outpouring of ideas.

Results have been such recent NBC presentations as Whitaker Chambers' reading of his version of the Alger Hiss trial, and the pickup from Ellenton, S. C. the town which rebelled against being wiped out to make room for a hydrogen bomb plant. An hour-long meeting now is planned on alternate Fridays for more general program discussions, with the potential of regular program series ideas coming out of these sessions. Next week's session is due to discuss show, which would delineate the menace of Communism.

WEB WILLING

CBS Will Sell Pre-Convention Political Time

NEW YORK, March 8.—While the National Broadcasting Company this week blurted an intention advertising and promotion campaign to plug its coverage of the election campaign, the Columbia Broadcasting System decided for the first time to sell pre-convention time to any politicians desiring to use its radio web. Lateral move follows the lead several weeks ago of the American Broadcasting Company and the Du Mont TV web.

NBC will devote better than \$500,000 worth of web air time to plugging the slogan, "follow the campaign of the next president on NBC." Kick-off is Sunday (9), in the airing of New Hampshire primary coverage. Campaign will include station-break and sign-off announcements, and pitches on regular news shows, as well as local station announcements and posters. Station and newspaper ads also will be used.

The CBS video web has not yet adopted the time-sale policy set by the AM network, indicating it will continue to donate time to politicians requesting it. A TV show titled "Presidential Timber" will tee off April 4 in the 10:30-11 p.m. slot Fridays for this purpose.

Snader Pacts to Duke, Flanagan

HOLLYWOOD, March 8.—Snader Teleproductions this week bolstered its big band catalog with the acquisition of the Duke Ellington and Ralph Flanagan bands. According to the Snader firm, production of the Ellington and Flanagan three-minute musicals will call for a production of \$50,000. Snader pact calls for seven numbers to be filmed by each band. According to Snader, firm will go beyond its usual \$3,000 budget per film for the 14 shorts, hence the \$50,000 figure.

Snader will telescribe standards and best-known numbers of each band. Understand pact with each calls for leader against 5 per cent royalty. In addition, producer pays American Federation of Musicians 5 per cent royalty.

Snader band roster already includes Les Brown, Lionel Hampton, Cal Calloway, Charlie Barnett, Ike Carpenter, Tony Pastor, Lawrence Welk, Alvino Rey and Ada Leonard.

BLOOD TEST

WXYZ Plea Yields 3,871 Pint Pledges

DETROIT, March 8.—All-out pitch for blood donors on WXYZ-TV, continuing a well-publicized top-flight feature film, "The Story of C. J. Joe," with donation of all commercial time for plugs for blood by the sponsor, Rose Jewelry Company, drew a record 3,871 pledged pints. Aired at 11:15 a.m., the show continued to draw pledges until 3:00 a.m. Total of 800 additional pledges came in Saturday, while the Blood Bank had 307 actual donors the next day—double the usual number.

Result amazed the local Red Cross, which figured 400 to 600 pledges as excellent response, considering the usual low number of blood donors compared to those who will give money. Alvan Macauley, Jr., Red Cross Chairman for Detroit, said that "This television success may well set a pattern for further blood campaigns throughout the country."

Revue Format For Daley Seg

HOLLYWOOD, March 8.—Format decision on the Cass Daley show was reached this week by Columbia Broadcasting System programming veepee Harry Ackerman, who intends to use the comedienne as star of a half hour revue with featured guests. Audition kine sketched for early April will spotlight Nelson Eddy as guest star. Ralph Levy was named to direct, with writers to include Hugh Wedlock, Al Schwartz and Sy Rose.

As previously reported by The Billboard, web inked a long-term exclusive radio-TV pact with the comedienne.

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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 CINCINNATI (310,000 TV Sets; * Panel Size 450)

... According to Videodex Reports

Table listing TV stations and their affiliations: WCPO-TV (Scripps-Howard Radio), WKRC-TV (Radio Cincinnati), WLW-TV (Cresley Broadcasting), ABC, Du Mont, Paramount, CBS, NBC.

Videodex reports monthly on each of 20 major television markets, besides publishing a weekly national network report based on all 43 markets. In the 20 markets it has placed dials in a total of 7,200 TV homes.

RELATIVE strength of the various TV stations and networks in Cincinnati was quite close the first week in February, the following Videodex study indicates.

Table for 7 P.M. to Sign-Off SUNDAY, listing shows like 'Red Skelton', 'Comedy Hour', 'What's My Line?' with ratings.

Table for MONDAY, listing shows like 'I Love Lucy', 'Talent Scouts', 'Robert Montgomery' with ratings.

Table for TUESDAY, listing shows like 'Texaco Star Theater', 'Circel Theater', 'Fireside Theater' with ratings.

Table for WEDNESDAY, listing shows like 'Kraft TV Theater', 'Godfrey and Friends', 'Patsy Blue Ribbon Bouis' with ratings.

Table for THURSDAY, listing shows like 'You Bet Your Life', 'Racket Squad', 'Big Town' with ratings.

Table for FRIDAY, listing shows like 'Cavalry of Stars', 'Twenty Questions', 'Playhouse of Stars' with ratings.

Table for SATURDAY, listing shows like 'Your Show of Shows', 'Wrestling from Dayton', 'Ken Murray Show' with ratings.

Table for SUNDAY, listing shows like 'Red Skelton', 'Comedy Hour', 'What's My Line?' with ratings.

Table for MONDAY, listing shows like 'I Love Lucy', 'Talent Scouts', 'Robert Montgomery' with ratings.

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Table for FRIDAY, listing shows like 'Cavalry of Stars', 'Twenty Questions', 'Playhouse of Stars' with ratings.

Share of Total Audience Radio vs. TV CINCINNATI

... According to Pulse Reports

Table for Nov.-Dec., 1951, 7 P.M. to Midnight, showing audience share for Radio (57.0%), TV (43.0%), and Total (47.0%).

Table for SUNDAY, showing audience share for Radio (56.0%), TV (44.0%), and Total (45.6%).

Table for MONDAY, showing audience share for Radio (58.4%), TV (41.6%), and Total (44.0%).

Table for TUESDAY, showing audience share for Radio (55.8%), TV (44.2%), and Total (44.6%).

Table for WEDNESDAY, showing audience share for Radio (55.4%), TV (44.6%), and Total (44.6%).

Table for THURSDAY, showing audience share for Radio (58.0%), TV (42.0%), and Total (44.0%).

Table for FRIDAY, showing audience share for Radio (60.2%), TV (39.8%), and Total (44.5%).

Table for SATURDAY, showing audience share for Radio (60.2%), TV (39.8%), and Total (44.5%).

Table for 6 A.M. to 6 P.M. MON-FRI, showing audience share for Radio (24.7%), TV (75.3%), and Total (28.2%).

Table for 6 A.M. to Midnight ENTIRE WEEK, showing audience share for Radio (41.5%), TV (58.5%), and Total (33.1%).

NEXT WEEK Videodex and Pulse Studies of LOS ANGELES

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience RADIO vs. TV

... According to Pulse

FOR FULL INFORMATION

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

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

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

For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington.

CBS Loses 1; Holds Another

NEW YORK, March 8.—The Columbia Broadcasting System's radio web this week sold one 5-minute time period, lost a 15-minute advertiser and retained one client who was about to cancel.

Top 5 Radio Shows Each Day of the Week in CINCINNATI (291,500 Families*)

... According to Pulse Reports

Table listing radio stations and their affiliations: WKCY (50,000 Watts), WKRC (250 Watts), WLW (5,000 Watts), WSAI (250 Watts), WZIP (250 Watts), WRC (5,000 Watts).

Pulse radio surveys are conducted monthly in 18 markets, and reports are based bi-monthly except for New York, which is monthly. Information is obtained by the personal interview method using a cross-section of homes pre-selected by a modified area sampling method.

HIGHEST evening ratings in Cincinnati during November and December, 1951, were acquired on Sunday, with the highest score going to "Jack Benny."

Columbia Broadcasting System, thru its Cincinnati affiliate, WKRC, dominated Saturday and Sunday evening listening. But during the week, WLW, affiliate of the National Broadcasting Company, carried the most top shows.

In daylight listening, WKRC and CBS were strongest.

7 P.M. TO MIDNIGHT

Table for SUNDAY, listing shows like 'Jack Benny', 'Amos 'n' Andy', 'Bergen McCarthy' with ratings.

Table for MONDAY, listing shows like 'Lux Radio Theater', 'Telephone Hour', 'Voice of Firestone' with ratings.

Table for TUESDAY, listing shows like 'Bob Hope', 'Fibber McGee & Molly', 'Life with Luigi' with ratings.

Table for WEDNESDAY, listing shows like 'You Bet Your Life', 'Big Story', 'Halls of Ivy' with ratings.

Table for THURSDAY, listing shows like 'Dragnet', 'Counterspy', 'Father Knows Best' with ratings.

Table for FRIDAY, listing shows like 'This is Your FBI', 'Ozzie and Harriet', 'Mr. District Attorney' with ratings.

Table for SATURDAY, listing shows like 'Football, Gangbusters', 'Football, Broadway Beat', 'Gene Autry' with ratings.

Table for 6 A.M. TO 7 P.M. MONDAY-FRIDAY, listing shows like 'Judy & Jane', 'News McCarthy', 'Grand Slam' with ratings.

Table for SATURDAY, listing shows like 'Stars Over Hollywood', 'Grand Central Station', 'Football' with ratings.

Table for SUNDAY, listing shows like 'Our Miss Brooks', 'My Friend Irma', 'Set, Preston' with ratings.

Table for MONDAY-FRIDAY, listing shows like 'Judy & Jane', 'News McCarthy', 'Grand Slam' with ratings.

Table for SATURDAY, listing shows like 'Stars Over Hollywood', 'Grand Central Station', 'Football' with ratings.

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Table for SUNDAY, listing shows like 'Our Miss Brooks', 'My Friend Irma', 'Set, Preston' with ratings.

*NBC estimate for February, 1952

*Sales Management 1951 estimate for Cincinnati Metropolitan Area

FAMILY HASSLE ENDS

Chuck Comiskey Takes Sports Post With LBS

CHICAGO, March 8.—One of the oldest and most prominent names in organized baseball this week moved into the radio industry, thereby settling, for the coming 12 months at least, a family hassle which had made sports page headlines for the past six weeks. Charles Comiskey, grandson of the founder of the Chicago White Sox, who had served as vice-president of the club for the past few years, and who tendered his resignation January 18, now moves into the Liberty Broadcasting System as vice-president in charge of sports. Comiskey, who Wednesday (5) accepted the position offered by Gordon McLendon shortly after the inter-Comiskey fight broke out in the open, was scheduled to leave for Dallas over the weekend, and assume his duties with LBS Monday (10). His \$10,000 salary with the White Sox, one of the bones of contention in the squabble, will jump to about \$25,400 at LBS.

An advocate of baseball coverage via radio and television, Comiskey goes into his new post with a well-grounded sports background. However, until he has assumed his new job, and has had a chance to become completely familiar with LBS and his new duties, he would not discuss future sports plans for LBS.

Actually, Comiskey has had little contact with LBS. The offer to join the network came while Comiskey was in Chicago. He made a flying trip to Texas to meet with McLendon, who was about to become embroiled in the LBS multi-million dollar suit against 13 baseball clubs in the two major leagues. On Monday, after he had returned from Dallas, Comiskey met for his fourth post-resignation session with his mother, Mrs. Grace Comiskey, White Sox president. On Wednesday came the announcement which had been rampant concerning his return to the White Sox.

Morris Agency Axes TV Staff

NEW YORK, March 8.—About 25 people were dropped from the TV program development department at the William Morris talent agency this week. Most of those involved were lower-level execs and assistants.

Major reason for the axings was a feeling that the agency had over-expanded in personnel, so that while its gross has been high the net has not been up to expectations. Also, the current slack period in TV and the prospect of the weaker summer months ahead influenced the move at this time.

RADIO DJ SHOW HIKES TV SALES TO RECORD HIGH

DETROIT, March 8.—Concentration of the Muntz television advertising budget upon a radio jockey show was made this week, following a month's experimental sponsorship of Edmond T. McKenzie (Jack the Bellboy) over WXYZ. Muntz had used McKenzie on WJBK for over two years, and moved with him to WXYZ a month ago—the move that is currently the subject of a \$650,000 lawsuit in Federal Court.

Experience of an all-time record month in Muntz sales in February, notably in the suburban areas, apparently confirmed the view of James G. Riddell, WXYZ manager, that the upping of the Bellboy show from 250 to 5,000 watts via the switch would multiply its pulling power.

Result is readjustment of the entire advertising budget by the local Muntz branch, taking money away from other media, to buy seven hours a week of Bellboy time—45 minutes daily, Monday to Friday, climaxed by a near-saturation weekend of 150 minutes Saturday and 120 Sunday.

Before signing a one-year pact with LBS, Comiskey was assured that legally his holdings in a major league baseball club would not complicate his position or duties with LBS. Now 26 years old, Comiskey will add to his holdings in the club when he is 30 and again when he reaches his 35th birthday.

At the present time the White Sox are definitely to have their games broadcast over LBS as a part of the "Game of the Day" series. WCFL here will carry the White Sox games thruout the season, both at home and abroad with the exception of night home stands, and will feed them to the web.

By accepting the LBS offer, Comiskey said he had broken ties with the White Sox except for his stock holdings, for at least the coming year.

Weston Lops Off Final CBS Show

HOLLYWOOD, March 8.—Paul Weston's Columbia Broadcasting System music show will fade off the air one week short of completing its 26-week cycle to allow the conductor-composer-arranger and his bride, Jo Stafford, to embark for Europe. Batoner and the songstress were married here this week and will leave immediately following Weston's final broadcast March 21.

Miss Stafford will appear at the London Palladium and make various personal appearances on the Continent during the European sojourn. Westons expect to spend seven weeks overseas. While his wife will be engaged in p. a.'s Weston will fulfill various assignments for Columbia Records as well as scout new copyrights for Hanover Music, publishing firm he owns jointly with Mickey Goldsen.

Grubb Is New WJBK's Mgr.

DETROIT, March 8.—Gayle V. Grubb, vice-president of American Broadcasting Company in charge of KGO operations in San Francisco, has been named managing director and vice-president of WJBK, Detroit. He takes over April 1, succeeding Richard E. Jones, who resigned several weeks ago.

Grubb has not been given command of regional operations of the parent Fort Industry Company, which function was also held by Jones. The latter's insistence that the two jobs should not be given to one man was a principal reason for his resignation.

Coy Station Gets FCC Nod

WASHINGTON, March 8.—Federal Communications Commission this week granted KOB, Albuquerque, recently purchased jointly by Time, Inc., and Wayne Coy after he resigned as FCC chairman, authorization to operate on 770 kilocycles until September 1. The authorization was necessary pending settlement by FCC of the 10-year-old case concerning the facilities to be allotted KOB. During Coy's tenure as FCC chairman, the U. S. Circuit Court of Appeals here last fall prodded FCC into faster settlement of the case.

D. C. Home Sets Soar to 344,004

WASHINGTON, March 8.—The total number of TV sets in use in homes in this area has soared to 344,004, according to latest tabulation by the Washington Television Circulation Committee. An increase of 8,289 was chalked up in February.

RITES PUT OFF FREEZE-LIFT 2 MORE HOURS

WASHINGTON, March 8.—A jovial note was injected into the swearing-in ceremony for Commissioner Robert T. Bartley of the Federal Communications Commission this week when an FCC staffer stage-whispered to a companion, "this will delay the freeze-lift two more hours."

Attendance at the ceremony was among the biggest on record for such an occasion. Filling the hearing chamber where the ceremony took place, the crowd over-looked deep into the corridor. Among standees were Associate Justice Tom Clark of Supreme Court, House Speaker Sam Rayburn, Bartley's uncle; Sen. Ernest W. McFarland, Senate majority leader, and Justin Miller, board chairman of National Association of Radio and Television Broadcasters and head of the Salary Stabilization Board. Commissioner Rosel K. Hyde was elevated to the vice-chairmanship vacated by Paul A. Walker in advancing to chairman. Hyde was unanimously chosen for the post by the commission on a motion of Bartley.

Broadcast Code Set For Chi Conventions

Sponsor Cannot Interrupt Proceedings; Must Disassociate Claims From Party

WASHINGTON, March 8.—The power of approval or disapproval of types of sponsors for commercial programs originating from the national political conventions in July is assured for the Democratic and Republican national committees under final terms of a brief and simple code adopted by the major political parties and TV-radio networks. Also terms of the code have long been known, formal announcement of its provisions by the Democratic National Committee this week signified final agreement after weeks of deliberation.

The code, besides giving the major party committees the right to approve or reject a type of sponsor, specifies the following: "Commercial messages may be made only during recesses or during periods of long pauses during the actual convention proceedings; commercial messages must meet the highest standards of dignity, good taste and length; no commercial announcements may be made from the floor of the convention."

A final code tenet provides: "There shall be a disclaimer made

at the beginning and end of each broadcast period. This disclaimer shall make perfectly clear two points: (1) That the client is sponsoring the network's coverage of the event; (2) that sponsorship by — company of the — network's coverage does not imply in any manner an endorsement of the product by the political party. All commercial announcements shall be written, programed and delivered in such a way as to be clearly and completely separated from convention proceedings, political parties, issues and personalities."

Spokesmen for the party committees said the code introduces no departure from prevailing broadcast practices as to sponsorship, program standards and the like. It was explained that "due to substantially increased programming engineering and other costs in connection with convention operations, the networks requested permission to sell their coverage of the Republican convention, beginning July 7 and the Democratic convention, starting July 21, to help defray costs."

Both conclaves will be held at (Continued on page 12)



There's been a change...

Since the turn of the century great changes have taken place in America—

changes in living—changes in advertising.

The metal sign in this one typical scene was then a major medium of advertising.

About this same time the purveyors of nostrums were being crowded from the pages of newspapers and magazines by legitimate advertisers. Publications grew in stature as advertising media.

Then came radio. In this mass communication media advertisers found a new way to talk to more people more often. Radio demonstrated that people sell better than paper.

Today, the impact of television—newest medium of all—has changed the living habits of millions of people and the advertising technique of thousands of businesses.

In WLW-Land, radio and television together form an unparalleled advertising combination.

To reach more people more often and more economically in WLW-Land—1/10th of America—the change is to this new combination.



Television-Radio Reviews

On Trial

TELEVISION—Reviewed Tuesday (26), 9:30-10 p.m., EST. Public affairs program presented by the American Broadcasting Company-TV in association with the Bar Association of the City of New York. Producer, David Levitan. Director, Jerome Franks. Guests: Bernard Botein, Justice of the New York Supreme Court; Fredrick V. P. Bryan, attorney; Paul Wendells, attorney; Sen. Wayne Morse (Rep., Oregon).

"On Trial" has an interesting and somewhat novel format for spotlighting discussions on international and domestic policies and problems. It calls for the selection of a witness, presumably well versed on the subject at hand, who is examined by a pair of prominent attorneys. The referee of this moot court proceeding is likewise a prominent jurist. Two weekly sessions devoted to each problem so that opposing opinion may also have its day in court.

Tuesday (26) session was purely political, predicated on the question of whether or not the Republican party should nominate General Eisenhower for president, with Sen. Wayne Morse (Rep., Oregon) bearing vociferous witness in the affirmative. Under the suave guidance of defense attorney Frederick O'Bryan, the Senator made a pretty good case for the General's candidacy, stressing the latter's philosophical point of view as tabbing him the outstanding man for the job. However, when Paul Wendells took over for the prosecution, and began to get specific, the solon went into something of a slow boil and considerable soap-box oratory, much of which seemed a brilliant masterpiece of begging the question. It seemed to this viewer that presiding Judge Bernard Botein should have slapped down the Senator's vocal pyrotechnics at several points. It certainly would have happened in a real court room. However, Wendells finally did corner the witness into admitting that, if Sen. Robert Taft should snare the party nomination, Morse is an outstanding Republican enough to give him unqualified support. It all seemed slightly confusing to one who is not a politician, and this reporter hopes that when a new witness takes the stand Tuesday (4) to expound why the General should not get the nomination, that matters may be clearer.

Over-all, with Director Jerome Franks, the presentation was well done. Obviously with practically everything on the ad lib beam, it must be a chore to keep the proceedings running to schedule. The program does seem to need sharper interruptions by the judge's gavel, if time hadn't been called, the Senator looked primed for a talk to midnight.

Bob Francis.

With These Hands

TELEVISION—Reviewed Saturday (1), 1:30-2:30 p.m., EST. Sustaining via WNBT, New York. Presented by the station in cooperation with the International Ladies' Garment Workers' Union. Producers, Jack Arnold and Lee Goodman. Director, Jack Arnold. Script, Morton Wiseman. Cast: Sam Levene, Arlene Francis and others.

Television stations searching for an off-beat hour of entertainment and education might well consider the programming of "With These Hands." Now available for lease to TV outlets, the documentary film has already been shown extensively here and abroad to moviegoers. It is a story of a trade union, its successes, failures and place in the community.

Taking as its leading character Alexander Brody, a man whose life virtually was created around his labor affiliation, the International Ladies' Garment Workers' Union, the movie depicted the history of both up to the time of his retirement. Brody was seen getting fired for defending a fellow worker unjustly fined; being beaten for protesting vote-stealing in an election; fighting the Commies who wanted to take over the union, and starving when they called an allegedly unjustified strike.

Union's History

Parallel with this was the story of what the union does for its members. Brody's friend, a tucular, was treated by union doctors and sent away to recuperate. When the Brodys had a vacation they went to Unity house, a camp owned by the

Cameo Theater

TELEVISION—Reviewed Sunday (2), 10:30-11 p.m., EST. Sponsored by Hazel Bishop Cosmetics Products thru Raymond Specter Agency, via National Broadcasting Company-TV. Producer-director, Albert McCleery. Writer, Guy de Vry. Music, Edward Grieg's "Peer Gynt Suite" with addition by Harald Saeverud. Cast: Douglas Montgomery, Wesley Addy, Renee Goddard, Charles Andre, V. D. Twardowski, Martin Brandt, Jack Bittner, Leonardo, Cimino, Frances Reid, Bill Bartholomew and others.

On the whole the second installment of Albert McCleery's presentation of Guy de Vry's adaptation of Ibsen's "Peer Gynt" was superior to the Sunday (24) opening stanza. Comprising as it did the hero's middle years which make up the fourth act of the fantasy-drama, there was more opportunity for well-rounded scenes. It is obviously easier to trim 72 pages of printed text for a half-hour span, than the 120 of the previous segment.

There were still, however, from this perhaps captious reporter's point of view, matters which were not right. Granting that anyone who turned on the television was completely familiar with the play, no critical finger could be pointed at the clarity of its projection. But it will hardly be contended that "Peer Gynt" is exactly a household by-word for the average viewer, and it seemed that without some explanatory introduction a lot of people must have been vastly confused as to what the shooting was all about. There was some effort to tie in the second segment via the use of the button molder in an opening scene, and a flash back to Solveig patiently awaiting her wandering hero's return was another sound touch. There is, of course, dialog which carries back to the first three acts, but with a week's lapse between installments more elaborate verbal stage-setting was definitely in order. Also this reporter is still of the opinion that de Vry's frequent modernizing touch-ups to the Archer translation injure the poetic values of the dialog.

Direction Sounder

Except for the conception of the button molder, which causes a fine actor like Wesley Addy another spasm of snarling over-acting, McCleery's direction was far sounder than in the play's introductory sequences. He successfully highlighted Ibsen's most spiteful mockery of his grizzling hero's super-ego and, with the exception of the sphinx scene which suffered particularly from de Vry's rewriting, got full dramatic values thruout. The sequence leading to and thru Anita's dance was extremely effective, and the final whirlwind mad-house scene was excellent.

Good Thesp Jobs

This reporter liked Douglas Montgomery's notion of a slicker, mature Peer far better than his portrait of a roof-kicking youth. Renee Goddard made a handsome and kittenishly seductive Anita. Martin Brandt was fine as the impresario of the mad-house, and there were outstanding bits from Jack Bittner and Leonardo Cimino from its quota of inmates. Charles Andre and H. V. D. Twardowski also contributed competent support.

Commercials for Hazel Bishop cosmetics were effectively interpolated by a personable lass named Ann Russell. Over-all, McCleery's second bout with Ibsen shows great improvement. Maybe there will be a real get-together on the final stanza, Sunday (9).

Bob Francis.

When Brody retired he was given a pension. Since the film was made by the ILGWU, it makes no pretense at being objective about the positive and negative aspects of unionism and, as much as it runs afoul of unions in the community who still may not have come to terms with it.

The movie was sparked by two top performances by Sam Levene and Arlene Francis. In a supporting role Joseph Wiseman also distinguished himself. Leon Morse.

CAPSULE COMMENT

TV Garden Club (TV) WENR-TV, Chicago, Sunday (2), 12-12:30 p.m., CST.

This is the second year that TV Garden Club has been on the air for 13 weeks of the early growing season. The premiere this year showed considerable improvement over the 1951 version, with a simpler set and more emphasis on garden talk and less fuss about an imaginary club.

James Burdett, of the sponsoring Vaughan Seed Company, who gives the garden talk and demonstration, is the prototype of a woman's club garden lecturer. He leaned, as usual, on a script, but he obviously knew his gardening, and accomplished what the sponsor wanted.

Burdett spent the 30 minutes talking about indoor seed boxes. Announcer George Menard gave a smooth, low pressure pitch for the boxes, which could be purchased at the sponsor's store. The whole thing added up to a 30-minute commercial which didn't seem like a 30-minute commercial. A better buy would be difficult to find.

The Weary Traveler (Radio), WNEW, Sunday (2), 12-12:30 p.m., EST.

This is a pleasantly unorthodox semi-religious half hour of spirituals and folk songs by the Southernaires. The vocal group is reverent enough in mood, but their's is a rhythmic light-hearted religion, and the results are highly listenable as Sunday fare. Station has a find in one of the Southernaires, William Edmonson, who doubles as emcee. (See full review this issue.)

On Trial (TV), ABC-TV, Tuesday (26), 9:30-10 p.m., EST.

Program has interesting format for spotlighting international and domestic problems via a mock court set-up, utilizing prominent guest jurists and attorneys. Tuesday (26) session was purely political, predicated on the question: shall General Eisenhower be nominated for President by the Republican party. Sen. Wayne Morse (Rep., Oregon) made a vociferous, if slightly confusing, witness for the affirmative. (See full review in this issue.)

Songs for Sale (TV), CBS-TV, Saturday (1), 9:30-11 p.m., EST.

The new hour-and-a-half version of this show is still able to maintain viewer interest. Little has been done to change the basic format. But the opportunity now available to air additional amateur songs should mean additional and stronger viewer interest. (See full review this issue.)

American Inventory (TV), NBC-TV, Sunday (2), 1:30-2 p.m., EST.

"Inventory" offered an intelligent viewer's guide to science fiction. Presentation took the form of a straight interview of Murray Leinster, one of the leading practitioners of the art. Casually puffing his pipe, Leinster, who also writes under the name of Wilf Jenkins, defended the science fiction writers' contribution to civilization. He told, as an example, how several of them were employed during the war to devise phony complicated gadgets that would be smashed and left to be found by the Germans, who would then have to put several scientists to work figuring them out. Leinster said that atom smashing and space travel have been the main subjects for science fiction lately, and on the latter a film was pulled showing the V-2 and other rockets in action. Leinster claimed that space travel was entirely feasible, being hardly more hazardous than high-altitude flying, and he predicted that our generation would live to see a trip to the moon, though he didn't make clear why anyone should want to make it, aside from the adventure.

Ray Morgan handled the interviewing like a Garroway. It was an interesting half-hour.

The Unexpected

TELEVISION—Reviewed Wednesday (5), 10:30-11 p.m., EST. Sponsored by Rheingold Beer via WNBT, New York, thru Foote, Cone & Belding. Film produced by Jack Reynolds for Ziv Productions. Director, Paul Landres. Writers, Jerome Lawrence and Robert E. Lee. Cast, Rochelle Hudson, Louis Jean Heydt, others. Narrator, WNBT version only, Herbert Marshall.

This new film series, being marketed by Ziv, made its local bow this week with an item titled "Calculated Risk." Slick production was manifest thruout, but unfortunately, the story line was not quite on a par. The yarn was compellingly told, but had little conviction.

The tale concerned a would-be suicide who was detected by stumbling onto a beautiful, rich woman who said he was a dead ringer for her husband, whom she hated. What more natural, then, that he bump off the husband, and take his place? After some inventive switching, so the husband's corpse would be identified as himself, the murder was carried out on schedule, but not until after the husband had taken care of the gal in the case with the latter crime pinned on the protagonist. This unlikely story certainly is in line with the overall series title, "The Unexpected," but only because it is unbelievable.

Top Production

However, if the initial stanza is any criterion, the series should be able to hold the viewers' attention because of its excellent production and editing, and if succeeding editions have a bit more to offer script-wise, it could be a humdinger. Fine use of film clips in the early portion of the show, showing the near-suicide's contemplation of methods, were neatly edited into the show. The editing generally was of a level which rendered the tale a suspenseful and dramatic. Herbert Marshall's narration, which runs under the entire program, is urbane and witty, but occasionally gets just a bit too cute. Rochelle Hudson and Louis Van Heydt did workman-like jobs in the lead roles.

Commercials on the WNBT cutting plugged Rheingold beer, and one pitch had a clever back-sworded motion film showing the reversed process of a bottle, from consumer to brewery. Vern Smith handled the plugs capably. Despite some heavy opposition via a top hour-long dramatic show and boxing matches, the series should get an ample quota of viewers from the mystery and adventure lovers. Sam Chase.

Indoor Polo

TELEVISION—Reviewed Saturday (1), 8-10 p.m., EST. Sustaining via WABD, New York. Director, Harry Coyle. Commentator, Arthur Little Jr.

The first regular series of indoor polo telecasts is airing here via WABD. It is quite a video-genic sport, with the station showing excellent camerawork in following the action. There was plenty of action, too, with shots made with mallets swung under ponies' bellies, and backhanded, and with plenty of bumping around. The pace is swift, with few lagging moments.

The night caught, however, the first game of the double bill, was one-sided, the New Jersey team (given a one-goal handicap as underdog) running up an 8-0 score before the Squadron A team could tally. Final score was more respectable 14-7, but there seemed little element of competition involved. The second game was a squeaker, with Ramapo edging Westbury, 12-11, in a sudden-death overtime.

Could Pick Up

Col. William C. Roberson, commander of Squadron A, was interviewed between halves of the first game. Arthur Little Jr. did a competent job with the commentary, but could give just a bit more explanation of rules and lore for viewers new to the game. Despite rugged opposition, these games could pick up a respectable following over a period of time. Sam Chase.

Meet the Masters

TELEVISION—Reviewed Sunday (24), 5:30-6 p.m., EST. Sponsored alternating Sundays by James Lees & Sons Company thru D'Arcy Advertising Company via NBC-TV. Formed by World Artists. Producer, Rudolph Polk. Associate Producers, Marcus Loew II, S. Hurok. Director, Irving Reis. Script, John Paxton. Guests, Jascha Heifetz and Emanuel Bay.

Considering the tremendous interest in classical music and musicians generated by the advent of the 45 and 3 1/2 record speeds, it is high time that the video industry came up with a show like this one.

The audience potential for this type of program should be fairly large. What is more important, however, is the fact that the audience is about as loyal as can be found. Pop music fans switch allegiances on the hour, but classic music's coterie rarely changes its collective mind about the music or the artists.

In "Meet the Masters," the Bach-Brahms-Beethoven set gets the kind of music they like performed by the people who can do it best.

The fringe audience, however, is being offered a video show which has visual appeal. And, for all that, there is the attempt to take such names as Heifetz out of the category of demigods and place them on the same level as the rest of us. Heifetz, for example, was depicted as a pretty nice fellow with a sense of humor, not as an ethereal genius. To many a viewer he must have seemed like an ordinary man with a talent for playing the violin—pretty much like the guy next door who has a talent for fly casting.

Story line given the Heifetz opus had the violinist strolling down a college campus walk, being approached by the dean and persuaded to make an appearance before a small group of music students. Heifetz opened the little impromptu concert by answering students' questions. To "How long would it take me to play like you?" he replied, "Three months." He commented too on be bop and the attributes of a concert artist. He then played a few short selections in his impeccable manner. Even if this was a video film, it could have happened in real life. Heifetz, incidentally, has given such casual concerts.

For the rest of the audience, it is first rate entertainment and educational, too. In all, the program is a credit to TV.

Commercials for Lees carpets were of the restrained, institutional variety. There appears to be no reason why the commercials and the program series shouldn't sell a lot of carpeting. RCA Victor Records, incidentally, purchased a spot commercial following the show to plug Heifetz recordings. Joe Martin.

The Weary Traveler

RADIO—Reviewed Sunday (2), 12-12:30 p.m., EST. Sustaining via WNEW, New York. Producer, Bob Hodges. Director-writer, Bill Kaland. Host, William Edmonson. Vocals, the Southernaires.

In lieu of the usual slow-paced religious music show on Sunday, Manhattan indie WNEW is programming a pleasantly unorthodox half-hour of spirituals and folk songs by the Southernaires. The vocal group is reverent enough in mood, but theirs is a rhythmic, light-hearted religion, and the results are highly listenable fare for a lazy Sunday afternoon.

On the show caught (2), the veteran radio combo warbled a couple of commercial standards ("Dream" and "Harbor Lights"). However, the boys were most effective on the traditional spirituals, which they handled with taste and simplicity.

Edmonson a Find

The station has a find in one of the Southernaires, William Edmonson, who doubles as emcee. His drawing intros were remarkably soothing and ultra-relaxed in tempo, and never bordered on the exaggerated Stephen-Fetchit school of limp thesping. Edmonson also managed to inject a feeling of genuine spontaneity into his somewhat flossy lines, scripted in verse. . . . And that—as any student of Shakespeare or Christopher Fry will testify—is no mean feat. June Bundy.

The Cases of Eddie Drake

TELEVISION—Reviewed Thursday (6), 9:30-10 p.m. EST. Sponsored by Crawford Clothes thru Al Paul Leflon agency via Du Mont Television WABD. Producers, Harlan Thompson and Herbert L. Strock. Director, Paul Garrison. Writer, Jason James. Cast: Don Haggerty, Patricia Morison, Theodore von Eltz and others.

Following the wind-up of the "Public Prosecutor" series on February 28, Crawford Clothes is backing another drama set "same time, same station." It is called "The Cases of Eddie Drake" and comprises half-hour yarns specially filmed for TV. Judging from the initial sample, titled "The Brass Key," the format will follow the tried-and-true private eye pattern. There is no doubt as to a profitable viewing market for the good old shamus school of thought, or there would not be so many of them. It is, therefore, probably too much to ask that producers and writers cook up some basic originality in their projection. The general motto seems to be: stick to the formula.

Old Stock Barrel

"The Brass Key" was written, directed and produced with professional competence. But, with minor variations, its components were out of the same old stock barrel. True, the fem interest this time was a gal psychologist, instead of a gal Friday. But the two-fisted shamus, who can take a couple of beatings per half-hour, was on deck, as was his business rival, the hard-boiled police lieutenant. "Key" was the familiar saga of skulduggery, embracing a mysterious key, a 50C pay-off and murder, with the he-man sleuth almost getting knocked off right at the start of the series at the hands of a reprehensible lawyer. Evidently, the novelist who wrote the book will help the lady scientist write a book on criminal psychology. The usual incipient romantic attachment was sign-posted at the end of the first stanza.

Players Competent

Featured in these hectic proceedings were Don Haggerty as the intrepid gum-shoer, Patricia Morison as a most derogative mental medic and Theodore von Eltz representing official law and order. All of them gave competent, if uninspired, performances. Crawford Clothes were cut in three commercials, with a gimmick offering a \$10 gift of merchandise with every purchase of \$35 or more at the outlets. In sum, the "Drake" sleuth series will likely do as well viewers-wise, as most of its kind. However, a reporter could wish for some formula and more imagination. Bob Francis.

See for Yourself

TELEVISION—Reviewed Sunday (22), 6:15-6:30 p.m. EST. Sustaining via WNET, New York. Producer, Stephen Kranz. Director, James Egan. Moderator, Ben Grauer. Panelists: George K. Sutton, Julius A. Thomas, Lester Waldman and Dr. John J. Heabald.

In conjunction with International Brotherhood Week (February 18-22) Ben Grauer devoted the programs to the exploration of racial and religious problems stemming from pride and prejudice. Concluding show (22) spotted a round-table discussion on aims and purposes of Brotherhood Week. Participants included George K. Hunton, executive secretary of the Catholic Interracial Council; Julius A. Thomas, director of Industrial Relations, Urban League; Lester Waldman, national program director of Anti-Defamation League; and Dr. John J. Theological president of Queens College. All four men were obviously well qualified to handle such a discussion and Grauer was equally able in the moderator chair. Fortunately the 15 minutes is barely long enough to introduce the subject of such magnitude, let alone delve into possible solutions. Grauer did his best to get some conclusive statements from the panel, but the members only talked around the point they didn't finish.

Comments centered about the about of breaking down "interracial prejudices" on an "emotional level," with Grauer citing the case of a woman who had tremendous respect and admiration for her family doctor's medical skill, yet referred to him with a "patronizing intolerance as a white Jew." Panelists were sincere, but understandably wary about making over-optimistic statements they couldn't back up with facts and figures. Thomas, a Negro, was a bit more outspoken, and his comments showed a commendable lack of personal animosity. June Bundy.

The Doctor's Wife

RADIO—Reviewed Thursday (6), 5:45-6 p.m. EST. Sustaining via National Broadcasting Company, New York. Producer-director, John Dietz. Writer, Patricia Wheel. Don Curtis, Margaret Hamilton, George Hill. Announcer, Bob Sherry.

"The Doctor's Wife" differs from the usual soap opera fare in only two respects. These are that the program is spotted in an early evening time slot (rather than a daytime period) and it marks the largest radio advertising campaign ever undertaken by sponsor Ex-Lax.

Otherwise, the series is constructed along standard soap-sister lines, with the plot revolving around the title role fem (Patricia Wheel), a Pollyanna-type who apparently spends most of her time encouraging her hard working doctor-husband (Don Curtis) to dispense his services gratis to any stray "case" she happens to pick up during the day. The frau gets in most of her pep-talks while he's eating. On the show caught (6) she was all ready to throw a heart-victim at him for lunch, when the prospective patient, an ailing hobo, skipped.

In lieu of this good deed, it was revealed that she had performed several magnanimous gestures earlier in the week, including giving away the doc's best wool scarf. The sub-plot concerned the doctor's brother, a snide loafer, and obviously destined to come to no good end as the series progresses.

Acting Over-Stated

Acting, of course, was uniformly over-stated with the possible exception of Margaret Hamilton as a crotchety kitchen maid. Within the limits of the stereotyped script, the veteran flicker character actress did her best to spark some life into proceedings. Unfortunately, her above-average thesping only made others in cast sound more inept. The expected commercial tie-up between Ex-Lax and the show's medical background never materialized on this program, however, it is probably all for the best. That the laxative outfit will continue to pass up such an obvious opportunity.

Altho the series will have to compete with the children's hour on TV at this near-dinner time, it may pull a sizable audience of housewives, via the kitchen radio. However, it would do much better in a regulation daytime spot. If ratings are good, the series might spark a new trend in low-budget dramatic programming for night time radio. June Bundy.

Songs for Sale

TELEVISION—Reviewed Saturday (1), 9:30-11 p.m. EST. Sustaining via Columbia Broadcasting System TV, New York. Producer, Al Span. Director, Frank Satestein. Musical director, Ray Bloch. Announcer, Hal Simms. Choreographers, Stanton and Luster. Lighting, Hank Alexander. Audio, Sid Kaufman. Emcee, Steve Allen. Guests: Guy Mitchell, Teresa Brewer, the Mariners. Panelists: Barry Gray, Russ Case, Bob Merrill, Joan Edwards, Fred Robbins.

Continued from page 3

sound. Good tunes sound like sure-fire hits. Choice of people like Guy Mitchell, Teresa Brewer and the Mariners adds stature to the program, and tradeswite panel judges of the caliber used this week are definite assets. Allen, this time, permitted the studio audience to vote for its favorite entry. It was an effective change and should be kept in the format.

It might be well to permit the judges to dress in street clothes rather than the tuxedo get-ups now required. The soup-and-fish atmosphere gives them an unnecessary air akin the United States Supreme Court. They're meant to help amateur writers turn out better songs, not hand down pontifical decisions. The panels should be more instructive and less awesome.

The second installment of Albert McCleery's presentation of Ibsen's "Peer Gynt" was over-all superior to the opening stanza Sunday (24). There was still a loss of poetic quality due to adaptation, but the staging and general projection showed definite improvement. Plugs for Hazel

CAPSULE COMMENT

With These Hands (TV). WNET, New York, Saturday (1), 1:30-2:30 p.m. EST. Now available for release to TV outlets. "With These Hands," a documentary film, is the story of a trade union, its successes, failures and place in the community. Taking as its leading character, Alexander Brody, a man whose life virtually was created around his labor affiliation, the International Ladies Garment Workers Union, the movie depicted the history of both up to the time of his retirement. The film was well-produced and well-acted, with top performances by Sam Levene and Arlene Francis. (See full review this issue.)

See For Yourself (TV), WNET, New York, Friday (22), 6:15-6:30 p.m. EST. In conjunction with International Brotherhood Week (February 18-22) Ben Grauer devoted five of his "See For Yourself" programs to the exploration of racial and religious problems stemming from pride and prejudice. Concluding show (22) spotted a roundtable discussion on the aims and purposes of Brotherhood Week. All four panelists were obviously well qualified to handle such a discussion. However, 15 minutes is scarcely long enough to introduce a subject of such magnitude, let alone delve into possible solutions. Consequently, the panel wisely talked around the point, rather than start something they couldn't finish. (See full review this issue.)

Meet the Masters (TV), NBC-TV, Sunday (24), 5:30-6 p.m. EST. The filmed concert series being telecast on alternate weeks is a credit to television. It's difficult to fathom why it has taken this long for such a show to be developed or aired. The opening half hour featured Jascha Heifetz in an impromptu concert set in a college locale. The show impresses as one which could develop a sizable and loyal audience from among the lovers of classical music. (See full review this issue.)

The Doctor's Wife (Radio), NBC, Thursday (6), 5:45-6 p.m. EST. New series differs from the usual soap opera fare in only two respects—the program is spotted in an early-evening time slot (rather than a daytime period) and it marks the largest radio advertising campaign ever undertaken by sponsor Ex-Lax. Otherwise, the series is constructed along standard soap-sister lines. (See full review this issue.)

Whispering Streets (Radio), ABC, Wednesday (5), 10:25-45 a.m. EST. Monday thru Friday daytime drama, artificially showcased, and weak in script. Cast capable. Series presents a complete story idea each broadcast. Well-written plugs for General Mills products. (See full review this issue.)

The Unexpected (TV), WNET, New York, Wednesday (5), 10:30-11 p.m. EST. This new Ziv film series shows slick production and editing thruout, but the initial stanza was weak script-wise. Herbert Marshall's narration is witty and urbane, and the leads in this edition, Rochelle Hudson and Louis Van Heyd, turned in workman-like jobs. (See full review this issue.)

Indoor Polo (TV), WABD, New York, Saturday (1), 8-10 p.m. EST. These indoor polo telecasts show the sport to be very videogenic, with the station flashing excellent camerawork of the constant action. First game of the double bill was one-sided, but the second game went into overtime. Commentary should be directed a bit more at the viewer who is new to the game, however. (See full review this issue.)

The Cases of Eddie Drake (TV), Du Mont WABD, Thursday (6), 9:30-10 p.m. EST. New drama series sponsored by Crawford Clothes holds to the well-tested shamus adventure line. Seg is filmed with "professional competence, but there is more format than imagination involved. Featured players Don Haggerty, Patricia Morison and Theodore von Eltz contributed sound, if uninspired performances to the tee-off program. "The Brass Key." (See full review this issue.)

Celanese Theater (TV), ABC, Wednesday (5), 10-11 p.m. EST. "Celanese Theater" is one of the most consistently adult dramatic shows on TV, and its presentation of Philip Barry's "The Animal Kingdom" was a thoroughly in keeping with its past performance record. The essentially sexy situation of the Barry play was handled with eminent good taste and delicacy thruout, aided by excellent performances by Wendell Corey, Meg Mundy and Karl Malden. Audience impact of the 20-year-old legit hit is fully as strong today. (See full review this issue.)

Cameo Theater (TV), NBC-TV, Sunday (2), 10:30-11 p.m. EST. The second installment of Albert McCleery's presentation of Ibsen's "Peer Gynt" was over-all superior to the opening stanza Sunday (24). There was still a loss of poetic quality due to adaptation, but the staging and general projection showed definite improvement. Plugs for Hazel

Bishop cosmetics were effectively handled by personable Ann Russell. (See full review this issue.)

The filmed concert series being telecast on alternate weeks is a credit to television. It's difficult to fathom why it has taken this long for such a show to be developed or aired. The opening half hour featured Jascha Heifetz in an impromptu concert set in a college locale. The show impresses as one which could develop a sizable and loyal audience from among the lovers of classical music. (See full review this issue.)

The Doctor's Wife (Radio), NBC, Thursday (6), 5:45-6 p.m. EST. New series differs from the usual soap opera fare in only two respects—the program is spotted in an early-evening time slot (rather than a daytime period) and it marks the largest radio advertising campaign ever undertaken by sponsor Ex-Lax. Otherwise, the series is constructed along standard soap-sister lines. (See full review this issue.)

Whispering Streets (Radio), ABC, Wednesday (5), 10:25-45 a.m. EST. Monday thru Friday daytime drama, artificially showcased, and weak in script. Cast capable. Series presents a complete story idea each broadcast. Well-written plugs for General Mills products. (See full review this issue.)

The Unexpected (TV), WNET, New York, Wednesday (5), 10:30-11 p.m. EST. This new Ziv film series shows slick production and editing thruout, but the initial stanza was weak script-wise. Herbert Marshall's narration is witty and urbane, and the leads in this edition, Rochelle Hudson and Louis Van Heyd, turned in workman-like jobs. (See full review this issue.)

Indoor Polo (TV), WABD, New York, Saturday (1), 8-10 p.m. EST. These indoor polo telecasts show the sport to be very videogenic, with the station flashing excellent camerawork of the constant action. First game of the double bill was one-sided, but the second game went into overtime. Commentary should be directed a bit more at the viewer who is new to the game, however. (See full review this issue.)

The Cases of Eddie Drake (TV), Du Mont WABD, Thursday (6), 9:30-10 p.m. EST. New drama series sponsored by Crawford Clothes holds to the well-tested shamus adventure line. Seg is filmed with "professional competence, but there is more format than imagination involved. Featured players Don Haggerty, Patricia Morison and Theodore von Eltz contributed sound, if uninspired performances to the tee-off program. "The Brass Key." (See full review this issue.)

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Whispering Streets

RADIO—Reviewed Wednesday (5), 10:25-45 a.m. EST. Sponsored by General Mills, Inc. thru Knox-Reeves, Inc., of Minneapolis, via the American Broadcasting Company. Directors, Joe Graham and William Marshall. Writer, Margaret Sangster. Script editor, Jack Mitchell. Cast: Gertrude Warner, Vicki Vola, Ann Patoniac, Bob Haag, Ross Morton. Announcer, Michael Fitzmaurice.

"Whispering Streets" is a Monday thru Friday serial, the format calling for a complete drama each broadcast. Each broadcast is kicked off via a narrator. The narrator, a woman, is presumably an ex-newspaper correspondent and world traveler, and daily events remind her of the "Whispering Streets" of cities she has known all over the world.

This is a rather contrived showcase for what amounts to a series of dramatic programs. The programs themselves are not likely to surmount the handicap of the artificial setting, if the one caught is any criterion. This little drama briefly told the story of a man in love with the wrong woman. They are involved in an accident; he is seriously injured, and he finds true love with his nurse.

Same Old Tune

We have all heard this song before. Then too, there is the matter of script and characterization. The character drawing in any 20-minute drama is likely to be poorly done. There is not sufficient time to build a character carefully. In the particular program caught, the lines which must build the characters and advance the story line, are the corniest possible.

Big Misfak

This reviewer is not one to set up impossibly high standards for daytime dramatic programming. Sponsors and agencies are faced with certain real problems, and an economic and commercial approach often takes precedence over the artistic aspect. But to disregard completely all the artistic values of writing, characterization, credibility, etc., is an error.

That the showcasing idea is contrived might, in itself, be overlooked; that the script is dull might, in itself, be overlooked; that the characters are poorly drawn might, in itself, be overlooked. But all together these add up to a weak program.

There's some capable talent on the program. The narrator is Gertrude Warner, whose story leads into dramatic episodes played by Vicki Vola, Bob Haag and Ann Patoniac. They can do better with better material. Commercials, which are skillfully written, were delivered by Michael Fitzmaurice. The program caught pluggied Bisquick and Crustquick, stressing the time saving angle for housewives. The series plugs other products too, such as Wheaties.

Paul Ackerman.

Celanese Theater The Animal Kingdom

TELEVISION—Reviewed Wednesday (5), 10-11 p.m. EST. Sponsored by Celanese Corporation of America, via American Broadcasting Company-TV thru the Ellington agency. Producer, A. Burke Crotty. Director, Alex Segal. Cast: Wendell Corey, Meg Mundy, Karl Malden, Jorja Curlywright, others.

Continued from page 3

Meg Mundy, who, in a difficult role, contributed a polished performance several notches above anything she's ever done. Televising with more voluptuousness than in the past, she did a beautiful job of projecting an outwardly gracious woman with basically bitchy instincts.

Staging was smoothly unobtrusive thruout. Sets were attractive and convincingly upper-bracket in decor. Celanese commercials (pointing up origin of its "acetate beauty fiber") were also interesting and informative. However, if sponsor wants to hold regular viewers' interest, a change of film is in order. Fashion montage on this show has out-lived its sales-fulness.

Every conceivable kind of EQUIPMENT SUPPLIES AND SERVICES. WHAT DO YOU HAVE TO SELL? Write The Billboard 2160 Patterson Street Cincinnati 22, Ohio

Empire Room, Palmer House, Chicago (Thursday, March 6)

Capacity, 500. Price policy, \$1-\$1.50. Cover charge, with \$2 minimum. Shows at 8:30 and 11:30. Owners, Hilton Hotel, Publicity, Fred Townsend. Production and exclusive bookings, Merriell Abbott. Choreography, Robert Freilson. Original music, Hestie Freilson. Costumes, John Baur. Estimated budget this show, \$3,000. Estimated budget last show, \$8,000.

Current offering is one of the strongest bills ever to play this spot. Although it runs its monthly course, during the normally slow Lenten season, it should have no trouble keeping the ropes up. Merriell Abbott has wrapped up a perfectly balanced show and used each of the three acts to their fullest. The result is obvious.

Back almost a year to the day since her last appearance in the spot, Mimi Benzell has what it takes to carry top billing. Appearing much more at ease in a bistro this time, Miss Benzell has developed into a colorful performer who sells with the best of them. Her costs, coupled with her voice and personality, kept the full house yelling for more.

With Leo Leonardi accompanying Miss Benzell and directing the orchestra, and Doris Briggs, concert and pop harpist sitting in with Eddie O'Neal's band, Miss Benzell ranges from "Marching" to "Somebody Loves Me," "Sempere Libra," and a medley of Victor Herbert tunes. She then moves from the platform to the floor where she roves from table to table singing "Don't Come In Sir, Please" with some excellently-handled by-play with ringersider. Closes with a pop version of, a coloratura classic, "The Wren."

Back after a six-year absence is Rolly Rols, one of the best 88 performers around, mixing in good lines to break up his piano and miniature concertina routines. His music ranges from special material, including an "Intoxication" bit to classics, gypsy, South American and boogie woogie—each getting huge hands. While Rols has worked in many intimate rooms throughout the country, he makes the switch into the much larger Empire Room with ease.

In the opening slot Miss Abbott has spotted other returners to the room, a top drawer ballroom team, Landre and Verna, who work four diversified numbers, displaying excellent twirls and terps. Duo, last in three years ago, featured an especially good arrangement and routine on "Oh You Beautiful Doll." It's a good sight act, working high enough for all to easily see the intricate bits.

Merriell Abbott Dancers are on for two production numbers, both with the wardrobe and precision now expected of this group. Eddie O'Neal handled the emcee chores, and cut the difficult book with ease. Norman Weiser.

HELD OVER 6TH WEEK!

Havana Madrid, New York Terrific and sex-ational

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International Dance Team Opening Palumbo, Philadelphia March 15th

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Night Club-Vaude Reviews

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Magician Harry Blackstone has brought back vaude to downtown San Antonio with nearly an hour of fast-moving tricks.

Blackstone has a well-balanced show, using several persons from the audience, some solo tricks and a number of large production numbers in which he calls on eight girl assistants who are easy on the eye.

Good Pacing

From the opening, "A Garden of Flowers," thru his closing number in which he changes places and costumes with an aid, the show is full of suspense, with moments of comedy and good, clean entertainment.

His rabbit trick went big with the moppets. Other outstanding illusions were the "Girl Without a Middle," "The Drum," "The Vanishing Girl," "The Mummy Case" and the "Crystal Cabinet."

The spirit handkerchief bit had the audience on its feet to watch it dance and obey commands. Still effective was the floating light bulb trick. Good too was the vanishing bird cage, which was done not once but twice, the second time while it was being held by members of the audience.

Music Background

For the first time musical background was furnished on a Hammond organ which is played by Gladys Lyle, a member of the company. Musical numbers are well selected and lend themselves well to the illusion being done by Blackstone.

Pic. "The Treasure of Lost Canyon." Barry Stanley.

Olympia, Miami (Wednesday, March 5)

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

Johnny Johnston is a hit here. His act is a departure from the formula: three numbers, a bow, a walk-off and back for a couple more if the applause is loud enough.

Johnston started out in the conventional manner, with Les Rhoads' band backed by guest-conductor Richard Himber. But after his second, "Domino," he brought up a pair of teen-age girls from the audience. Following some chatter, he gave 'em a neat "Too Young," had 'em join in for a trio, danced a few steps with each and gifted 'em with long-stemmed roses. It was a pleasant bit of schmaltz, and the audience liked it.

Magic Act

Besides his stint as band leader, Himber also showed a "magic" act with a twist. Working with a shapely fem stooge, he described the tricks, while the gal executed the necromancy, for good laughs. He worked some gimmick with Rhoads, comic Frank Marlowe and Johnston.

Marlowe picked up a full quota of laughs and did as well as any time. His talks, pratfalls and gags with the ork sold big. The opening act was Chiquitica and Don, a local Latin dance duo. They got nothing for their first few numbers, but did okay with a Polish polka.

Pic. "The Big Trees." Herb Rau.

Flynn Booked For Niteries

HOLLYWOOD, March 8.—Errol Flynn will do a series of niteries this spring after May 1, starting at the Cove, Vancouver, B. C. He signed this week with Billy McDonald, of Associated Booking Corporation here. McDonald has commitments for Flynn to do at least three niterie dates in Eastern Canada, probably in Ottawa, Toronto and Montreal, following the 11 days at the Cove.

Flynn will fly to London, where he'll start a WB flicker June 1, with shooting to continue for at least 14 weeks. If shooting halts on schedule, he'll be able to make a September 15 two-weeker at the Palladium, London. His wife, dancer Pat Wynmore, may play some of the dates with him.

Chicago, Chicago (Friday, March 7)

Capacity, 4,200. Price policy, 46 to 98 cents daily. House booker, Harry Levine. Show played by Louis Basile's house band.

House should have a heavy few weeks coming up, with the Martin-Lewis picture, "Sailor Beware" plus Denise Darel as the live attraction. However, the coupling of this flick which will have a tremendous appeal for the moppet trade with the one and two stage acts is almost incongruous with the appeal for each seg at opposite poles.

In effect, Miss Darel's turn can best be described in three words—lusty, busy and husky. Her act, which would go in most niteries, doesn't register in a cavernous theater where her French chausseuse passes way over the heads of most of the audience. Well-costumed and with excellent arrangements to back up her throaty voicing, gal swings from French to a highly accented English thru-out her three numbers. Her closer, a gag bit done with comic Lew Hearn, earned her a seek lateral piece about a French girl and a Texas pilot couldn't bridge the gap.

Bobby Sargent, who has been seen here before, again does his Joe Dobervich bit, and a good take-off on Groucho Marx before going into a new piece built around a condemned killer which can stand some work. Sargent, a competent comic, strengthens his turn considerably by scissoring some of the objectionable material which doesn't fit in a house where the kids play an important box-office role.

Raymond Chase, playing a concertina of regulation size, holds down the No. 2 spot, doing a top job on such tunes as the "Hot Canary" and "Malaguena," before switching to a tiny squeezer for "Great Day," then plays two of the midgets simultaneously. Chase has a relaxed manner on stage which is pleasing, and has developed a visual style of presentation which takes his act out of the ordinary.

Opener is the Los Galos, acro trio, who have developed a fast, well-timed turn, but take off the edge with their jitterbugging-between numbers. Norman Weiser.

Caught Again

FIVE O'CLOCK CLUB, MIAMI BEACH: Buddy Hackett, who looks something like a miniature Jack E. Leonard, is just about the most refreshing young comic to hit Miami Beach. His patter follows no pattern, no formula. He just stands on stage and belts out laugh-line after laugh-line, with the resulting guffaws from the customers seeming to surprise even him. He makes no determined efforts to be funny, although his material and his timing are top-strata. Easily one of the important new comics in the trade, word-of-mouth will undoubtedly result in a big box office in this spot. Herb Rau.

LATIN QUARTER, NEW YORK: The change-over of three acts hasn't affected the pace of the show. It's still a lavish, brassy, highly commercial package, running about 90 minutes with a speed that shows plenty of craftsmanship. Plus the holdovers, Lou Walters now highlights the talents of two solid acts and one novelty. The former are Joey Bishop and the team of Stoner and Dennis. The novelty turn is the heavily publicized Samia Gamal.

Miss Gamal came in with two strikes against her. Everybody "dared" her to be worth the white space she's had since her marriage to a Texas millionaire playboy. Basically, the Egyptian dancer is a slow grinder (only minor bumps) who gyrates around the floor to Oriental music. She has a lush figure, tries to be friendly and

least 14 weeks. If shooting halts on schedule, he'll be able to make a September 15 two-weeker at the Palladium, London. His wife, dancer Pat Wynmore, may play some of the dates with him.

Chez Paree, Chicago (Friday, February 29)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper, Publicity, Bob Curley. Booking policy, non-exclusive. Estimated budget this show, \$6,500. Estimated budget last show, \$6,500.

Lenny Kent, playing his first stint in the Chez, proved one of the hottest comics to hit the niterie since Danny Thomas. While Kent has been seen locally before, his recent TV appearance with Frank Sinatra helped to make him more of a "name" in the Windy City, and, with the reaction he's getting on this date, he's almost a cinch to be a regular from here on in.

Working in a relaxed manner, Kent caught his audience fast, kept them on the string as he went thru a number of good story bits, then really had them yacking with his Texan number. His closer, one of the best take-offs on Billy Daniels now being done, had the customers yelling for more.

Strong Opener

Bill also has a strong opener in Tanya and Biggi, a comic terps team with a trick wardrobe gim, a closer which proved the best of the show, and a bit of by-play with ringersiders which drew heavy work, the unusually receptive crowd. Gal is a petite cutie who can project, while the male also displays a good personality.

Booked in at the last minute, Adeline Neice carries the second spot, singing four special material numbers, plus "Sorrento," her closer which proved the best seller. Gal has a good voice, looks well on the stand, but could strengthen her act considerably with some better numbers.

Ardèn-Fletcher line has two new numbers, both featuring outstanding wardrobes. Johnny Martin handles the vocals, and doubles as emcee for the show, while Cec Daydon, who has booked out the book and played for the between-shows dance sets. Norman Weiser.

does about all that is to be expected. Even tho she doesn't stick up to our exotic dancers, the home-grown products didn't get her publicity. And people want to see how a gal looks who hooked a million bucks. She can't just stand there, so she's okay for what she does, tho the actually she'd do better in a smaller room, where her act wouldn't be dwarfed by comparison with the LQ line, many of whom show more bare skin than the Oriental dancer.

"Unhappy Humorist" Joey Bishop, billed as the "Unhappiest" gags around. Opening night he was visibly nervous and worked too fast in a detached manner that didn't register until he was midway in his act. Bishop, a wisened, frightened kind of lad, doesn't cash in sufficiently on this appearance. He's a natural fall guy—the butt of everybody's jokes. His gag about being picked on in the beach was a natural. More in that vein would be better suited for him. Bishop may have started poorly, but he had moments when he got them and held on. It was in these moments that he showed class and ability. Chances are that after a few shows he'll be in there pulling the big yocks he's been able to get so often before.

Stoner and Dennis came in with a real act. Boy (extiaddo Aces) and the girl (ex-Dennis Sisters) worked beautifully with some husband-wife material in song-talk style. Their material was amusing, literate and commercial, earning them good hands.

The rest of the show remained basically the same—heavy productions, good looking lines, plenty of epidermis and flashy acts. Art Wamer's show backing was unusually good. Bill Smith.

Havana-Madrid New York (Wednesday, March 5)

Capacity, 320. Price policy, \$2.50 minimum. Shows, 12:30 and 2. Operator, Gene Lowy. Exclusive bookings, Larry Dixon. Estimated budget this show, \$3,000. Estimated talent budget last show, \$3,500.

The new owners are having a tough time making the operation pay off. With a budget of \$3,000, the spot must do about \$10,000 a week to break. It is doubtful that there's enough left in the present bill to do that sort of business.

The show itself is notable for the fine line work of the Kathryn Duffy Dancers, who do three productions ranging from a black light affair to a flashy rhumba routine based on challenges.

Julie Mitchell (Bob Mitchell's sister), a suave blonde with a Continental air, is out of her medium here. Working as an emcee and doing a spot, she failed to impress in either department. But her ease might make her suitable for a more pleasant spot. The gal's voice was pleasant. One of her two special numbers featured by her brother who wrote special material before he made it (in pictures) was a honey—a sleek, sophisticated number called "She's Lovely," tho the thin audience here wasn't interested.

Good Bary

Lao and La Minerva, holdovers, have been reviewed (The Billboard, January 23). Don Reynolds, boy singer, showed a big bary as he belted out a series of standards, pops and show tunes. His dark handsomeness and his booming masculine voice were impressive.

Iona (who doubles in the line), a chunky-faced, well-stacked blonde, did some excellent acro work featured by turn-over splits and a fast spin to good hands.

Arturo Arturos did an excellent show backing job. Ralph Font does the Latin dance numbers starting at 10 p.m. Bill Smith.

Michigan Agents Elect P. J. Iodice

DETROIT, March 1.—Peter J. Iodice, head of Amusement Booking Service, has been re-elected president of the Michigan Association of Theatrical Agents. Other new officers are: Mike Falk and Betty Bryden, heading their own agencies, vice-presidents; Harry Lee, Bryden Agency, secretary; and Al Rice, Max Gail Agency, treasurer. Installation of officers will be held at the annual banquet Wednesday (27).

The Langs



MARCH 10-18 Pittsburgh Shrine Show Mosque Auditorium

Representatives: Chicago New York HARRY GREENB MILES INGALLS



BEN YOST TRIO PALACE THEATRE NEW YORK MARCH 11

1000 Broadway, New York, N.Y.

Empire Room, Palmer House, Chicago (Thursday, March 6)

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With Leon Leonardi accompanying Miss Benzell and directing the orchestra, and Doris Briggs, concert and pop harpist sitting in with Eddie O'Neal's band, Miss Benzell ranges from "Marchiare," a "Somebody Loves Me," "Sempre Libre" and a medley of Victor Herbert tunes. She then moves from the platform to the floor where she roves from table to table singing "Don't Come In Sir, Please" with some excellently-handled-by-play with ringers. Closes with a pop version of a coloratura classic, "The Wren."

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Caught Again

FIVE O'CLOCK CLUB, MIAMI BEACH: Buddy Hackett, who looks something like a miniature Jack E. Leonard, is just about the most refreshing young comic to hit Miami Beach. His patter follows no pattern, no formula. He just stands on stage and belts out laugh-line after laugh-line, with the resulting guffaws from the customers seeming to surprise even him. He makes no determined efforts to be funny, altho his material and his timing are top-strata. Easily one of the important new comics in the trade, word-of-mouth will undoubtedly result in a big box office in this spot. Herb Rau.

LATIN QUARTER, NEW YORK: The change-over of three acts hasn't affected the pace of the show. It's still a lavish, brassy, highly commercial package running about 90 minutes with a speed that shows plenty of craftsmanship. Plus the holdovers, Lou Walters now highlights the talents of two solid acts and one novelty. The former are Joey Bishop and the team of Stoner and Dennis. The novelty turn is the heavily publicized Samla Gamal.

Miss Gamal came in with two strikes against her. Everybody "dared" her to be worth the white space she's taking since her marriage to a Texas millionaire playboy. Basically, the Egyptian dancer is a slow grinder (only minor bumps) who gyrates around the floor to Oriental music. She has a lush figure, tries to be friendly and

least 14 weeks. If shooting halts on schedule, he'll be able to make a September 15 two-weeker at the Palladium, London. His wife, dancer Pat Wymore, may play some of the dates with him.

Chez Paree, Chicago (Friday, February 29)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Bob Curley. Booking policy, non-exclusive. Estimated budget this show, \$6,500. Estimated budget last show, \$6,500.

Lenny Kent, playing his first stint in the Chez, proved one of the hottest comics to hit the niter since Danny Thomas. While Kent has been seen locally before, his recent TV appearance with Frank Sinatra helped to make him more of a "name" in the Windy City, and, with the reaction he's getting on this date, he's almost a cinch to be a regular from here on in.

Working in a relaxed manner, Kent caught his audience fast, kept them on the string as he went thru a number of good story bits, then really had them yooking with his Texan number. His closer, one of the best take-offs on Billy Daniels now being done, had the customers yelling for more.

Strong Opener

Bill also has a strong opener in Tanya and Biagi, a comic team with a trick wardrobe gim, some excellent straight routines, and a bit of by-play with ringers which drew heavy with the unusually receptive crowd. Gal is a petite cutie who can project, while the male also displays a good personality.

Booked in at the last minute, Adeline Neice carries the second spot, singing four special material numbers, plus "Sorretto," her closer, which proved the best seller. Gal has a good voice, looks well on the stand, but could strengthen her act considerably with some better numbers.

Arden-Fletcher line has two new numbers, both featuring outstanding wardrobes. Johnny Martin had a dice, the vocals, and doubles as emcee for the show, while Cee Davidson and his band cut the book and played for the between-shows dance sets. Norman Weiser.

Havana-Madrid New York (Wednesday, March 5)

Capacity, 320. Price policy, \$2.50 minimum. Shows, 12:30 and 2. Operator, Gene Lows. Exclusive Booker, Lenny Ditson. Estimated talent budget this show, \$3,000. Estimated talent budget last show, \$3,500.

The new owners are having a tough time making the operation pay off. With a budget of \$3,000, the spot must do about \$10,000 a week to break. It is doubtful that there's enough left in the present bill to do that sort of business.

The show itself is notable for the fine line work of the Kathryn Duffy Dancers, who do three productions ranging from a black light affair to a flashy rhumba routine based on challenges.

Julie Mitchum (Bob Mitchum's sister), a suave blonde with a Continental air, is out of her medium here. Working as an emcee and doing a spot, she failed to impress in either department. But her ease might make her suitable for a more intimate spot. The gal's voice was pleasant. One of her two special numbers (credited to her brother who wrote special material before he made it in pictures) was a honey—a sleek, sophisticated number called "She's Lovely," tho the thin audience here wasn't interested.

Good Bary

Lao and La Minerva, holdovers, have been reviewed (The Billboard, January 23). Don Reynolds, boy singer, showed a big bary as he belted out a series of standards, pop and show tunes. His dark handsomeness and his booming masculine voice were impressive.

Iona (who doubles in the line), a chunky-faced, well-stacked blonde, did some excellent acro work featured by turn-over splits and a fast spin to good hands.

Arturo Arturo did an excellent show backing job. Ralph Font does the Latin dance numbers starting at 10 p.m.

Bill Smith.

Michigan Agents Elect P. J. Iodice

DETROIT, March 1.—Peter J. Iodice, head of Amusement Booking Service, has been re-elected president of the Michigan Association of Theatrical Agents. Other new officers are: Mike Falk and Betty Bryden, heading their own agencies, vice-presidents; Harry Lee, Bryden Agency, secretary, and Al Rice, Max Gail Agency, treasurer. Installation of officers will be held at the annual banquet Wednesday (27).

The Langs



MARCH 10-18 Pittsburgh Shrine Show Mosque Auditorium

Representatives Chicago New York HARRY GREBEN MILES INGALLS



BEN YOST TRIO PALACE THEATRE NEW YORK—MARCH 11

1650 Broadway, New York, N.Y.

Denmark Likes Vaude, Bands Adaptable to Local Situation

By TED WOLFRAM
COPENHAGEN, Denmark, March 8.—Despite the comparatively small size of Denmark there is a surprisingly big field here for vaude acts and bands which adapt themselves to local conditions. While Copenhagen is the big center for acts and bands, there are at least six other large cities in the country that offer year-round

markets for cafe and revue entertainers. Good ork leaders avoid playing themselves out in Copenhagen by alternating their stands in local cafes thru frequent tours of the provinces. In some cases the band leaders organize small vaude units and line up a string of split-weeks or they arrange two to four-week dates in top-bracket cafes in the larger cities. A good example of this type of package show is the one currently playing the Aarhus Hall cabaret in Aarhus. Talent includes Paul Christensen's 10-piece ork, which recently played a two-month stand in Copenhagen's Lorry nitery; the

Four Torellis, also from the Lorry, and May and Jack Atkins, local favorites. This unit is particularly adapted for touring as the Torellis and the Atkins are versatile and able to present several good but distinctly varied numbers. The four members of the Torellis are able to put on three acts—Ariato, solo novelty balancing; Three Boleros, acrobatic, and Four Torellis, adagio. The Atkins have a pick-pocket number and double as ventriloquists. Christensen's band cuts the show and plays for dance sessions. Such a unit can hold down a good spot in the provinces for one or two months thru varying its numbers each week.

3-DAY SMASH

55G Gross by Martin, Lewis At Cincy Albee

CINCINNATI, March 8.—Dean Martin and Jerry Lewis, in three days at the RKO Albee Theater here, Saturday thru Monday (1-3), created the greatest box-office stir of any stage attraction within the memory of the oldest Cincy theater observer.

With all seats at all performances slotted at \$1.50, and doing six a day, the comedy pair played to around 37,000 patrons in the three days for an estimated gross of \$35,500.

A huge crowd was on hand to meet Martin and Lewis upon their arrival at Union Terminal here early Saturday. At 9 a.m. Saturday double line extending more than a block in either direction waited for the Albee doors to open at 10. Special police details kept traffic moving and the crowds in order. Greatest problem in the theater came at the close of the first performance when it was announced that photos of the duo would be distributed in a lobby leading backstage. The crushing charge that followed led to the scrapping of the idea.

In addition to their rugged show schedule, Martin and Lewis made a number of personal appearances during their stay here. On Saturday night, prior to their last show, they appeared on a TV program at Crosley Square to celebrate WLW's 30th anniversary and fourth TV anniversaries, and Monday evening they were guests of honor at a cocktail party held at the Variety Club in Hotel Netherland Plaza by Peter F. Goyak, local Capitol Records chief.

Chez Looks For Names; Ray Enigma

CHICAGO, March 8.—The Chez Parce, hard-pressed by the lack of names available to play the bistro, and attempting to build future draws thru bookings like the current Lenny Kent Show, this week learned that Johnnie Ray, who backed out on an early May booking in order to play the Oriental Theater, would probably not be available for the Chez run until September.

While it was reported the Chez management would take the matter to the American Guild of Variety Artists, no contracts for the date had been signed, and Ray insists upon doing the theater date first, believing the bulk of his fans locally are youngsters who can afford the 98-cent top box office, but who can't go for a nitery tab. Should the contract for "Greatest Show on Earth" to follow "Quo Vadis," thus remaining on a straight pic policy, Ray has an option to come in as soon as the house reverts to a live policy.

In another move, the Chez owners have dropped Cee Davidson's ork and Benny Sharpe's radio band, and have signed Phil Levant to take over the Monday and Tuesday fronting job, with Brian Far-

(Continued on page 21)

Medium-\$ Comics Again in Demand

Niteries Find Need for Acts in \$1,000 to \$3,000 Bracket to "Protect" Bills

Continued from page 1

country shows that the majority of name singers seldom do business commensurate with their salaries, except in certain towns or certain spots in big towns. Paradoxically, these same singers will do big in theaters. Movie names, for example (unless they have prior cafe reps), will also do big in theaters or in resort clubs but may not even pull their salaries in the major clubs. The key spots like the Copa, Chez Parce, Ciro's, etc., have discovered that the hit record singers draw the Coca-Cola and the let's-stick-to-the-minimum trade. The best way to beat that, ops have discovered, is to protect their name with a schmalzy comic. Some ops have been indignant at the cost of protection. They argue if they pay a name \$5,000 and up it shouldn't need protection. Experience of late, however, has shown that without such protection there are too many empty tables.

The kind of comics most in demand, the not necessarily in order, are Jackie Miles, Jack Carter, Phil Foster, Myron Cohen, Red Buttons, Harvey Stone, Lenny Kent, Joey Bishop and others in the same class. Such comics may not do big business but neither do they get top money. However they cause excitement; start talk, get yocks, and they do bring in some spenders.

Agencies and top cafes put comics into three classes. The first are the sure-fire box office, the Martin and Lewis, Durante, Thomas, etc. The second are the Herb Shriners, Billy DeWolfe,

Beachcomber Plans Burly

MIAMI BEACH, March 8.—Burlesque and girle shows made news here this week, with the announcement that the Beachcomber Club becomes a straight burly house tonight, Minsky's Plaza Theater shutters after the final performance tonight and Club 22 reopens tonight with a new name and with an all-girl show.

The Beachcomber opened in December with Lili St. Cyr headlining a conventional-type revue. It followed with the Kirby Stone Quintet and Thelma Carpenter, but gave it all up last night in favor of burlesque. Bookers were trying to line up a show as late as Thursday (6), but so far had come up with only Maxie Furman, long-time black-out expert.

Switch to Club? It was assumed, however, that some of the cast of Minsky's Folies might move from the Plaza Theater into the Beachcomber. Minsky's, with a cast of about 30 or more during the entire season, announced they were having "landlord and mu-

(Continued on page 21)

'EXPERTS' JURY FOR AUDITIONS

NEW YORK, March 8.—Personal management has become big business, with fancy auditions in front of a group of "experts" before an act is signed. An org. called RGM Associates has been formed by Sid Ascher, press agent, and Ray Muscarella, personal manager for Tony Bennett.

Before signing a budding prospect, the person spends a week with a coach, cuts a demonstration record and then auditions before a trade board. Latter consists of a clothes designer, a dramatic coach, agency reps, a disk jockey and trade paper reps. After this audition each board member turns in a written report. All expenses are paid for by RGM Associates.

Miami Beach Hotels Launch 1-Niter Trend

MIAMI BEACH, March 8.—A new booking circuit of one-nighters is coming up fast among the Miami Beach hotels. The trend has already started, and by mid-spring a half-dozen hotel rooms may be on a club date basis.

The Saxony started it a week ago in its Shell-Mar Room, booking a different act each night. The idea was to keep guests inside the hotel every night, instead of hunting night club entertainment around town.

Follow Suit Two other ocean front hotels have already followed suit, the Allison, newest hotel on the beach, and the Monte Carlo. When comic Harvey Stone completes his two-week stint at the Monte Carlo Monday (10), the hotel's Club Casino begins its one-night stands. The Allison is doing likewise, probably beginning next week with Don Tannen, who just returned here after a month at the British Colonial Hotel in Nassau.

The Casablanca has Ben Blue following Myron Cohen and Gloria DeHaven next week for a fortnight; the Sans Soucis, the Riviera (a Cuban song-and-dance quintet) following Helen Forrest for a week, and the Nautilus, scheduled for a week with Gracie Barrie.

Weinger, Walters Plan Road Shows

Two Dates for Copa City Revue; LQ Will Tour States and Europe

NEW YORK, March 8.—Murray Weinger, operator of the Miami Beach Copa City, will be the first cafe op to put a unit on the road. The only other unit currently in the biz of packing road shows is Lou Walters and his Latin Quarter shows.

The Weinger unit to be tagged the Copa City Revue, will sell for around \$10,000 and will preem April 14 at the Lookout House, and then goes to the Desert Inn, Las Vegas. Shows will be produced by June Taylor. Both spots are booked by Frank Sennes.

Walters' plans are more ambitious. His current Miami Beach LQ show goes into the Desert Inn for \$14,000, then will play dates, heading East with some of the acts slated to open at the New York LQ around May. But for the first time in recent history an LQ unit, to consist of both the New York and Miami Beach con-

tingent, will play England the coming summer.

Cast for the London preem has been set, the dickering for specialty acts now is going on. The LQ show, set for London by the Lew and Leslie Grade Agency, will go abroad on a six-month guaranty. After playing London's West End and the Provinces unit will go to Stockholm and Oslo.

Instead of doing a "Night in Paris," as is customary on the LQ shows, the London unit will go American. It will do a "Night in Greenwich Village," a "Mardi Gras in New Orleans," etc. No American girls will be used in the European package. All the lines will be picked up abroad. Unit will consist of about 30 people and will sell for about \$10,000 which will include transportation of key people.

Night Club-Vaude Reviews appear on preceding page. More Night Club-Vaude News, as well as Mocus-Focus and Burlesque Notes, appears on page 21. Radio-Television Reviews on pages 10 and 11.

Jerry Rosen AGVA License Is Revoked

ARA May Follow Suit; Agent Must Release All Acts

NEW YORK, March 8.—Jerry Rosen became the first agent in recent history to have his agent's franchise revoked by the American Guild of Variety Artists for "entering into a conspiracy with his wife, Ruth Rosen, to defame and circumvent the rules and regulations of AGVA governing franchised agents."

The revocation will take effect at once, and under it AGVA will notify all of Rosen's acts that they are free agents under AGVA's agreement with Artists Representatives Association of which Rosen is a member, the latter agrees to expel any of its members whom AGVA has disenfranchised.

The decision arose out of a controversy between Orson Bean and Rosen. The latter signed Bean for three years under an exclusive agency contract. At the same time, Bean charged he signed a personal management contract with Mrs. Rosen for 15 years. Bean asked for a release and hearings were set up, attended by Rosen, Allen Saunders, Rosen's lawyer, Jack Katz, ARA lawyer, and Henry Katz, AGVA lawyer. Arbitrators were William Feinberg, Dolores Rosaler and Nick Agneta. Feinberg and Miss Rosaler voted for the revocation; Nick Agneta dissented.

Chance Given Rosen was given an opportunity to purge himself of the charges if he released Bean and also cancelled the personal management contract which AGVA charged Rosen induced Bean to sign with his Mrs. Rosen. Rosen was also asked to give "further representation to AGVA that he or his wife will at no time in the future act in the dual capacity of agent and personal manager."

Rosen said, "This is a railroad. If I ever saw it. They (AGVA) can't stop me from being an agent so long as I have a license." Rosen also indicated that if AGVA attempted to interfere with his business, he would bring suit.

Mrs. Rosen said that everything would be worked out satisfactorily. She indicated there would be no legal action, and Bean would get his release.

Snow and Lent Hit Stem Takes

NEW YORK, March 8.—A Saturday night snowstorm plus the start of Lent combined to throw a hefty punch at Stem grosses last week.

Radio City Music Hall (6,200 seats; average \$132,000) dropped off to \$104,000 for its eighth week of "Greatest Show on Earth" plus its stage show. The previous week's gross was \$130,000.

Roxy (6,000 seats; average \$87,000) dropped down to \$72,000 for its second week of Dorothy Lamour plus "The Fingers" after a preem frame of \$120,000.

Paramount (3,654 seats; average \$120,000)

Cohen, Peg Lee Into Copa Next

NEW YORK, March 8.—Myron Cohen and Peggy Lee will be the next headliners at the Copa, opening Thursday (13), in a hurry-up booking. The deal will be for a straight two weeks, because Jimmy Durante is due March 27.

The Copa now has Jane Powell, who opened February 28. She had been expected to stay until Durante came in, but an MGM studio committee came up necessitating an earlier return to the Coast.

Gordon Quits GAC; Sets Up Own Office

CHICAGO, March 8.—Gray Gordon, who left an ark fronting career to join Mus-Art when that firm was formed, and who moved over to General Artists Corporation, in the Chicago offices, when GAC took over MA, has resigned, effective March 28. He will return to New York where he will open his own personal management office. Gordon has already parted Les Paul and Mary Ford, working in conjunction with Mel Shower, Los Angeles, on the team, as well as on other properties.

Resignation of Gordon leaves only two of the original seven MA group with GAC. Russ Facine, also in the Chicago office, continues to head the radio and television department here, while Howard Christiansen serves the New York office in a similar capacity.

Gordon officially joined GAC August 27, 1948, leaving the MA offices in New York and reporting directly to Chicago. He has covered all fields for GAC, including locations, acts and cocktail units. In his new venture, Gordon will represent Shower in the East, with Shower handling West Coast business.

Pat Lombard, GAC topper here, plans no replacement for Gordon, with present staff, which includes Chuck Suber, controller; Bob Ehler, who recently moved over from Associated Booking Corporation; Bill Vidias, formerly of Tweet Hogan's office, and Facine, taking over.

Set 3d Attempt On Pub Audits

NEW YORK, March 8.—Committees representing the Songwriters' Protective Association and the Music Publishers' Protective Association will meet next week for the third time in an attempt to reach an early and amicable settlement to the hassle over auditing publisher books. Previous meetings are said to have been run off smoothly.

Traders, however, point out that the two committees would still have to get final approval from their full memberships before any final settlement could be reached. The SPA committee is not expected to have any trouble in getting the association to go along with a any agreements reached in the current sessions. Whether the publishers' committee can get the full MPPA membership to ratify deals made in committee sessions is being questioned. One publisher, for example, still insists that he will handle his battle with SPA by himself and that MPPA is not representing his firm.

Mary Ford and Les Paul Tour

NEW YORK, March 8.—Les Paul and Mary Ford today start a two-week tour trek visiting disk jockeys and dealers on a disk promotion tour. They will hit 10 cities on the trip, including Atlanta, Miami, New Orleans, Memphis, Chicago, Indianapolis, St. Louis, Louisville and Cincinnati.

The Paul-Ford junket is being sponsored by the team and Capitol Records, and will carry singer Carole Ford and bass player Wally Kamin. Dick Linke, Capitol press topper here will accompany the foursome.

MERC HITS ON 4 BB CHARTS

NEW YORK, March 8.—Last week for the first time in its history Mercury Records hit the Best Selling Popular Records Chart, the Best Selling Classical Chart, the Most Played Country & Western Chart and the Best Selling Rhythm & Blues Chart in The Billboard. Pop entries were: Bobby Wayne's "Wheel of Fortune," Patti Page's "Come What May," and Eddy Howard's "Stolen Love"; classical disk was Moussorgsky "Pictures at an Exhibition" with the Chicago Symphony; folk entry was "Too Old to Cut the Mustard" with the Carlsles, and Dinah Washington's "Wheel of Fortune" hit the rhythm and blues list.

Masters Sold By Discovery

NEW YORK, March 8.—Approximately 150 Discovery Records masters were sold this week (4) to Saul Botin and Herb Silverman here. These masters include sides by George Shearing, Red Norvo Trio and Dizzy Gillespie.

There are another 100 Discovery masters now tied up legally to be disposed of within the next few months. Sale was made by Cyrus Leventhal, Los Angeles attorney.

TWO MORE SAY NAY

Cap, Decca Also Firm in Nixing Disk Price Cuts

NEW YORK, March 8.—Two more large manufacturers, Capitol and Decca Records, stated emphatically this week that they had no intention of lowering record prices at this time, in reference to remarks of Liberty Music Shops last week about the current record price structure. Last week Victor and Columbia took similar stands.

Glenn Wallichs, Capitol proxy, stated: "On the basis of present costs we feel prices on all speeds and types of Capitol records and albums cannot be reduced at the manufacturer level. We further believe that the existing margins for dealers and distributors, based on prices prevailing over the past year, are no more than reasonable considering the inventory invest-

Fox Auditors To Hit Chicago

NEW YORK, March 8.—Auditors for Harry Fox, publishers' agent and trustee, leave for Chicago March 18 to audit the books of Mercury and other Chi-based labels. Jimmy Martin's Sharp label is also scheduled for a look-see. The audits are routine in nature. The auditors will remain in Chicago about three weeks.

Currently, Don Gabor's Remington books are being audited in New York. Following the Chi audits, the auditors will go over the books of a number of New York-based labels.

Freccio to Conduct

BALTIMORE, March 8.—Massimo Freccio, conductor of the New Orleans Symphony since 1944, will head the Baltimore Symphony next season. Freccio will replace Reginald Stewart, who resigned on February 1.

Freccio was given the New Orleans assignment on the recommendation of Arturo Toscanini. For the past five years he has served as guest conductor of the NBC Symphony.

30-40% Price Cuts Prevail In Most Gotham Disk Shops

Trade Ponders Effect of Rate War At Manufacturer, Distributor Level

NEW YORK, March 8.—It is now possible to walk into almost any record shop in New York, from the plushiest to the brassiest, and purchase LP's, 45 and 78 r.p.m. albums (and often 78 and 45 singles) at discounts of 30 to 40 per cent off the list price. The same shops in the city had been selling records at discount for the past few years. It is only since Liberty Record Shops, the large and respected retail chain, cut prices last Monday (3) that the swartz disk shops and department stores joined the cut-price parade. After the Liberty ads broke in The New York Times and The New York Herald Tribune, department stores like Macy's, Gimbel's, Abraham & Straus, and dozens of East Side "class" disk retailers joined the act.

Now that a week has passed since the impact of the Liberty action, traders in all levels of the disk industry are pondering the effect of the "price-war" and what it portends for the future of the business. Tho there is much confusion and much noise, upon separating the fact from the fancy, certain salient points stand out.

It is clear that at this time no manufacturer contemplates any

change in prices, whether now or in the immediate future, on the distributor or dealer levels. This was emphatically stated by Columbia and RCA Victor Records last week, and is reiterated by Capitol and Decca this week. This despite the Liberty statement that "the price of records will come down."

Distributors, too, say the same thing. Irving Sarnoff, head of Bruno-New York, the RCA-Victor distributor for this area, told The Billboard "We are refusing and denying Mr. Ben Kaye's statement concerning lower record prices. No change in record price is contemplated. We have sent out a statement to all our dealers explaining this."

Meanwhile, business at Liberty and at other large stores running discount sales is booming. This was confirmed by a Liberty exec, who averred that "business is up 500 per cent over the previous week." It was observed that crowds filled the stores. Some dealers did say, however, that many of the customers were not "regulars" but were there strictly as bargain hunters.

At Sam Goody's establishment, the oldest of the important price-cutting houses, business was still holding its own. Sam Goody himself, the stormy petrel of the disk business, claimed that "store volume is equal to the previous week. The Liberty action is not hurting me."

Other Dealers Lose Out
Dealers who have not cut prices, especially on LP's, have noticed a tremendous falling off in sales. These dealers are being hurt in this first week of the "old war." One dealer in downtown New York stated: "If I cut prices 30 per cent on LP's I can't make a profit, but if I don't then I can't sell them. If this goes on much longer I'll have to close my doors."

Some of the stores which are doing a larger business at 30 per cent off are finding out that they are selling more records but making less money. One dealer ex-

plained "We did the biggest dollar volume this week since Christmas, but when we added up our net we found that it was like a very slow summer day. In other words, at 30 off we have to triple or quadruple our business to do as well as we were doing before."

A few manufacturers and distributors were happy with the situation. They enjoyed increased sales and were working hard to cash in on a "hot" market. But the majority of labels were concerned with the long range aspects of the situation. One manufacturer said "Sure, we'll sell more records for a while, but it won't be long until the discount stores will want an extra discount from us. Then where will we be?" (Continued on page 17)

Cap Breaking Kidisk Albums Into Singles

HOLLYWOOD, March 8.—Capitol Records, a major power in the kidisk field, is starting to break up its moppet album series into singles, which are now being retailed in single illustrated sleeves at \$1.10 each, where albums of three disks cost \$3.75. Capitol feels that it will accelerate volume of its kidisk singles and that it will solve the problem of attempting to service retailers properly and quickly in getting replacements for broken and damaged records out of albums.

In its first single release out of its vast album series, Alan Livingston chose the following packages: "Bugs Bunny," "Bugs Bunny Speaks," "Tales of Uncle Remus" and "Baby Snooks." In addition, Cap is now marketing a new Boro-approved rack for these singles.

RIAA Names Legal Counsel

NEW YORK, March 8.—Ernest S. Meyers of Isaacs, Laposte and Meyers was appointed legal counsel for the Record Industry Association of America, Inc. at a meeting of the group on March 4. Meyers was formerly special assistant to the Attorney General in Washington. The appointment of the counsel for the RIAA completes the administrative set-up of the organization.

At the meeting Mortimer Edelman, Capitol Records attorney, reported that he hoped for prompt favorable action by the N. Y. Assembly on the "record piracy" bill, and that the bill would then go to Governor Dewey for signature. Simon and Schuster, Inc. was elected a member of the RIAA, the only class C member so far elected. Next meeting of the RIAA is scheduled for the first week in April.

ASCAP Hikes Await Decision on Southern

NEW YORK, March 8.—A number of publishers have appeared before the availability committee of the American Society of Composers, Authors and Publishers to request hikes, but decisions are being held in abeyance pending some solution of the problem posed by the Southern Music case (The Billboard, March 8).

Publisher members of the ASCAP board met this week to consider the case of Southern, which was raised to 450 points by an arbitration panel under procedure set forth in the revision of the Consent Decree.

The publisher members of the ASCAP board had a relatively short meeting and came to no official decision. It was stated that another meeting would be held next week. It is no secret that the top publisher brass in the Society feels the Southern decision a bad one. These publishers are seeking means of reopening the case. Other publishers feel the Southern decision may be a means toward placing the publisher classification upon more of a performance basis. These publishers regard the Southern case as a milestone in the right direction.

Meanwhile, increased interest is being given to the case of Fred Fisher Music, which is now before an arbitration panel. Fisher expects a decision shortly (The Billboard, March 8).

Massey Sets Carnegie Pub

NEW YORK, March 8.—Murray Massey this week set up a new pubbery, Carnegie Music, affiliated with Broadcast Music, Inc. The first tune in the new firm is "It Doesn't Matter Where I Go" recorded by Don Cheer on the Decca Label.

Massey will continue to operate Massey Music, the American Society of Composers, Authors and Publishers pubbery.

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L. A. Retailers Hit Price Slash Program

HOLLYWOOD, March 8.—Los Angeles vicinity retailers who do consistent classical disk business are concerned with the price slash initiated by Liberty Disk Shops, New York (The Billboard, March 8), but they do not intend to emulate Ben Kaye's cost-cut program, a survey of leading retailers showed this week. Alfred Leonard, who operates Gateway to Music, a shop which deals exclusively in longhair wax, lays the blame for the entire Kaye situation at the door of disk makers. Leonard

maintains that the entire incident never would have happened if certain Eastern mail-order price slashing concerns hadn't gotten a start, and, he points out, it was failure of record firms to police their franchised dealers that allowed the price slashing to begin. Leonard maintains that Kaye never would have cut his stock 30 per cent in price if he hadn't been forced to do it by rival mail-order business. He said that one Eastern mail-order house has cut heavily into his own mail-order business, even if the competing party is 3,000 miles away. He said that his once flourishing university trade, primarily a mail-order business, is shot since the Eastern house started advertising in the (Continued on page 18)

See Page 129 for
THE BILLBOARD'S NEW WEEKLY
"WHERE-TO-FIND-IT"
SERVICE
The Market Place
for the
Music-Record Industry
Consult this new reader service for all
of your special music-record needs.

THE MUSIC POP CHARTS THIS WEEK APPEAR IN THE SPECIAL SECTION FOR JUKE BOX OPERATORS, BEGINNING ON PAGE 90

Pop-Pubber in Disking Field Grows in Extent and Method

Sets Own Dates With Lesser Labels And Builds Backlog of Own Masters

NEW YORK, March 8.—Pop publishers are becoming increasingly active in various phases of the record business. That publishers should engage in disking is by no means new; what is new is the extent to which they are doing it, and the reasons motivating them. Some are motivated by anger; that is, they are piqued at the established diskeries and seek to start their tunes by setting their own disk dates. This type of activity is generally done in co-operation with a small label. The publisher pays for the date, distributes pressings among a selected group of disk jockeys who he knows will give his disks a play, and hopes for the best. This technique has been eminently successful in some cases.

"Backlog" Method Popular
Other publishers, far from being piqued at a.d.r. men at established diskeries, are nevertheless building up a backlog of masters of their own. An example is Mills Music, two of whose execs, Irving and Sidney Mills, have been doing considerable recording of sacred, jazz, folk and hillbilly groups. Mills is motivated by various considerations. The masters, for instance, are for sale to any commercial diskery. MGM, by way of illustration, has bought some of the Mills masters and will release four sides in April. The sides were cut in Chicago by Bill Krentz, pianist on the "Breakfast Club." Sid Mills supervised the date. The tunes, of course, are Mills copyrights and include "Estelita," "Kitten on the Keys," "Whispering Rain" and "Dill Pickles." Sid Mills goes back to Chicago next week to supervise some more dates, and thence trek to New Orleans to record Rev. Utah Smith. Many of the Mills disks are sacred music, which Sid Mills cut in Negro churches throughout the South. A deal is now being worked out whereby some of these sacred sides will be released by Decca. Mills has contracts with 25 clergymen.

Used To Plug TV Tunes
Mills also uses pressings of these Mills masters to plug tunes in the TV medium. More performances

Pinky Herman Responds to Yellen Blast

NEW YORK, March 8.—Appropos the statement made last week by Jack Yellen, writer member of the American Society of Composers, Authors and Publishers to the effect that Pinky Herman, John Redmond and Hans Lengsfelder "leaders of the young, disrupting element in ASCAP," Herman this week wrote to The Billboard as follows:

"This letter is to vigorously deny the truth of Mr. Yellen's allegations and to state that the respective reputations of my colleagues, John Redmond and Hans Lengsfelder, are above reproach. As for my own reputation, I'm content to let the collective minutes of the past 24 semi-annual meetings speak for me. . . . For having sincerely fought for honest legislation that would protect the equities of all writers and for a mutually-arrived-at formula to make ASCAP democratic, equitable and strong, without interference from the Department of Justice, we are referred to as 'agitators.'"

"There is no one who holds our president, Otto Harbach, in higher esteem than I do. He is so fine a man, so honest in his thoughts and actions and so disturbed by the hardship that this current plan has visited upon the writer members that he personally has spent hours with all factions in a sincere and humane endeavor to remedy the situation. . . . He is naively unaware that the writers classification committee is merely going thru the motions of seeking revisions to the 60-20-20 formula. . . . a year and a half has already passed with no change in the plan's operations. . . . The Lengsfelder committee was appointed (Continued on page 17)

are obtained than if merely sheet music were sent to the producers. Finally, Mills is building a catalog of masters with another purpose in mind: Mills is playing with the idea of shipping a pressing along with orders for certain types of sheet music, such as choral works, orchestrations of certain kinds, band music, etc. The pressings would be for the educational purpose of giving the sheet music buyer a demonstration of how the music should be played.

Some publishers, however, freely admit they are at loggerheads

with diskery a.d.r. men. These publishers reason thusly: We have lost control of the publishing business. The a.d.r. men are swamped with material. Not only that, but their choice of material is often limited because of "personalities, deals and angles." A publisher who has not been in the business long enough to acquire high availability—standard material—has two alternatives open to him. One is to do nothing and take a beating. The other is to work angles and scrounge around among the

(Continued on page 18)

House Group Weighs Juke-Use Disk Label

Couples Idea With Tax Hike; Hearing Set for March 13; Copyright Bill Shunned

WASHINGTON, March 8.—The Bryson-Kefauver juke box copyright bill suffered a major setback this week when the House Judiciary Sub-committee shunned a vote on the bill and instead slated a public hearing next Thursday (13) to gather testimony on whether the present statutory fee paid by disk manufacturers should be hiked and on whether a special juke-box label should be authorized. The sub-committee has issued invitations to all of the major disk manufacturers to testify at next week's hearing which, a sub-committee spokesman said, should be completed in a day, inasmuch as testimony is supposed to be limited largely to information on the size of the current statutory royalty yields, how the yields are channeled to royalty owners, and related matters.

This will mark the second resumption of public hearings on the issue in the present Congress. Hearings were first held last October, then resumed for four days early last month.

The sub-committee, headed by Rep. Joseph Bryson (D., S.C.), a co-sponsor of the juke box royalty bill, met behind closed doors two successive mornings this week in deciding on the upcoming hearing. Turning aside from the principle as currently proposed in the Bryson-Kefauver bill, which would charge juke box owners or operators a fee of a cent weekly for each composition on a disk, the sub-committee instead took up the question whether the present statutory royalty paid by disk-makers should be raised.

The sub-committee deliberated three alternatives: (1) whether the present statutory fee on pressings should be doubled; (2) whether a statutory fee as high as 12 cents a pressing should be imposed; (3) whether "distinctively-marked" labels for juke box use, as separate from home-use disks, should be authorized with stiffer statutory royalties.

Complex Issue

The sub-committee would strike out nearly all but the title of the present Bryson-Kefauver bill and substitute one of the proposed new formulas for the provisions if any one of the proposed new alternative rights is adopted. At the present time, however, it is considered highly doubtful that the sub-committee will resolve itself on any of the suggested revisions because of the complexity and controversial nature of the issue. It will be recalled that the

House Education and Labor Committee made a serious attempt a few years ago to shape a bill setting up separate home-use and professional-use records so as to bring a higher royalty return on professionally-used disks. The issue was raised at that time in connection with a demand by prexy James Petrillo of the American Federation of Musicians for increased returns to professional music talent from radio broadcast interests. Such a bill was never drafted. The question of raising the statutory fee came before the House Judiciary Sub-committee at its previous public

(Continued on page 12)

FRIENDLY ENEMIES

Cobbler-AFM Row Has Happy Ending

Continued from page 1

but had never been called to account for underscaling. "In matters of art," he pointed out, "matters of scale are of minor importance." One pays what one can. The board was sympathetic to LaRocca's point of view. Particularly so when the Baldwin cobbler wrote out a check paying the union the sum of money required by AFM regulations.

"How do we know you will pay scale in the future?" LaRocca was asked. "In poverty, there is honesty," he replied. This assurance seemed to satisfy the executive board, members of which shook hands with LaRocca at the close of the case.

LaRocca rose at a very early hour in order to finish his work at his shop so that he could appear at the union in the afternoon. He showed some apprehension, asked whether this was a court, and did he need a lawyer? The board assured him he had certain rights. LaRocca requested that the board confine its questions to his recent production of "La Tosca," which he presented together with his wife, Clotilde

WAYNE WHIRLS 'WHEEL' IN CHI

CHICAGO, March 8.—Bobby Wayne, Mercury waxer, set some sort of a personal appearance record here this week when he made more than 40 radio appearances, and also appeared in Loop record shops, all within a three-day span. Wayne hit every disk jockey set in town during the whirlwind tour, pushing his "Wheel of Fortune" platter.

Chanter is in town for several weeks at the Blackhawk where he will head the new show going in Wednesday (12) and will also appear on the Saturday afternoon Dixieland radio show emanating from the location and aired via WGN.

NBOA Sees Headache in OPS BO Rule

CHICAGO, March 8.—An Office of Price Stabilization ruling which regulates the increase in box-office prices, may eventually pose a major headache for ballroom operators. The up to date, felt only in a few isolated cases, the general trend by American Federation of Musicians locals thruout the country to hike rates may become serious in the coming months and will be given a thorough going over during the National Ballroom Operators' Association board meeting here March 20.

Latest to be hit was Doc Chin, Fargo, N. D. AFM Local in that city upped ballroom rates 50 per cent on weekdays, and 66 per cent on Saturday nights. Chin attempted to increase his box office to make up for the heavier band costs, but was turned down by OPS, which said that while it did have authority over the b.o. price, it did not include the union in the price freeze.

2d Round in CAPAC Jukes Royalty Fight

TORONTO, March 8.—The second round in a fight by the Composers, Authors and Publishers Association of Canada, Ltd., to have juke boxes or similar devices pay a royalty on the music they use has been won by CAPAC. They lost the first round against three locations and the Associated Broadcasting Company, Ltd., Toronto franchise-holders of Muzak.

In this round the Appeal Court of Ontario ruled that a record playing machine that is not entirely under the control of one person is not a gramophone within the meaning of the Copyright Act of Canada. The decision is expected to be appealed to the Supreme Court of Canada, and thence whatever the decision is there, to go to the Privy Council in England for final ruling.

Included as defendant in this action with the Associated Broadcasting Company, Ltd., were H. Reibstein of the Famous Door Tavern; Beecher Denis, of the Brass Rail Tavern, and the Westminster Hotel, all of Toronto. (Continued on page 12)

ASCAP Cited in Anti-Trust Suit

PHILADELPHIA, March 8.—Wired music took a shot at ASCAP on Thursday (6) when a suit charging monopoly, anti-trust violations and conspiracy was filed in the United States District Court against the performing rights society by the Muse-Art Corporation, Muzak operator in the Philadelphia area.

Leo Feist, Crawford Music Corporation and Williamson Music Corporation were joined with ASCAP in the action, which charged the music firms with forming and effectuating a combination and conspiracy to monopolize the entire field of musical composition, in violation of the anti-trust laws.

The action sets the stage for a declaratory judgment which will be filed next week by Harry A. Rutenberg, attorney for Muse-Art. (Continued on page 12)

'Wheel of Fortune' Infringes, Is Claim

NEW YORK, March 8.—A suit charging that the current hit song "Wheel of Fortune" is an infringement of a song of the same title copyrighted in September, 1950, was filed in New York Supreme Court this week. The plaintiffs are Stan and Lee Russell, songwriters and publishers under the name Stanley J. Russell Publications. They claimed thru their attorney, Abner Greenberg, that the song published by Laurel Music is identical to the song they copyrighted.

Named as defendants in addition to Laurel are Bennie Benjamin and George Weiss, songwriters and the following recording companies: Capitol, RCA Victor, Columbia, Decca, Mercury, MGM, King, Atlantic and Derby. Also named were the Music Dealers' Service and Music Sales Corporation.

"Dance Me Loose" Recording "Too Godfrey" for Own Good

NEW YORK, March 8.—Latest example of the effect the rivalries among radio networks and among cigarette manufacturers can have on a phonograph record is the case history of the Arthur Godfrey recording of "Dance Me Loose." According to Erwin-Howard, music firm pubbing the tune, the disk and the song have both met with some opposition because of Godfrey's identification with the Columbia Broadcasting System and Chesterfield cigarettes.

The idea of promoting Godfrey, CBS' "Mr. Big." At the same time, agencies for other cigarette firms are loath to permit either the Godfrey record or the song on their shows. They feel that the Godfrey disk is so strong that the song is also identified with Chesterfield. The tune, incidentally, has been recorded by several other artists on other labels.

Most unusual twist is that Godfrey himself is not sure whether he should permit the talent on his "Talent Scouts" radio-TV simulcast to use the tune. He is reportedly fearful that if any talent using the ditty should win, it might be said that they won because they used "Godfrey's song."

RCA Delays Rene NY Shift

NEW YORK, March 8.—RCA Victor plan to switch West Coast pop recording chief Henry Rene to New York is being delayed for at least a full month while Dave Kapp, the diskery a.d.r. topper seeks a replacement for the Hollywood post. Kapp said this week that no action at all would be taken to move Rene here until he (Kapp) returns to the Coast early in April.

Meanwhile, it is reported that several West Coast a.d.r. men and conductors for other labels have been approached to fill the Victor spot. No takers at the moment, it is said. Moving Rene here will not affect either Hugo Winterhalter or Hy Grill.

Decca Issues 17 1/2c Divvy

NEW YORK, March 8.—Decca Records, Inc., board of directors this week declared a regular quarterly dividend of 17 and one-half cents per share on the company's capital stock. The diskery also paid regular dividends for the past 15 years. Current dividend is payable March 31 to stockholders of record March 15, 1952. The 17 and one-half cent quarterly dividend has been paid since March of last year when it was increased from 12 and one-half cents.

HITS TO BRITAIN

Luxembourg
Net Gives U.S.
Pops Big Play

NEW YORK, March 8.—American disk artists get a healthy share of the air time on Radio Luxembourg programs beamed at the British Isles. Consequently, the English public is being regularly exposed to American pop tunes. The facts are pointed up in a check of a week's program listing for Radio Luxembourg. The week selected ran from February 24 thru March 1.

Typical programs for Sunday include 15 minutes each of Dick Haymes, Artie Shaw and Bing Crosby, and a half-hour Jo Stafford program. Sunday's schedule also had a one-hour recorded show of the top tunes selected by the Music Publishers' Association. Thru the rest of the week, Radio Luxembourg broadcast disk segments featuring Billy Eckstine, Frankie Carter, Claude Thornhill, Sally Sweetland, Jimmy Carroll and Dick Liebert. Deejay shows were scattered thru the entire week. Disks featured are both English and American.

Goodman Wins
Case Vs. Lund

NEW YORK, March 8.—Benny Goodman has granted default judgment against Art Lund this week (5) for \$8,928. The judgment, which was entered in the county clerk's office here, represents the balance of a \$10,000 payment which Lund had agreed to pay Goodman for his release from an exclusive contract in 1948. The default judgment was granted by Supreme Court Justice Thomas Corcoran after the singer had failed to answer a motion by Goodman to strike out answers and for summary judgment.

According to Goodman's complaint, Lund had agreed to pay him \$10,000 for his release, with the William Morris agency making the payments. The sum of \$1,750 was paid at the time of release and the balance was to be paid in three years, at the rate of 3 1/2 per cent of Lund's gross earnings. The complaint charged that as of February, 1950, no part of the balance had been paid, but since then the Morris agency had paid \$304.18.

Meadowbrook
Lines Up Orks

NEW YORK, March 8.—Frank Dailey, operator of the Meadowbrook, Cedar Grove, N. J., has lined up orks thru the end of June by inking six bands to follow the current Vaughn Monroe stand. Set for the spot are Elliot Lawrence, Ralph Flanagan, Tony Pastor, Tex Beneke, Ralph Marterie and Billy May.

Lawrence opens on April 8; Flanagan, on April 15; Pastor, on April 29; Beneke, on May 8; Marterie, on May 27, and Billy May, on June 12.

May Postpone
Ia. Band Fete

CEDAR RAPIDS, Ia., March 8.—Eastern Iowa's annual band festival may be held a month later than usual, according to plans of the sponsors, Retail Merchants and Young Men's bureaus of the Cedar Rapids Chamber of Commerce. In the past these festivals, which attract musicians from all over Eastern Iowa, have been held early in May.

A poll is being taken among band directors who have participated in past contests about the feasibility of holding the gathering this year—the seventh—on either June 7 or 14. The reason for change is that early spring weather is most always disagreeable and also that conflicting attractions are scheduled for each week-end in May.

"Quo Vadis"
LP Package
MGM's First

NEW YORK, March 8.—MGM Records will issue its first multiple-disk LP package, which is also the diskery's first release of dramatic readings. The disk package is "Dramatic Highlights From Quo Vadis," the MGM Technicolor picture. Featured in original sound-track scenes from the film are Walter Pidgeon, Robert Taylor, Deborah Kerr, Leo Genn, Peter Ustinov, Felix Aylmer and others. The diskery recently issued an album of background music from the same film.

Prices for the disk package are \$7.28 for the seven record, 78 r.p.m. set, \$6.75 for the seven-record, 45 r.p.m. set, and \$6 for the two 10-inch LP disks. Release of the album will coincide with the New York popular-priced premiere of the flick on April 8. MGM Records has scheduled a heavy promotional campaign for the album with tie-ins between record dealers and local theaters.

Diskery promotion topper Sol Handwerker has set up such merchandising aids as 8,000 dummy covers, tape streamers, theater ticket envelopes, one-sheet posters, etc. In this area, the diskery will stage a special window display contest among local dealers with prizes being given to both the winning dealers and the managers of theaters co-operating with disk retailers. Prizes will include Webster-Chicago record players, Remington electric shavers and small appliances. Specially designed for the campaign is a four-page circular with room for dealer and theater imprints. The circular features both the musical and dramatic sound-track albums.

Decca Styles
Tune 4 Ways

NEW YORK, March 8.—The current Decca Records pop release sets a precedent for the company and, perhaps, for the record industry. The diskery is issuing four records by four different artists on a single song. The tune is "Honest and Truly," an oldie penned by Fred Rose. The four Decca platters are by Guy Lombardo, the Ink Spots, Little Donna Hightower and Roland Johnson. Both Decca and Lion Music, the MGM subsidiary, are combining on a heavy exploitation campaign on the song and the four disks.

Decca's a.&r. staff cut the different versions for the various segments of the disk buying public. Morty Palitz waxed the Lombardo and the Ink Spots versions for the pop field, Paul Cohen cut Johnson for the country and Western market and Eddie Kissack recorded the Hightower platter for the rhythm and blues buyers. Johnson, incidentally, is being introduced as a disk artist via this etching, tho he previously cut a few sides with Frances Craig on Decca. The tune is now the No. 1 plug for the Lion firm.

Promotional activity surrounding the four records includes ads, postcard mailings, wires, letters, deejay exploitation, window streamers and a special order campaign. Special letters are going out from Palitz to pop jockeys, from Cohen to the country and Western deejays and from Kissack to the rhythm and blues platter shows.

Fund Will Aid
Vets in Radio

NEW YORK, March 8.—The Veterans' Hospital Radio Guild, charitable org consisting of show business names and headed by songwriter Alex Kramer, has set headquarters at the Henry Hudson Hotel here for its 1952 fund-raising campaign. The Guild teaches veterans in federal hospitals how to put on shows for the bedside radio networks. Among the tunesmiths active in the organization are Kramer, Walter Bishop, Sid Lapman, Lou Singer, Joan Whitney and others.

Board of directors of the VHRG includes Niles Trammell, Otto Harbach and Carl Haverlin. Co-founder of the org is Stan Tighe,

13TH CENTURY

New Disked
Tune Based
On 'Round'

NEW YORK, March 8.—A lot of diskeries have been waxing tunes lately that have come out of left field, but the latest in off beat entries is a ditty that was inspired by a famous 13th Century English round. New tune is "Summer Is A-Comin' In" by Alec Wilder and Marshall Bares, published by Essex Music. Capitol has issued the Nat Cole waxing of the item.

The English round from which the title was derived (as noted by an erudite Billboard staffer), is known as "Summer Is Iumen In" or "The Cuckoo Song," and is famous as the oldest existing English song written with notes attached. It was clefied about 1240, and some treasure ascribes it to a John of Fordere.

It is understood that "Bartlett's Familiar Quotations" is now becoming an important source of inspiration for the tenants of the Brill Building.

Satchmo Trek
May Take Him
'Round World

HOLLYWOOD, March 8.—The projected European tour for Louis Armstrong, contemplated by Joe Glaser of Associated Booking Corporation, may launch into an almost world-wide swing if present plans work out. Glaser told The Billboard that Armstrong may leave the U. S. for as long as six months, with location and one-night dates in 10 European countries as well as stops in Australia and Japan. Armstrong's longest previous foreign tour was seven weeks.

Armstrong, currently hitting on Decca with pop hits, is booked until September, when the jump to Europe will probably be made. Armstrong is set for college concert dates at the University of Arizona, April 25; University of Illinois, May 23; and University of Wisconsin, May 24. He works the Fox Theater, Detroit, May 30, following with his first Canadian theater dates in years, playing week stands at the Casino, Toronto, and the Seville, Montreal. He works the Blue Note, Chicago, June 27, for four weeks, followed by the Paramount, New York, during August. He will try to sandwich in a date at the Chicago Theater.

McConkey Inks 5-Year
Pact With Carpenter

CHICAGO, March 8.—McConkey Artists Corporation last week inked a five-year management pact with Ike Carpenter, and set the band in the Congress Hotel here for an indefinite run, starting March 12.

Signing of Carpenter is another step in the McConkey program to expand its band department. Band is featured on Sander Tele-Script TV series which is now being shown on 57 stations; Standard Transcriptions, heard via 700 radio outlets, has recorded for RCA, Decca, Mercury and Modern, and has worked locations and one-nighter dates thruout the country.

30-40% Price Cuts Prevail

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—especially since many of us will have to give into store pressure!"

The worst fear of the industry was how this price-war would affect stores outside New York. The Philadelphia, Boston and Washington have price-cut record shops, these were in action before the Liberty clashes. It is not known that any important store outside New York and vicinity started 30-off sales this week. Most of the large stores in the big cities are waiting to see whether their business falls off due to the Liberty action and nationwide ad Liberty is advertising its price cuts again in this Sunday's (9) The New York Times.

Possibly the most discouraging aspect of the present price-war is the strained relationships now existing among dealers. Distributors are getting the brunt of the abuse, since many dealers believe if he could stop price cutting if

Star Title Growing;
1,000 Ops Use Strips

PITTSBURGH, March 8.—Growing from an output which grossed \$70 in December, 1944, to a current monthly gross of about \$141,750, not including the sale of some six million blanks, the Star Title Strip Company here now services 80 record distributors and one-stop record shops and about 750 to 1,000 juke box operators on a regular basis. Annual output of strips is now about \$6,700,000 printed and 72,000,000 blanks, or a total of 128,700,000, and has become a potent part of the record promotion picture.

While strips for use in juke boxes are not made for every tune pressed Star does prepare titles for those platters adjudged best for juke box play, those with heavy promotional programs with either the manufacturer or the publisher or both co-operating. Firm sells strips to Coral, Capitol and Mercury direct, with RCA Victor, Columbia, Decca and MGM distributors buying their own. On two occasions MGM has under-written titles for their reps, and two MGM artists, Marion Morgan and Tommy Tucker, each financed the strips on one of their sides. The Four Aces picked up the tab for their first Decca etching, while Ralph Flanagan has paid the freight for titles for five of his RCA disks.

At the present time Coral is buying strips for distribution thru its entire network of 31 distributors: Mercury, 15; Capitol, 13. About 25 per cent of the Columbia distributes now purchase strips regularly; Decca, 6 per cent; RCA Victor, approximately 14 per cent, and one MGM rep, Sanford Record Distributing, New York.

Record shops offering title strip services now include Boston Record Distributors, Boston; Beacon Shops, Providence; Cutler's Record Shop, New Haven, Conn.;

Morgan Tour
Hangs in Air

HOLLYWOOD, March 8.—Contrary to a report last week from McConkey Artist's Corporation here, Russ Morgan has not yet inked a definite commitment for a spring cross-country one-nighter. Morgan, when contacted, said that he is awaiting a confirmation on a web TV show which may come early next week. If the video plan doesn't work out, Morgan intends to one-night after he closes the Claremont Hotel, Berkeley, Calif., starting May 1. Morgan will do from three to four months of one-nighters. Both Joe Glaser, of Associated Booking Corporation, who formerly had the band on a management pact, and Clyde Balschun are pitching offers at Morgan. Glaser dropped Morgan about a year ago, when the Decca trombonist asked a guarantee of \$7,000 per week against 60 per cent privileges on all dates for 10 per cent commission. Morgan is reportedly asking the same guarantee for the 1952 tour.

Morgan inked Ray Paquet, his former accountant, as his personal manager this week. Morgan is set to cut an album for Decca, co-starring Ray Bolger, who is out here doing a pic for Warner Bros.

Goody's Record Shop, New York; Town Hall Record, Brooklyn; White Novelty Company, Detroit, and Charles Young, Cleveland.

A breakdown of the strip sales by Star reveals that 90 per cent of the total strips are for Capitol, Coral, Decca, Mercury, Columbia, RCA Victor & MGM disks, while the remaining 10 per cent are for the dozens of indie labels covered by the firm. Letter order their own strips, pay for them, and then ship them to distributors.

That the strips are not only good play-pullers in juke boxes, but actually serve as an important medium for promoting disk sales by calling attention to specific sides thru use of colors, stars (Continued on page 17)

Horne Settles
Problem With
Kenton, Duke

HOLLYWOOD, March 8.—The contractual hassle that developed between Jerry Horne, op of the Oasis, jazz bistro in Los Angeles, and the orks of Stan Kenton and Duke Ellington over who was to work the spot this week-end (7-9) has finally been settled, with Horne turning booker-promoter. Horne originally inked separate pacts with GAC for Kenton and Associated Booking for Ellington, with both pacts calling for the bands to work this week-end. When the duplication was called to Horne's attention, he attempted to get either Kenton or Ellington to drop out the three-day period so that only one band would be working. Horne finally got Bob Allison, Kenton manager, to agree to leave the Oasis Friday (7), with Horne getting dates for the Kenton crew in Long Beach, March 7, and Santa Barbara (8). Horne then attempted to get Kenton and Ellington to work together Sunday (9). He wanted to start the day at 2 p.m., closing at 2 a.m., with each band working an hour on and an hour off, but Ellington would not okay the deal. At press time Kenton was set to work the afternoon from 2 p.m. with Ellington to work the night sets. Ellington said he didn't want to hurt his concert value by working a "battle of bands" with Kenton, preferring that such an event, if worked out, be done at an auditorium or arena here, where a larger capacity could be worked out.

ISR Bought
Out by CARC

HOLLYWOOD, March 8.—International Sacred Records, who set up business here 18 months ago, was this week purchased by Christian Artists Recording Corporation, a firm set up in February in Wheaton, Ill., by a group of Illinois businessmen, including Robert Van Kampen, who headed Van Kampen Press, a religious publishing and book distributing firm. VKP previously had functioned as a distributor for ISR in religious outlets, such as book stores and church departments of stores. Officers of the new firm are Everett L. Anderson, president; Paul M. Hewitt, executive v.p., and Andrew Nellis, secretary-treasurer. Van Kampen will continue to head up distribution into religious outlets, while CARC exerts on the Coast will penetrate more heavily into the secular type of outlet, concentrating on record retail stores. Hewitt told The Billboard that the firm intends to open auxiliary branches in Chicago and Philadelphia or New York which, in turn, will work with indie distributors who will be appointed.

In addition to John Charles Thomas, the Kings Men, Albert Kay Malotte and members of Billy Graham's Bible troupe, ISR intends to go more into the kiddie business. They intend to complement their present 10-disk line of Radio Kids' Bible Club seven-inch disks with a new 52-disk series of seven-inch records, to be called Sundays. The distributor and keep the records on hand of all important manufacturers—that their customers ask for."

Music as Written

Pop-Pubber in Disking Field

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Stevens, Lavalle, Rossiter
 For Chicagoan festival . . .
 Chicago Tribune Chorities, Inc., will sponsor the 23d annual Chicagoan Music Festival at Soldier Field August 23, with **Rise Stevens**, **Paul Lavalle** and **Will Rossiter** as guests of honor. Theme of the giant music promotion this year will be "freedom," with approximately 10,000 men, women and children from the United States and Canada set to participate. "Pilas Bell," written by Rossiter, will be featured.

New York
 Yma Sumac's husband **Moises Vivanco** composed the music and conducted most of the sides in her Capitol album "Legend of the Sun-Virgin." Atlantic Records threw a soiree for thrush **Mabel Mercer** at the Byline Room Friday (9). **Harold Geller**, promotion head for London Records is the proud father of a son, **Steven Matthew**, born March 1. **Mary Small** now at Copia City, Miami, guests on "The Hit Parade" with **Guy Lombardo** at Wichita Falls, Texas, on March 16. The **Billy Ecklins** Southern concert tour has been extended to April 23. **Kurt Weoss** is recently appointed permanent conductor of the Japan Philharmonic orchestra. **Wessex** has made diskings for Remington Records with the Austrian Symphony orchestra. . . . Photographer **James J. Kriegsmann** has written six ditties, soon to be published by Leeds Music. Theis Distributing Company artists first fling at song clogging. **Guy Mitchell** will play **Charlie Ventura's** Open House, Lindenwood, N. J., March 12-16. **Erroll Garner** filled at the New York Paramount Theater last Sunday (2) when **Billy Williams** was on because of illness. The Cincinnati Music Drama Guild will premiere "Hugh The Drover," an opera by **Ralph Vaughan Williams**, on March 11 and 12. The **Three Suns** are set at the Raleigh Room of the Warwick Hotel thru the spring. **Benny Kaye** is set to sign Oklahoma chanter **Eric Wearing**. **Elliot Lawrence** has worked out a mutual tie-in deal with **Philip Morris** which will give the orkerster plugs in cigarette ads in college newspapers. . . . **Thrush Mary Mayo** opens at the Statler Hotel, Detroit, on March 17. **Janet Froman** will appear at a special performance of her biopic in Cincinnati on March 31. Proceeds will go to set up a **Jane Froman** Scholarship at the Cincinnati Conservatory of Music. Management of **Plaza** ended her deal with Columbia Artists and signed with **J. Graves McDonald** for personal management. **Jeri Southern** opens at Chubby's, Camden, N. J., on March 17. The **Ames Brothers** play the **Don Carlos** in Winnipeg, Canada, from March 19 to 25. The **Four Aces** open at the Triton Hotel on March 17. **Don Cherry** follows into the same spot on March 31. . . . **Saxon Records** is cutting the **Art Dedrick** ork, with **Buffalo disk jockey Johnny Eager** as vocalist. . . . **MGM Records** will record the **Red Strasser** ork. **Emilio Reyes** ork and **Cindy Lord** next week. . . . **Mills Brothers** open at the Oasis, Hollywood, on March 24. . . . **Chanter Pat Terry** has been booked in the Penn Theater, Wilkes-Barre, Pa., for the week of March 13. **Bill Snyder** plays the **Seville Theater**, Montreal, that same week. . . . The **Johnny Long** ork has set week-end college dates from April 18 to June 13. The band is currently at the Roosevelt Hotel, New Orleans, and **MCA Victor Records** is using TV conductor **Charles Sanford** on the first duet waxing by **Robert Merrill** and his fiancée, **Roberta Peters**.

St. Louis, starting April 14 and has a return two-week engagement at the Town Room, Milwaukee, opening May 13. **Jimmy Palmer**, who reopened at the Melody Mill here last week, has added **Gene Long**, chanter, bringing the nig's complement to four. **Frankie Laine** and **Hal McClintyre** play a week at the Chase, St. Louis, starting May 16. **Hildegarde** set for a week at the hotel, starting April 9. . . . **Tiny Hill-Ken Griffen** package set for four weeks in the **Balaban & Katz** Great State chain, playing **South Bend, Ind.**, March 27; **Decatur, Ill.**, March 28; **Springfield, Ill.**, April 1 and **Joliet, Ill.**, April 2. **William Maloney**, Life Records proxy, last week parted **Millner**, distributing to handle the label in St. Louis. . . . **Benny Strong**, who remained at the edge-water thru April 10, has been set for the **Palladium**, Los Angeles, for four weeks starting June 17, then goes into the **Mark Hopkins**, San Francisco, for a long stay. Band will work one-nighters and location dates on its way West. . . . **Morrie Price**, Mercury sales manager, leaves for a short business trip to New York Sunday (11), while **Art Talmadge**, vice-president, is due back at his desk Monday (12) after a vacation trip to Florida. . . . **Al Bellin**, head of Warner Brothers pubberies here, became a grandfather again last week when his daughter and son-in-law, **Ruth and Seymour Kanter**, became the parents of a boy. . . . **Jimmy Farrell's** Maestro Records release, "As Long as I Live," has been transferred to **Hart-Van Records** and will be released under the latter label immediately.

Detroit
Gerge MacDuff, formerly with the **Radio Distributing Company** before the war as **RCA-Victor** distributor, is returning to the firm as manager of the record department, which now distributes **MGM** and **London**, only. **MacDuff** was recently with the **Perkins Distributing Company**, who are giving up the **London** distribution. **William Strahan** will continue as his assistant. . . . The **Vernon Hill Trio** is returning to the **Hunt Room** in the **Rowe Hotel**, Grand Rapids. . . . **Gilda Malkin**, formerly with the "Make Way" show, is now with the **Skylanders** touring Korea with the **Stark Hutton** show. . . . **Mex Gall**, orchestra booker, is moving into new offices at 700 Penobscot Building. . . . **Betty Clooney**, King recording artist, and sister of **Rosemary Clooney**, opened Monday (3) at the **Club Gay Haven** in suburban Dearborn for two weeks. . . . **Earl Senger** and **His Rocky Road Ramblers**, just back from two months at the **Zanza Bar** in **Sandusky, O.**, are "vacationing" at their home in suburban **Taylor Center**, prior to opening in a **Detroit** night spot. . . .

Hollywood
Carlos Molina's band has been set indefinitely at the **Wilton Hotel**, Long Beach, following his first week in which he topped the house record by \$3,000. . . . **Betty McGuire's** gal cocktail combo returns to the mainland after six months at the **Pearl City Tavern**, Honolulu. She goes into the **Commercial Hotel**, Elko, Nev., March 18 for four weeks. . . . **Will Kennedy**, ex-**Horsehead** vocalist, who has been operating his own diskery, **Clek**, has added promotional and distribution chores for **Red Records**, **The Billboard**, March 11. **Hot Rod** lined up 14 distributors in its first week of operation. **Jay Lawrence**, brother of **Larry Storch**, married **Clara Hogan**, ex-**Jimmy Dorsey** and **Johnny Bolsh-wer**, in Las Vegas last week. **Lawrence** just completed his first role part in Paramount's "Stalag 17." . . . **Joann Greer**, chirp on the **Al Pearce** TV-er, inked to do sides for **Decca** and **Standard Transcriptions**. . . . **Jimmy Hilliard** inked **Wingy Manone** to do four sides for **Coral**. . . . **Jeri Southern**, **Decca** warbler, set for **El Rancho Vegas**, Las Vegas, Nev., starting June 11 for two weeks. . . . **Yaughn Monroe** arrived last week to start shooting on his latest for **Republic**, "Toughest Man in Tombstone." . . . **Jan Garber**, currently vacationing, ends his hiatus March 21 when he starts his one-nighters east from Tulsa, Okla. . . . **Paul Neighbors** plays his first **Gotham** date May 3, opening at the **Statler**

Chicago
Bobby Wayne, who heads the new **Blackhawk** starting Wednesday (12), has been set for two weeks at the **Chase**,

until the summer closing four to six weeks later. **Neighbors** is set for eight weeks at the **Shamrock**, Houston, September 16, and at the **Roosevelt**, New Orleans, November 13. **Freddy Nagel** is still hibernating at his ranch near **Susville, Calif.** **Leighton Noble** has junked his band and is trying to penetrate TV. . . . **Ray Robbins** has inked with **Lyle Thayer** and **Eames Bishop**, local management office. He is now with **MCA**. . . . **Paul Weston** and his recent bride, **Jo Stafford**, leave for Europe March 21. . . . **Art Weems** in town nudging with **GAC** topper **Tom Rockwell**. **Weems** is making a national tour of the **GAC** outlets. . . . The **Andrews Sisters** will probably play **Honolulu** late in March, as their first booking for **MCA**. **Wally Wechsler**, **Pat's** hubby and their musical director, will make the trip. . . . **Fran Jackson**, former **Chicago** flack, who handled **Peggy Lee** and others, has moved her office to 9157 Sunset Boulevard here. . . . **Bertie Silverman**, former manager of **Mercury Records'** **Buffalo** branch and later **Merr** regional man, has joined **Norman Grant's** Mercury Records' sales promotion. The duo is formulating a new **Mercury** jazz catalog for early release. **Grant** has just released his first masters on the **Count Basie** ork **Anita O'Day** and **Chico O'Farrell**. . . . **Bel Sisters** will fly to **Bermuda** Easter week-end at the invitation of the island's office of public information to highlight a special feature. **Island** flacks have told personal manager **Charley Alpert** that their **Victor** diskings is biggest promotional plug in years.

More Disks From Anderson's Album
 NEW YORK, March 8.—On the strength of the current success of the **Leroy Anderson** "Blue Tango" disk, **Decca** is taking another of **Anderson's** instrumental compositions of the album package in which they were originally released and is issuing the disk as a pop single. The new platter couples "The Penny Whistle Song" and "Horse and Buggy." The record will be given a heavy disk jockey and trade exploitation campaign. **Anderson** is currently in the **United States Army**, holding the rank of **Captain** and stationed at **Fort Bragg, N. C.** The disk has created a little activity locally via heavy plugs from **WINS** **Dejany Jack Lacy**.

L. A. Retailers Hit Price Slash
 Continued from page 15
 campus papers and other publications. He said that **Coast** retailers have never been given a fair shake by manufacturers on the time element, citing the fact that book publishers give retailers a release date on merchandise, so that all stores offer the new volume on the same date for the first time. He said that only one firm, a major, ships its longhair wax out to the **Coast** first, so that all retailers can start to market the new disks at the same time. He said that with the advent of mail-order ads, his steady customers started asking him why he wasn't able to supply them with these new releases. He added that manufacturers, thru proper policing of their franchisees, must decide whether they want to sell thru Eastern mail-order houses exclusively or whether they want to market thru established retail stores. **Leonard** pointed out that he finds it hard to operate at the present 38 to 40 per cent mark-up, while he notes that **Kaye**, and long before him, the **Eastern** mail-order houses, have been operating on a 5 to 20 per cent mark-up. Other retailers queried here emphasized this point. **Leonard** said that his flourishing cut-rate mail-order business can exist only because these men must be getting records at a lesser cost than the average retail outlet. He pointed out that some independent labels reportedly give these mail-order businesses a distributor price, while certain major label distributors outside of the East sell in bulk lots to the Eastern shops or in some cases

at less than their cost to clear heavy inventory. **Leonard** pointed out that considerable clean-up is needed on the part of manufacturers, for he has found that the advent of the LP and the 45 r.p.m. has brought more pressure to bear on the retailer than on the distributor or manufacturer. He pointed out that production costs (pressing, packaging and labels) have gone down considerably with the coming of the LP, while distributors save because of less storage space and less express and freight charge per LP order. But the retailer has a greater cost, because he must now (1) stock, in some cases, a three-speed inventory on the same releases; (2) replace more records, for when a customer scratches or marks an LP, the entire disk must be scrapped, where before the broken or scratched 78 r.p.m. single from an album could be replaced. **Clyde Wallieh**, of **Musica City**, Hollywood, said he'd have to go out of business if he had to operate on a 10 per cent profit, such as the one intended by **Kaye**. He cited the continuing upward spiral of operating cost, which makes it impossible to cut record prices today. He said that city, state and federal taxation on record store operation has increased during the past year to further the burden. **Mrs. Margaret Michel**, **Bullock's** department store, said that she has tried selling the cheaper disk lines, but after an initial spurt in business, she found that the price hasn't been a sales or traffic factor.

ings being done by **Charles Green**. One publisher has already worked out a co-operative deal with **Green**, and others are known to be interested. **Green**, former **Victor** pop a.&r. chief, recently embarked on an indie recording venture. Some publishers, thru their contractual tie-ups with artists, are of necessity closely tied in with the a.&r. operations of diskeries. Outstanding examples are **Hill & Range**, a number of whose artists are also **Victor** recording artists. The same is true of **Acuff-Rose** and **MGM**. It might be pointed out that this type of close rapport between pop and flaker is a natural outgrowth in the hillbilly field, where writers perform their own material. Interesting aspect to the overall picture is that indie labels are rising up rapidly, and that some of the less ethical indies, now courted by many publishers—even to the extent where they will pay for dates—are now demanding to be cut in on tunes. This is a far cry from old days, when many publishers would refuse to grant an indie a license. Called Matter of Necessity A.&r. execs with major companies admit many publishers are being forced into diskings activities. One a.&r. chief pointed out that his recording schedule recently called for a number to be cut. Four hundred tunes were available—songs which deserved records. Out of the 24 sides, he said, three went to coverage of sleepers on other labels; three went to standards; and by the time the sessions were ready to be run off there were more sleepers and more new tunes. That's how tough it is for the average publisher.

Jocks Now Play Them
 In the old days, one publisher pointed out, the disk jockeys would not give off-labels any play. This situation has changed. Jocks will play them. At least they will go over the disks in their studio—off the air—and consider which are likely material for broadcast. The situation aids the publisher in his disk promotion activities, and aids in keeping him "fluid" despite no action by major a.&r. men. "The situation," one publisher said, "will adjust itself. I have seen hundreds of a.&r. men come and go, but the publishers remain. They stay on out." Another type of publisher-disk deal is the following, which is known to be set: Four tunes are recorded at a date. The publisher can have one of his tunes done if he pays one-fourth the cost of the date. Latest Wrinkle Latest wrinkle in the business is a series of experimental disk-

Pinky Herman
 Continued from page 16
 by **Mr. Harback** himself to work in co-operation with the classification committee in seeking quick revision of the existing formula . . . (but) was called into session but once and at that time its integrity was questioned and its findings and suggestions ridiculed and flouted. . . . hope that the committee stops its deliberate procrastination and invites the **Langfelder** committee and myself to meet again so that we may explain the workings of the newly revised 60-20-20 formula which we have evolved. . . . (it) adheres even more strictly to the "objectivity" that the Department of Justice expects in any distribution plan. This new formula . . . has been deposited with the classification committee . . . and we trust it will meet with their approval. . . . It contains ideas suggested by individuals of all factions among **ASCAP** writers. "To the hundreds of writers awaiting the needed revisions I say, we shall never forsake their interests and shall not relinquish the battle to bring about sanity, justice, democracy and equity for all writers."

ASCAP Cited
 Continued from page 16
 Ari asking for triple damages of \$300,000 for alleged losses sustained by reason of the discriminatory tactics charged. Anti-trust action is based on practice of radio stations in Philadelphia and in Chicago entering the music subscription field via frequency modulation and the use of mechanical device to delete commercials to compete with **Muzak**, here and in other cities. **ASCAP**, in entering into an agreement with the radio stations, refused to require performance fees on the part of the FM customers, thus placing **Muzak** customers in a disadvantageous competitive position by reason of the discrimination. It was only within the last several weeks, it was charged, that **ASCAP** has introduced a policy of requiring performance from the FM operators. Action is in the nature of a test-suit and is being watched with special interest by the entire wired music field.

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Off-Broadway Review

AN EVENING OF BOHEMIAN THEATER

Cherry Lane Theater Ladies' Voices

Desire (Trapped by the Tail)

Sweeney Agonistes

It is comforting to know that the Living Theater has a sense of humor about the abstract, as witness the current offering of three theater pieces.

The Stein offering is amusing with its dialog culled from women's conversational cliches.

It is amusing to know that the Living Theater has a sense of humor about the abstract, as witness the current offering of three theater pieces.

It is amusing to know that the Living Theater has a sense of humor about the abstract, as witness the current offering of three theater pieces.

This reporter must humbly confess that the major work of the evening, Pablo Picasso's "Trapped by the Tail," threw him into such paroxysms of laughter that the serious undertone, which the program insists is there, was completely missed.

In addition, let it be said that any concert pianist who feels he has mastered the piano can take a few lessons from Lucille Dignese.

In fairness to the group, this reporter has no quarrel with the general presentation of the works.

Denise McDonald

Broadway Opening

WOMEN OF TWILIGHT

Plymouth Theater

After looking at "Women of Twilight," it can only be remarked that British taste in drama takes strange forms.

This is a first play by a lady named Sylvia Rayman. Miss Rayman may one day write a real play.

Perhaps Miss Rayman's melo put London audiences in a bath of tears. That seems to be the author's intent.

Miss Rayman's central character is a usually rapacious landlady who specializes in boarding.

What look to be some efficient British players take part in these repellent, all-fem proceedings.

Our local scenic artists' union was picketing the Plymouth Theater on recent night, protesting "Twilights" imported scenery.

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"Paris '90"

Continued from page 3

badger game and a refugee Jew- ideo-mother threatened with racial hatred engendered by the Dreyfus case.

Lautrec Figures

Out of Town Review

ONE BRIGHT DAY

Walnut Theater, Philadelphia

A play in three acts by Sigmond Miller. Directed by Michael Gordon.

Glenn Anders, as a dividend scissoring playboy in "One Bright Day," sums up the state of the world today.

The moralizing is entirely implied. Author Sigmond Miller is no soapbox preacher.

Lindsay has an excellent role as the head of a patent medicine con- sider, who finds that his product, already in home medicine chests

Complications arise from over- all local dependence on the finan- cial well-being of his drug com- pany.

Lyanks to the smooth ground- work laid by an expert cast carry- ing out a well-written tale.

However, the current combina- tion of play and playing give it acceptable status in the highly competitive market for pow- bidders.

river and finally comes a reben- sad by La Guilbert, darling of the cabarets.

Kay Swift has provided excel- lent background music reminis- cent of the mauve period and lyrics for half-a-dozen songs for Miss Skinner to sing in various sketches.

Shop Talk

Todd Plans Stadium Show; "New Faces" Readies

Michael Todd intends to use the Marine Stadium at Jones Beach, L. I., to good advantage this summer.

New Parsons Closes Its Successful 1st Season

The New Parsons Theater in Hartford winds up its first season's operation this week with "Golden Boy."

Millholland Signs Pact For "20th Century"

Bruce Millholland, original author of "20th Century," left for Italy last week after spending seven months in Vienna.

Dancers for Strawhats; "4 Saints" for Paris

Thirty dancers of the Ballet Theater will play six summer theaters in New England and Pennsylvania this summer.

Dramatic & Musical Roules

Table listing dramatic and musical productions with locations and dates.

Shop Talk

"Fire Sale," the new comedy by Charles Horner and Henry Mues

"Fire Sale," the new comedy by Charles Horner and Henry Mues has been moved back a week to March 17.

Bermudiana Theater Season's Sked

Bruce Yorke and Michael Sadler, operators of the Bermudiana Theater in Bermuda, have announced additions to their current season's sked.

Bruce Yorke and Michael Sadler, operators of the Bermudiana Theater in Bermuda, have announced additions to their current season's sked.

BROADWAY SHOWLOG

Performances Thru March 8, 1952

Table listing Broadway showlog performances with titles and dates.

MUSICALS

Table listing musicals with titles and dates.

CLOSED

COMING UP

Table listing upcoming productions with titles and dates.

275 in Balt Audience Injured at Henie Bow

Bleacher Collapse Buries Spectators In Debris; Investigations Under Way

BALTIMORE, March 8.—What had started to be a smash sell-out for Sonja Henie's ice show, at the 5th Regiment Armory here, Thursday (8) night, was turned into a tragedy when the top 10 rows of six bleacher stands collapsed without warning, injuring more than 275 in the 7,000-strong audience, five minutes before the ice revue was scheduled to begin. Date was a sell-out five days before opening. Excers hope to get the show open tonight. After canceling the opening performance.

According to eyewitnesses, the wooden stands, which held 800 people in the six sections, gave an audible shudder and collapsed without warning, pinning men, women and children underneath a rain of chairs and heavy planks. There was no panic, however, with bystanders and physicians in the audience joining firemen and members of the National Guard in extricating the helpless victims, many of whom screamed and tried to claw their way up to freedom. Remainder of audience fled out without hysteria.

"Hollywood" Sets Records At Detroit

Ice Gross Up 27%; Total Attendance Set at 250,000

DETROIT, March 8.—All records in the 16-year history of "Hollywood Ice Revue" at Olympia Stadium here were broken by the engagement which ended Sunday (2). The gross was \$583,313 before taxes, according to Nick Londres of the Olympia. Attendance for the 21 days was estimated at 250,000.

S.R.o. crowds were registered on most week-end nights and Sunday matinees, he said. The final Sunday matinee crowd filled normally unseatable seats behind the handstand and stage and included 1,000 standees. Capacity of the building during this show was about 12,000. The final Sunday night house brought another full house. In contrast to the usual Sunday night lull, increase over the 1951 edition's gross figure was \$181,691, or about 27 per cent, it was reported. The troupe moved by special train to Springfield, Mass., for a nine-day stand opening Tuesday (4).

Attendance Up At Chicago Outdoor Show

CHICAGO, March 8.—The International Sports and Outdoor Show, despite snow and cold weather, was running slightly ahead of its '51 predecessor attendance-wise this week and officials looked for a big closing week-end.

While afternoon crowds have only been fair, night turnouts have been consistently good. Patronage the first week-end was big, although cut into by a heavy snowfall Sunday night (2).

Many travel and tourist agencies from as far west as California made their first appearance at this year's show in a big pitch for vacation trade and the old Midwest and Canadian standbys swelled the total to a new high.

The show's trout pond, where anglers fished free of charge each day except Saturdays and Sundays, proved a strong lure and long lines of waiting fishermen were the rule all week.

Two-a-day show in the arena has drawn fair crowds all week. Headed up by Sam Howard's water show, acts include Sharky the Seal; Ross and Ross, bag punching; Willie West and his talking crow; Billy Hughes and his talking crow; Brook's bloodhounds; Jimmy Ross, badminton; Orrin Benson's retrievers; Dave Irwin's huskies and music by Benny Sharp and his band. Jimmy Ross and Les Lear emcee the doings.

Personnel in the swim show include Janet Martin, Bob Riley, Rose Wade, Don McGee, Miss Jim Forbrother and Don Hapka.

Publicity for the event is being handled by the McNeely and Wilhelm Agency and Jim Kearns, Chicago Daily News sports writer.

Melton to Test 'TV Festival' as Arena Package

PHILADELPHIA, March 8.—What is believed to be a test booking for a projected tour of arenas and auditoriums throughout the country is the "first time out" for a newly-fashioned packaged show offering "James Melton and his TV Festival." The unit, set up by James Melton TV Productions, Inc., was booked by the William Honney Theatrical Agency here for Convention Hall on March 21 and 22 to provide the fourth annual mammoth Lions Charity Show.

It marks the first time that the singer has taken his entire show on the road, and marks a first for a TV show fashioned for the arena-auditorium circuit. Sponsorship here by the Lions Club means attendance getting on the part of 121 service clubs in the Pennsylvania, New Jersey and Delaware areas, with the welfare and safety funds to benefit.

Melton will feature a cast of over 50 singers, dancers, entertainers and technicians. Staff of 10 will handle scenery and costumes, and, in addition to Melton, Morey Amsterdam, also a TV personality, will handle the show. Dr. Frank Black, who will direct a pit crew of 35 musicians.

Apart from corps of singers and dancers, other acts set for the package test include Wally Brown, Bill Barry, Joe Gordio, the Jingle Belles, Brick Brothers and Gloria and the Acromanians.

For the two nights, Melton will stage two shows nightly with the gate sealed at \$1 admission. Convention Hall is set up to seat from 10,000 to 12,000 persons, which means a potential audience of better than 40,000 for the two nights.

To handle the advance sale of tickets, center-city show headquarters have been established. William J. Salus, of the Tacony-Mayfair Lions, heads a six-man executive committee coordinating the program. Robert Haller is governor of the service clubs in the metropolitan Philadelphia area.

New Westchester Center Pacts Point To Big Seasons

WHITE PLAINS, N. Y., March 8.—Summer and winter seasons at the 4,000-seat County Center here promise to be bigger than ever as a result of contracts approved this week between two separate show producers and the Center's guiding authority, the Westchester County Board of Acquisition and Contracts. Deals await final signing.

The first contract, between the Center and Lee and J. J. Shubert, provides for a 12-week presentation each summer for the next five years of Shubert "musicals" that have succeeded on Broadway. Scheduled Shubert tie-off will be June 2. Final clinching still uncertain: delivery of a new aluminum ramp ordered by county executive Herbert C. Gerlach. The ramp, designed to improve sight lines of showgoers on the auditorium's first floor, will cost \$23,000. The pending Shubert contract will have the well-known producing brothers paying the county \$8,000 for the summer stand, plus 10 per cent of the net, and is subject to cancellation by either side in January of any of the five years.

The second contract approved provides for the presentation of a series of concerts here next winter under the management of John K. Mosca, Jr., of New York. Mosca will present six concerts by pianists, vocalists and other musicians. His fee for the county was set at \$2,500 plus 25 per cent of the net over \$4,000.

NEWS NUGGETS

3 Todd Productions Set for Jones Beach

JONES BEACH, L. I., March 8.—Michael Todd, Broadway producer, announced this week preliminary plans are set for him to present three separate attractions at the new and almost-completed stadium here this summer, beginning in late June and running thru Labor Day.

Todd, who had hoped to import the famed La Scala Opera Company for the big outdoor amphitheater, announced instead that he will present a mammoth musical, using more than 500 entertainers, nightly, from Monday thru Saturday. On Sunday night, he will present a separate special feature production entitled "Composer Concerts," offering a big name musician and vocalist. Ten such concerts are planned for the all fresco season. Every afternoon he will offer a "Water Circus."

Prices for any of the three attractions have not been announced.

The new 8,200-seater was built by the Long Island State Park Commission, of which Robert Moses is president.

Edkline-Basie Scores

Columbia House Mark

COLUMBIA, S. C.—Billy Eckstine-Count Basie package drew 4,800 at Township Auditorium here last week to set a new house record. The previous mark of 4,000 was set less than a month ago by Lionel Hampton.

Conn. Trailer Expo

Set for March 28-30

NEW HAVEN, Conn.—Connecticut Trailercoach Show has been booked into the New Haven Arena for March 28-30. Clyde Finamore, of the New England Trailer Association, says it will be the largest indoor trailer show ever held in New England. Milton Cotler is exposition director.

Arena Files Action Vs. King & Cowboys

HOLYOKE, Mass.—Legal action was started by Orval Rainault, head of the Valley Arena, against Pee Wee King and his Golden West Cowboys for failure to fulfill a contract for two appearances on Washington's Birthday at the arena. Cancellation of the shows disappointed thousands of patrons who planned to attend. Rainault said Rainault said the decision was made by the American Federation of Musicians that

King could not play in any city within a radius of 50 miles of Hartford, Conn. Rainault, thru Edward Carroll, Hartford, took the action to attach King's money in that city. Later a legal move will be taken against the AFM. It is estimated by Rainault that about \$800 was spent in a build-up for the show.

Motor Sports Show for Grand Central Palace

NEW YORK.—The International Motor Sports Show will open at Grand Central Palace here for a nine-day run, March 29-April 6.

The exposition, catering mainly to custom-built and foreign car owners, and promoted by Fred Pitters, will have a gala searchlight premiere, with big name sports car fans roaring up in their made-to-order and imported autos.

Top exhibitors already set include U. S. sales reps of leading foreign makes, custom-builders in this country and sellers of motorcycle scooters and varied accessories.

Names Set for Trib's Cbl Musical Festival

CHICAGO.—Rise Stevens of the Metropolitan Opera, Paul Lavalle of the Band of America, and Will Resiter, 85-year-old music publisher and composer, will head the bill for the Chicago Tribune's 23rd annual Chicago Music Festival at Soldier Field August 23.

Waterloo Storm Cuts Spike Jones Gross

WATERLOO, Ia.—Spike Jones show bucked a blizzard here Monday (3), second town on its current itinerary, and played to a gross of less than \$3,000. Week's advance sale was good but gate sales were frozen out. Scale was \$1 to \$3.05.

San Antonio to Gel Second Ice Show

SAN ANTONIO.—"Holiday on Ice" is scheduled to open a nine-day stand here April 1 at Bezar County Coliseum. Show will be presented under auspices of the San Antonio Express and San Antonio Evening News Athletic Association. Group recently sponsored the local appearance of the Sonja Henie ice show at the Coliseum.

DEE TOURS

Canton Cancels "Roberts" As Acoustics Bug Bites

By DAPHNE (DEE) FOLI

CANTON, O., March 8.—Trouble with acoustics forced cancellation of legit bookings, including "Mr. Roberts," at the new Canton Memorial Auditorium here. The building has had difficulty with acoustics for some months ago. Such shows as "Naughty Marietta" and "Oscar Levant" first brought attention to the fact that

sound was bouncing off the back wall. After "Guys and Dolls" played the aud recently, adverse comments cropped out several times in The Canton Repository. The complaints prompted LCL Presentations, Inc., which promotes attractions in the building, to cancel "Mr. Roberts" and similar shows until the sound problem is licked.

Harry Lashinsky, LCL president, said the firm would go ahead with all commitments except for attractions in which cast members move around on the stage.

Nelson Eddy will appear as scheduled inasmuch as he sings directly into a microphone, Lashinsky said. Guy Lombardo will appear in April. The aud also is satisfactory for arena-type shows.

Meanwhile, several firms have been making acoustic tests with a view to correcting the difficulty. One firm has estimated the cost of altering the ceiling and rear wall at \$25,703. Manager Ralph Smith said he is confident that the problem will be overcome.

Jones, "Opry," Globe Trotters Set at Toledo

TOLEDO, March 8.—Spike Jones, the Harlem Globe Trotters and "Grand Ole Opry" will highlight show activities during March at the Sports Arena here. Skatting, hockey and wrestling fill most of the building's schedule for the month.

Lefty Frizzell will head up the "Opry" unit, which is coming in next Friday (14). The Spike Jones show is booked for March 22, and the Globe Trotters basketball show will be March 23. Sonja Henie's ice show closed its run at the Arena March 1. The Jack Dempsey boxing tournament was staged Tuesday (4).

Arena Routes

Sent to 2160 Patterson St. Cincinnati 22, O.

- Davenport, Orio. Circus: St. Paul, Minn., 18-19; Root Park S. D., 17-21.
- Harris-Morton Circus: Wichita, Kan., 10-16.
- Holding on Ice of 1952 (Coliseum) Auditorium, Minn., 15-20; Municipal Auditorium, Minn., 21-26.
- Honney-Sonja Ice Revue (Irish Regiment Armory) Baltimore, Md., 18-19; (Irish Regiment Ice Revue) Springfield, Mass., 10-14.
- Ice Cascade of 1952 (The Arena) St. Louis, Mo., 15-16; (Municipal Auditorium) St. Paul, Minn., 18-23.
- Ice Palace of 1952 (The Gardens) Pilsener Palace, Pa., 10-17; (Dingus Arena) Washburn, D. C., 12-14.
- Jackie, Blake, Revue (Byman Aud.) Wash-John, Tenn., 17; (Globe) Aud. La Fayette, Ind., 14; (Chicago Circle) Chicago, 15-16; (BB) Aud. Ann Arbor, Mich., 17; (Central High) Kalamazoo, 18; (Michigan) Grand Rapids, 19; (11th St.) Flint, 20.
- Polack-Brooklyne Circus (Orrin) Monaca Pittsburgh, Pa., 10-18; (Orrin) Auditorium) Erie, Pa., 10-22.
- Polack-Brooklyne Western Circus (Madison) Tripoli Chicago, Ill., 10-16; (Traft Auditorium) Cincinnati, O., 10-22.

Michillinda Students Probe Fundamentals

Muskegon Meeting Emphasizes Teaching; March 30 Conclave Goes to Marion, Ind.

MUSKEGON, Mich., March 8.—First meeting of the Michillinda Skating Conference held at Perry B. Giles' Curvcrest Roller Rink here Sunday (7) drew attendance of 45 operators, professionals and amateur skaters from Michigan, Illinois and Indiana. Lengthy discussions were held on various problems of teaching and judging of skating, with particular emphasis on what was felt to be a general neglect of the basic fundamentals of skating in both teaching and judging. The conference voted to go on record as unanimously approving recommendations to judges and teachers urging greater attention to these fundamentals.

The qualifications and requirements for judging were explained and discussed, and certain suggestions and recommendations

were made designed to encourage the training of more qualified judges in the area.

It was voted that at future conferences there should be further discussion of judging requirements, and that time be devoted to study and complete analysis of the dances, beginning with the bronze bar dances.

Kenneth Trueman invited the conference to hold its next meeting at Idyl Wyld Roller Palace, Marion, Ind., on Sunday (30), and his invitation was accepted.

Dr. Emil M. Quistead, Chicago, flew to Muskegon Monday evening (8) to assist in the holding of United States Amateur Roller Skating Association tests at Curvcrest. Bronze bar and medal tests were passed by Bill Hammond, professional at Rock Lake Rollerade, Akron, Ind., and Kenneth Trueman, operator-professional of Idyl Wyld Skating Palace, Marion, Ind. Ray Cassidy, Marion, Ind., amateur, also passed the bronze bar dance test. Dr. Quistead and Mrs. LaVerne Solomon, Muskegon, acted as judges. Registering were:

Operators and professionals: Bill Hammond, Rock Lake Rollerade, Akron, Ind.; Mr. and Mrs. Luther M. Ogg, Oak Park Roller Rink, Rossmore, Ind.; Kenneth Trueman, Idyl Wyld, Marion, Ind.; Cleona Seibert, Hoosierland Roller Rink, Frankfort, Ind.; Mat Solomon, Curvcrest, Muskegon; Mr. and Mrs. Robert Louderback, Elwood (Ind.) Roller Rink; Harold Kienke, Avalon Rink, Greenville, Mich.; Mr. and Mrs. Howard Engel, Ramona Gardens Rink, Grand Rapids, Mich.; Vivian Heard, Riverside Arena, Plymouth, Mich.; and Mr. and Mrs. Perry B. Giles, hosts, Curvcrest, Muskegon.

Amateurs: Oase Johnson and Nancy Metzner, Frankfort, Ind.; LaVerne Solomon, Lois Elliott, Maryon Welsh, Marv Rummelt, Peggy Nobes, Walter West, Mr. and Mrs. Dan Kalward, Mitz and Pat Smith, Margie LeGrady, Howard Bakke, George Hiza, Bob Hall and Mr. and Mrs. Joe Faino, Muskegon; Roy Povrzenic, Michigan City, Ind.; Bill Melner, LeRoy Williams, and Bob Birley, Gary, Ind.; Beverly Day, Vernice Clem, Elwood, Ind.; Norma Kienke, Greenville, Mich.; Pat Pawlicki, Grand Rapids, Mich.; Mr. and Mrs. Charles J. Barkhoff and Melvin Bailey, LaPorte, Ind.; Zel Massine, Chris Christensen and Mike Zeleji, Plymouth, Mich.

Tributes Flood Martin at 60th Birthday Party

DETROIT, March 8.—Fred A. Martin, partner and manager of Arena Gardens, was host at his 60th birthday party Wednesday (27) in a unique skating event which was attended by many friends. Invitations emphatically read, "No gifts, please," but many floral tributes and hundreds of wires of congratulations were received.

Martin told The Billboard that this was his first birthday party in 30 years. The former one was held at White City Rink, Chicago, when he was manager there.

General skating was the order of the evening, with a special program of skate events as well. The entire Martin family was on wheels (including Mrs. Fred Martin—for the first time in eight years), down to the grandchildren.

Program included Pat and Bert Bacon, "Anchors Aweigh"; ensemble by Arena Skating Club in two groups of formation dances; Gail Locke and Bill Pate, 1951 place winners in American senior pairs competition, in "A Pair of Leopards"; Johnny Matejcek, 1951 Michigan junior champion, comedy; Kenny Gerych (a Martin grandson), and Betty Gigs, Michigan juvenile pairs champions; Gail Locke, 1951 American junior figure and free-skating champion; Bill Best, of the Arena teaching staff, who was the first senior men's national champion in 1938; William Pate Jr., American intermediate champion, 1951; Nancy Kronis, winner of four 1951 American titles, in a dance exhibition; Josephine Pashek and Jim Carroll, skate dancers, and the 1951 American champion fours—Gail Locke, Bill Pate, Nancy Kronis and Johnny Matejcek. Dick McLaughlin, of the Arena staff, was emcee, and Russell Bice was at the organ.

Among the guests were Mr. and Mrs. Victor J. Brown, Newark, N. J.; Mr. and Mrs. Max Hyde and Mr. and Mrs. Caven Hill, Hyde Shoe Company; Art Litzberger and Mary Holler, Crystal Palace, Philadelphia; Mr. and Mrs. Al Kish, Pearson Park, Toledo; Johnny Free, Coliseum, Toledo; Mr. and Mrs. M. B. Thompson, Saginaw, Mich.; George Sloniger, Roller Derby Skate Company; Bert Bacon, who skated with Martin when he first raced here professionally in 1910; Mr. and Mrs. A. Alton and Mr. and Mrs. Ted Close, Royal Ice Cream Company; Mr. and Mrs. Malec, Main Skate Case Company; Mr. and Mrs. Earl Dunn, Mount Clemens (Mich.) Arena; John E. McLaughlin, Detroit; Dr. and Mrs. Albert Weisenthal, Detroit; Mr. and Mrs. Ken Hall, Detroit Times; John Walters, Detroit News, and H. F. Reeves, The Billboard.

A reception for friends and the Arena staff was held by the Martins and Earl King, co-owner of Arena following the program. Mr. and Mrs. Fred Martin left Monday (3) for a month's vacation in Miami.

Roadshow Rep

J. P. EUTSLER advises from Erwin, Tenn., that the management of Rabbit Foot Minstrels is completing plans to take the show out early in June this year and continue its season until December, with the closing spot somewhere in the Deep South. Eutsler says that practically everything but the name will be new on the show this season. He points out that about 90 per cent of the rolling stock has been replaced with new equipment, which includes two new 32-foot Fruehauf lowboy vans for transporting canvas, seats, baggage and other paraphernalia. Two new panel trucks, done up in Rabbit Foot color and design, are to be used in advance and another new truck will be used back on the show as a sound truck. A new custom-built office wagon, new 30-passenger bus, canvas replacements, poles, riggings and a p. a. system have been purchased. A new line of naper will be used and all old equipment, including trailer tractors, is being replaced by new Ford equipment, Eutsler says. Current plans call for the show to present a musical revue type performance along with popular minstrel bits. "I was pleased to note the compliments and expressions of good will which appeared in a recent issue which were contributed

by L. A. Herwing, of Natchez, Miss.," Eutsler writes. "I agree with him in his reference to some minstrel show performances that were produced in a hodge-podge manner."

FLORA FOWLER HUNT, who with her husband, Al, operated the M. A. Hunt Stock Company in the Midwest for many years, died at her home in Chicago February 24. The Hunts toured Michigan, Indiana and Illinois for the most part and their repertoire company was reputed to be one of the most outstanding week-end attractions for more than a half century. . . . Walter E. O'Brien, who has been doing a solo in the Midwest, pens the following: "I've been in several towns in Indiana and Iowa that ones were interested in summer dramatic tent shows. I also got up into Illinois and Wisconsin and couldn't find but one or two of the old-timers in this line that I had either been with or whom I knew as friends. John Lawanther is gone. So is J. B. Rainmar. Neither could I learn anything about Ben Wilkes, Bart Silver or Billy Lova, who agented the Chaotics' tent show. When I passed thru Foster, O., I inquired about any performers who might still be around who were with the old Kennedy Comedy Company. My friend, Harry DeGrace, is not with us any more and there is a long list of performers about whom I tried to get information, but I had little luck. However, there still remain some solo operators like myself who are pouncing away at the old game. I've been better off the past few years than I ever was in my tent-show time. The expense of carrying a big show is too big an item now." O'Brien, who made a West-to-East tour, concludes his season in New England.

Drivin' Round The Drive-Ins

ROY PRINGLE has announced plans for the construction of a new drive-in at Fabens, Tex. Mrs. Beatrice Garcia and Frank Flores will reopen the Rio, a walk-in open air theater in San Antonio, April 1. House shows mostly Spanish language pictures. The walk-in has proven successful in the San Antonio area, with about a half dozen operating during the summer in various sections of the city. They are similar to a drive-in with the exception of the space for autos. R. N. Smith has opened the new Corral Drive-In at Raymondville, Tex.

ONE of the most paralyzing snowstorms ever hit Kansas City, Mo., failed to dent attendance or enthusiasm at the opening Friday (4) of the three-day National Allied Drive-In-Theater Owners' convention in the Continental Hotel. Registrations topped 100, with representatives present from 23 States. Col. William McGraw, speaking at the opening luncheon, described the successful "Movietime U. S. A." campaign in Texas and urged industries to present the motion picture industry at its best to customers and general public alike. Afternoon business session included open forums on showmanship, advertising, giveaways and playgrounds, with Jay Wooten, president of Kansas-Missouri Allied, presiding. Talks by national distributor representatives were delayed from Tuesday to Wednesday in deference to area exhibitors who were stalled by the storm. Representatives included Leon Bamberger, RKO Pictures; Eddie Aarons, 20th Century Fox; Oscar Morgan, Paramount Pictures, and Jack Jackson, National Screen Service.

DR. JAMES CARSON'S big platform show, which closed a successful season last October, will open the 1952 tour near Pittsburgh. Carson and some of his cast are vacationing at his cottage in Florida. . . . G. G. (Gagger) Lee is in Vicksburg, Miss., framing a small Negro minstrel with which he will play fairs and a number of other dates this summer. Lee has been presenting a four-cast minstrel show in New Orleans in addition to working a number of vaude dates.

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Roller Skating Rink, new maple floor 105x120, fully equipped with Skates, Skate Grinder, Sound System. Located in large Amusement Park. Prefer person who can bring on business.
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They are the MOST POPULAR and SERVICEABLE Skates on the Market. Their upkeep is very small and they have proved to be good money earners.
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Colorful plastic shockproof lights that clip on instantly to all skates, bicycles, sleds, etc. Battery operated, throw a clear light beam from the skate plate. Popular in rinks everywhere.
Rinks—write for prices and special promotions.
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All merchandise guaranteed. Write for complete catalogue. 1/3 down, C.O.D.
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Colored Comedians, Musicians, Novelty Acts. Long season's work; platform and Open April 1st. Write
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Paris Peek

By ANNE MICHAELS

Continued from page 2
 is dedicating April to a "love song contest" for amateurs only, with a \$300 prize, plus all royalties, for the winner. . . Yma Sumac's records making their debut here thru Capitol. . . Françoise Christophe and Jean Paul Coquelin have made long playing records of "Cyrano de Bergerac," basically for the American market. . . For the first time in its history, the Folies Bergere brought in South African choreographer, Hazel Gee, to stage the dance numbers of its forthcoming production. The revue, which opens in a few days time, stars American Eileen O'Dare, who doubles at the Bal Tabarin, during the run of the show. . . George Balanchine and the Milam after planning to May production of the New York City Ballet here.

Cannes Film Festival To Open April 23 . . .

Biggest film festival of the year begins in Cannes on April 23 with entries from Germany, Argentina, Canada, Cuba, Spain, United States, Great Britain, Greece, India, Italy, Luxembourg, Mexico, Norway, Poland, Saar, Switzerland, South Africa and Yugoslavia so far submitted. Besides the usual full-length showings, there seems to be an emphasis on documentary and short subjects, supposedly with an eye for the television field. . . The French film "Le Diable au Corps" (Devil in the Flesh) being dubbed here with Micheline Presle playing herself, and Lee Payant in the Gerard Philippe role. Director of the film, Paul Gracq, leaves soon for Italy with Marlon Brando for another pic, probably with Ingrid Bergman in the fem lead. Brando has also been slated for the starring role in the French-American film, "Station Terminal," opposite Jennifer Jones, which in the French version will star Miss Presle and Jean Marais. Marais' latest pic "Nes au Cul" (Nose of Leather) premieres this week in front of President Auriol with a stage show including Orson Welles and Colette Marchand. All proceeds go to aged journalists.

Tokyo Mushi Mushi

By RALPH KRZYZAK

Continued from page 2
 In Siberia. In middle of January, when shots were being made of the POW scenes, a fire of undetermined origin destroyed most of the sets. The police failed to find the culprit of the suspected arson. Two days later the chief of police, Kazuo Shiratori, who supervised the fire investigation, was assassinated, presumably by leftist ruffians. Local Communists attempted to obstruct the recruitment of extras by distributing leaflets.

"Butterfly" for Camera, Hayakawa Pic Set . . .

A movie version of "Madame Butterfly," designed and scripted specially for export for dollar revenue, is lined up for production early this spring. The proposed cinema actually highlights the year's ambition of Japan's film-dom.

Sesshu Hayakawa, internationally known Japanese actor, is planning to establish a film producing company office under the name of Century Cinema Corporation. Purpose of the company is to produce films for domestic and world markets. The first picture under consideration is "The Life Story of Lord II," about the famed minister who opened Japan to foreign commerce. Hayakawa himself will be starred. The co-star is scheduled to be Takako Irie. The director will be Seika Shiha. After the production has been finished, Hayakawa plans to visit the United States and France to negotiate the distribution of the film.

Scheduled to arrive in Japan early this month is the producer, Walt Disney. He is coming on an invitation from the Daiichi Motion Picture Company, and it is re-

London Dispatch

By LEIGH VANCE

Continued from page 2
 most ambitious and most serious play, "Alexander the Great," was a comparative financial flop two years ago. But now comes his latest, "The Deep Blue Sea," starring Peggy Ashmore, which preliminary provincial notices claim is a winner.

Clarke-Smith Approves Of U. S. Courtesies . . .

Character actor D. A. Clarke-Smith, now filming J. A. Rank's "Something Money Can't Buy" at Pinewood Studios, has a nice story to tell of American courtesies. While playing on Broadway in "Edward, My Son" some time ago, he was made a member of the Players' Club, but found that tight British currency regulations prevented his paying his subscription. He wrote a note apologizing and got in return a letter saying his subscription was renitted for six months and would continue to be so.

Warrender, Miss Robson Speak of Horses, TV . . .

The Critics' Circle held a lunch this week, with invited speeches from certain guests. A revelation came from Flora Robson: "I always wanted to make a stage entrance riding a horse. . . Advice from actor Harold Warrender to TV actors, who forget their lines: "Keep mouthing words without actually saying anything. All the technicians in the place start twiddling knobs thinking something has broken down. The backroom boys get one helluva racket, and nobody beefs at you for trying."

TV Moves to Cabaret; Skater New, Too . . .

Television producer Richard Afton this week branched out into a cabaret with his new French-American film, "Station Terminal," opposite Jennifer Jones, which in the French version will star Miss Presle and Jean Marais. Marais' latest pic "Nes au Cul" (Nose of Leather) premieres this week in front of President Auriol with a stage show including Orson Welles and Colette Marchand. All proceeds go to aged journalists.

Marriages

FAWCETT-JENSEN—John Elliott Fawcett and Kathryn Jensen, February 24 in San Antonio, Texas. Bride is a member of the traffic department of Station KITE in that city.

PATTS-BROCK—George R. Patts and Louise (Candy) Brock, member of Pacific Sky Reveal and the Aerial Vessels, recently in Rockaway Beach, N. Y.

REAGAN-DAVIS—Ronald Reagan and Nancy Davis, film actors, March 4 in Hollywood.

Births

BRINKMAN—A daughter, Jeannette, recently to Mr. and Mrs. Paul Brinkman. Mother is film actress Jeannette Crain.

CHILDS—A daughter, Maria Lynn, recently in Danville, Ill. to Mr. and Mrs. Donald Childs. Father is a concessionaire.

LIORFF-DOTY—A son, David Vernon, to Mr. and Mrs. Roy Lightfoot recently in San Antonio. Father is an organist.

ported they are planning to start a new feature showing the adventures of Mickey Mouse and Donald Duck in the Land of the Rising Sun.

Also scheduled to arrive are Betty Hutton, George Elmer Becker, Toni Kenny, Buddy Boyer and Gilda Malken, Jean Fowler and Joseph Barbogollo, who will make a tour for the N. U. troops in Korea. Pte. Richard Long, former Universal-International motion picture star, recently arrived in Japan for an assignment with the U. S. Army.

APRHO—68 retired circus owner, in Los Angeles, recently.

BEACH—Frank E., 73, professionally known as William Cannon, in New Orleans Charity Hospital March 2 as result of injuries sustained in an auto accident. An old-time high pichman, Beach also manufactured medicine used by big showmen. Burial in New Orleans March 4.

BOYD—John L., 27 for 10 years a food stand concessionaire at Delaware County Fair, Wallon, N. Y., recently in that city.

COWLEY—Mrs. Esther B., mother of Paul Cowley, W.W. Cincinnati, died March 2 in Bethesda Hospital. Cincinnati. Other survivors are her husband, Rev. A. C. Cowley; daughter and two brothers. Services March 4 and burial in Cedar Hill Cemetery, Newark, O.

DANIELSON—James B., 68 retired circus-composer and husband of notable Pannie Hurd, March 3 in New York. Services March 4, followed by cremation.

DOMINIAN—John, 57, former actor, died of fair through the country in Liverpool, Conn. February 23 following a lengthy illness. He had been the first pilot to fly upside down, he also stunted at the circus. He was the king of Spain in Madrid in 1913.

EARNIE—Mrs. Cecil, 33, former vaude and circus performer known as Madam Sylvania, at Calgary, Alta., February 24, survived by her husband and a daughter in Calgary.

FARTHING—Clayde, 71, father of Clyde and Johnnie FartHING, the latter a former circus trouper and now re-emerged with his brother of the Ford Hotel, showmen's hotel in Ardmore, Okla., February 29 in that city. He was a former circus performer, trouped with such shows as the Ringling, Cole, Dally, Beatty and 101 Ranch shows.

GILBERT—Allen, 42, lately in the advertising department of The New York World Telegram and Sun and former night club and burlesque performer, March 8 in Metropolitan Hospital, New York. Survived by two sisters.

GILBERT—Mercedes, Negro actress, March 1 in Queens General Hospital, Jamaica, N. Y. appearing in many Broadway productions, among which were "Milkmaid," "Madama," "The Steaming Wind" and "Green Pastures," she won recognition in the latter for her portrayal of Ziporah, wife of Moses. She appeared in many other radio, TV and stage shows as well as the musical "Sally" and "The Merry Widow." Her husband survives.

GORMAN—Thomas, 65, in Mexico City February 29 of a heart attack. He was an old-time circus man, having been connected with (former) Bob and other old shows as well as the most famous circus show, "The former was with REO Teathers, Chicago. Survivors include his widow and one brother of Peoria, Ill. Burial in Peoria.

HALL—Carl Ernest, 65, veteran of vaudeville and dramatic stage, February 24 in Mary Sherman Hospital, St. Albans, Vt. For many years he appeared as a character man with the Gop Sixth Commando. He was a member of the Masonic and Elks' lodges. Survived by a sister and brother. Services February 27 and burial in Little Rock Cemetery, Shelburne.

HARRNESS—Alma, actress and legit producer, March 2 in a crash of his light truck with a train in Santa Barbara, Calif.

HEALY—Jacob L., 63, former vaudeville, O., tight promoter who early in his career traveled with circuses and carnivals, recently in that city. Survived by a sister. Burial in Green Lawn Cemetery, Chillicothe.

HAYES—Robby, 42, veteran vaudeville performer and author, recently in that city. Burial in Green Lawn Cemetery, Chillicothe.

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KATZMAN—Harriet Jean, 27, Brooklyn, California whose stage name was Harriet Toby, in a plane crash March 3, at Alice, France. She won her professional fame in "Frank and Johnny," presented by Ballet Russe de Monte Carlo in New York in 1918. Singing her ballet study in Paris, she returned to New York in 1944, making her first professional appearance there with "Kathryn and Dolle" in 1944. She made her last appearance at New York's Century Theater in 1950.

KAW—Ray, 42, former member of the Dancing La-Roya, March 2 at St. Nicholas Hospital, Shobogay, Wis., following a lengthy illness. Saw trouped for more than 28 years with the top act, appearing in vaude and a number of musical comedies, including "The Big Show," "The Merry Widow" and "Madam Butterfly." Survived by his widow, Edna; a son, Raymond, a brother, Erven Kaw, general agent for a number of carnivals, and a sister, Mrs. Gladis Berger. Services were held Wednesday (5), with interment in Lutheran Cemetery.

KOTCHER—Alexander, 62, former vaudeville dancer, March 2 of a heart attack in Houston. A colleague of the late, great Vessaly Williams, he made his debut at 17 with the Imperial Theater in Moscow. At 22 he danced with Nillysmy in Paris. Later he was a member of the great vaudeville company, after which he served as ballet master in many of the great theaters and was a composer of Europe. In 1939 he came to Houston and taught there until his death. He was a dancer, two daughters and a son survive.

KRIM—Shirley, 38, in Los Angeles March 4. Survived by four brothers, Ed, Mac, Harry and George Krim, who operate the Krim Theater, Detroit. Body was to be returned to Detroit for interment.

KUCNER—Barbara, 28, night club dancer, March 4 of gall tumors in her Cleveland apartment.

LA CAFE—Gregory, 48, pioneer movie producer, writer and director, March 1 at his home near Hollywood. Among his screen credits were "My Man Godfrey," "Oscar" and "The White House." "What Every Woman Knows" and "The Big Way." Survived by a son, stepson, brother and sister. Services March 5 in Santa Monica, Calif.

LALLY—Florence, 58, retired vaudeville actress, March 3 of burns suffered from a defective oil stove, which also caused the death of her husband, Arthur J. Lally, in 1939. She was the former Florence Lally of the vaudeville team of Benson and Baird.

LA VAN—Harry V., 45, bookies agent and former aviator, at New Orleans March 3. He was a member in the flying circus, "The Flying Circus" and a native of Bloomington, Ill. He retired 13 years ago. Many famous entertainers were among his pupils. Survived by his widow. (Details in Circus Section.)

LEVY—Lee, manager of the S-W Arcade Theater, Wilmington, Del., of a heart attack, March 4. He was appointed manager of the theater in 1940, coming to Wilmington after a similar appointment with the Skouras chain. Surviving are his mother, a brother, a son and a daughter.

LOCKE—Fred B., 78, concessionaire, recently in Valdivia, Oa., succeeded by three sons. Burial in Valdivia.

Our Deepest Sympathy to
 MRS. ANNA LUSHER AND FAMILY
 in the passing of
MR. TED LUSHER
 their beloved husband and father,
 February 10, 1952.
BIG FOUR
 Russell, Tom and Frank

LUSHER—Theodore A., 67, photo gallery operator on the Big Four gallery, died last three years, recently in Ontario, Kan. Surviving are his widow; a son, Ray, and a daughter, Mrs. Betty Ann Lawell.

MARSHMAN—Helen, 61, retired circus performer and clown, at Salem, Ill., recently. Survived by his widow.

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McKAY—Paul Vissler, 61, Monticomey, Va. Theater operator, March 1 at his home there. Burial in Millford, Del.

MERCE—Edward B., 68, retired radio entertainer known as Montana Meech, March 2 at his home in Pindley, O., of a heart attack. For more than 13 years he had a radio program over a Columbus, O., radio station and also had appeared as a feature with a number of Wild West shows and rodeos. He was born in Dennison, O. In 1911, survived by his widow, two sons, daughters, two stepdaughters, his mother, a brother and a sister. Services March 4 and burial in Maple Grove Cemetery, Pindley.

MERCE—Raymond B., 41, Detroit musician, February 23 following a stroke.

MORRISON—Robert, 54, March 6 of a heart attack at his home in Detroit. He started in the carnival business 30 years ago and has been active in the promotion of carnivals, circuses, vaudeville and special events, being associated in many projects with his mother, Ben, president of the Michigan Showmen's Association. He was past commander of Junior Rosenwald Post, Jewish War Veterans Buried with his mother, Patrick and Frank Jr.; his father, Frank Sr., and three sisters, Mrs. Philomena Costa, Mrs. Rose Sloman and Mrs. Donald (Louise) Sternick. Interment in Cloverhill Park Cemetery, Stratford, Conn., March 3.

MUSONE—Salvatore, 43, clarinetist with the Bridgeport, Conn. Symphony Orchestra for many years, at his home in that city February 24. Survived by his widow, Anne, three daughters, Theresa, Lucille and Sally Ann; two brothers, Patrick and Frank Jr.; his father, Frank Sr., and three sisters, Mrs. Philomena Costa, Mrs. Rose Sloman and Mrs. Donald (Louise) Sternick. Interment in Cloverhill Park Cemetery, Stratford, Conn., March 3.

NEW—Hert, known professionally as Bert Reno, who has toured with circuses and medicine shows, February 27 in Detroit. He also worked in a confectionery and fair. Survived by his widow, Mildred.

NICKERSON—Lo Boy, 61, secretary of Local 27, International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators for the past 14 years in Millard, Conn., March 1. He was an employee of the Lewis-Poll Theater, Bridgeport, Conn., for the past 18 years. Survived by his widow, Ruth; a son, Edwin, and a daughter, Mrs. June Logan. Burial in Lakeview Cemetery, Bridgeport, March 3.

PLANT—Vic R., 50, former vaude actor, February 24 at his home in Albany, N. Y. In vaudeville he appeared with "The Hippos" and "Vic Plant and Company" and also played the Comedian. He was married by his widow, Merrill B. Mayhall Plant.

QUINNELL—Laverna B., 47, for the past 23 years associated with engineering and plant management activities at Magnavox, February 23 at St. Joseph Hospital, Fort Wayne, Ind. Survived by his widow, Pauline; two daughters, Margaret Ann and Carolyn; two sons, Jim and Jack, and a brother.

RIMINI—Giacomo, 61, former operatic baritone, March 4 at his home in Chicago. His widow, Rosa, began singing and shared many of his musical successes and together they operated a vocal and opera tutoring school in Chicago. He shared many of the stage, Rimini was born in Verona, Italy, and made his first operatic appearance in that country. He was given the title role in Toscanini's production of Verdi's "Falstaff" and in 1913 appeared in that role before the king of Italy at La Scala, Milan. He made his American debut in Chicago in 1916 and for many years performed in the Auditorium and Civic Opera House, Chicago.

TORNSON—Peggy, society editor of The San Francisco Examiner and former stage actress, March 4 in San Francisco. She played with Margaret Anglo on "The Millionaire" and "Candida." Later she was with the Henry Dufty Players. Before entering on a newspaper career she was engaged in radio work. Survived by her mother and sister.

WALTER—Frank J., 40, originator and owner of the Circus rooms and storage for old circus vaude, at one time his menagerie was quite large. He was an author and a radio performer for Underprivileged Children. February 29 at his home in Houston. He owned a permanent quarters in Houston consisting of stables, ring-barn, tap and trophy Clyde Beatty Circus.

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Minn. Short Course Pulls 72 Executives; Expansion Planned

Air Role of Education Exhibits; Will Invite Out-of-Staters in '53

MINNEAPOLIS, March 8.—Expansion of the annual fair management short course to a regional venture is contemplated for 1953, Dr. J. O. Christianson, University of Minnesota short course expert, declared at the sixth annual program concluded in the Radisson Hotel here Wednesday (5).

The short course is sponsored by the university's department of agriculture and agricultural short courses in co-operation with the Minnesota Federation of County Fairs and the Minnesota State Agricultural Society.

Dr. Christianson, who presided at the three-day session beginning Monday (3), said that next year, when the course is held in early March again, invitations will be sent to county fair groups throughout the North Central States in an ambitious effort to make the program one of the outstanding of its kind in the nation.

72 Reprs Attend

The 1952 meeting drew 72 representatives from 33 fairs, 30 in Minnesota; one from Marshalltown, Ia.; Al Halvorson from Sioux Falls, S. D., and Bob Fink of Minot, N. D.

In advance of next year's pro-

gram a questionnaire will be sent to each fair group invited asking it to list the problems it would like to hear discussed during the short course, Dr. Christianson said.

This year's program dwelt heavily on education's role in county fairs, with Dr. Milo Peterson of the University Farm faculty and educational superintendent of the Minnesota State Fair sounding the keynote.

He urged county fairs to build a greater spirit of co-operation with all schools and colleges in their areas so that they may sponsor educational projects for county fairs.

He said that students should be used extensively in the presentation. (Continued on page 31)

R-B FLICKER CLICK PROMPTS MOVIE MOGULS

NEW YORK, March 8.—Rousing success of Cecil B. DeMille's circus film extravaganza, now in its ninth big week at Radio City Music Hall here, has sparked many rumors concerning the eagerness of West Coast film moguls to follow up with various other treatments of the circus on celluloid.

Latest entry, one which seems to have solid foundation for coming alive on movie screen in the future, is reported to be backed by Red Skelton, who began his show career by walking around with the jokeys. Skelton's projected film entitled, "The Clown Story," is being written by well-known scenarist and biographer, Gene Fowler, who is basing the screenplay on Skelton's own big top experiences. When yarn is completed, Skelton intends pitch it to Metro, with himself as star. Comedian, who's lately scored the biggest success of his career in TV, is under contract to that studio.

Ed Kelmans Buys Indian Point Park

New Op Plans Expanded Activity at 300-Acre Hudson River Playground

NEW YORK, March 8.—E. D. Kelmans this week announced that he had entered into a contract with the Hudson River Day Line for the purchase of Indian Point Park, located in Peekskill, N. Y. While no price was revealed, it was reliably reported that the deal to buy on an all-cash basis will run into six figures. The 300-acre plant is assessed at \$450,000.

Involved in the sale will be all of the buildings: two Hudson River piers, the 15,000 square foot swimming pool and 110 to all personal property now on the premises. Grounds are among the finest single tracts located on the Hudson River. Located about 40 miles from New York, they contain several baseball diamonds, heavily wooded areas, paved roads and paths, several hundred picnic tables and benches and virtually every other possible picnic facility for hand-picked groups in the thousands. The several buildings are permanent and modern structures.

Kelmans first took over the all but defunct plant more than two years ago and turned it into a fun-

spot with the addition of major rides and concessions. Vehicle traffic was solicited for the first time in the 30-year history of the spot which has heretofore been maintained mainly as a stopover spot for the river line's excursion boats. Two successful seasons were reported by Kelmans, despite considerable inclement weather during the first season, and expansion (Continued on page 32)

COLE CIRCUS SETS 17 ACTS FOR CHI STAND

Revamped Program Includes Only Two 1951 Holdovers

CHICAGO, March 8.—Cole Bros. Circus will open its 17-day run here in the Chicago Stadium April 18 with a total of 17 acts in addition to the Cole elephants, Liberty horses, ponies, 16-horse hitch and a slow alley, Sam J. Levy of Barnes-Carron Theatrical Enterprises, announced.

The 52 line-up, with the exception of the bulls and horses, is almost completely new with Emil Pallenberg's bears and the Flying Valentines the only major holdovers from last year's program.

Prof. George Keller's wild animal act is expected to open the show. In addition to the Valentines, flying acts are the Flying Lavals and Flying Romas. A new importation, Trio Bassi, foot juggling. (Continued on page 35)

Reading Sets 2 Race Events

READING, Pa., March 8.—Two early spring race events are scheduled for the half-mile Reading Fairgrounds track next month.

The first AAA big car auto races of the Eastern season will be presented by Promoter Sam Nunis Sunday, April 6, and the first AMA motorcycle races will be staged Sunday, April 20, under direction of the Pagoda Motorcycle Club of Reading.

Both events are expected to attract some of the top talent of the nation. Russ Moyer, Reading Fair publicist, is in charge of publicity for both events.

CARNIVAL INSURANCE RATES JUMP 30%

Hike Applied to Public Liability, Shows' Automobile, Truck Policies

CHICAGO, March 8.—Public liability and automobile insurance, both property damage and personal injury, will cost traveling carnivals about 30 per cent more this season than last year.

Announcement of the increases this week was made jointly by leading brokers in the field. It was pointed out that the increases would be put in force by all companies writing show coverages.

The increases, both in public liability and automobile insurance rates, are attributed to the mounting losses sustained by underwriters in the carnival field.

Underwriters report that the number of claims has risen sharply. The size of claims also has soared because of inflation. Juries generally are returning larger verdicts, with some of them termed "tremendous" by insurance company reps.

In the case of automobile and

truck property damage, underwriters point out that the costs of repairs to damaged vehicles has doubled and in some instances tripled since the end of World War II.

Some upward revision of automobile rates affecting showmen have been made in recent years, but the new boost is the first of substantial proportions. Public liability insurance rates for carnivals have not been boosted since the war.

Hoof-Mouth Hits Regina; Fair May Drop Livestock

REGINA, Sask., March 8.—Livestock section of the Regina Exhibition is almost certain to be dropped this year, but all other departments of the show will be carried on as usual. Situation stems from a recent outbreak of foot-and-mouth disease in the Regina area.

Other fairs in Southern Saskatchewan such as Weyburn, Estevan and Moose Jaw on the Class B loop, and the small agricultural shows that make up the Class C circuit, may follow suit.

The no definite decision has been made by the Regina Exhibition's livestock committee, the view of T. H. McLeod, exhibition manager, is that cattle or swine competitions will not be held for fear the fair might contribute to spread of the disease.

It is felt, too, that breeders might be reluctant to bring valuable animals to a city in the center of such an outbreak.

"By fair time the danger might be over, but we don't want to take

any chances," McLeod says.

No federal government ruling on livestock shows at summer fairs has yet been announced but, says Mr. McLeod, "even if the government expected us to carry on, I don't think we would."

The horse race program is "somewhat doubtful" at present, but all other aspects of the fair, July 28-August 2, will carry on as usual. The not susceptible to the disease, horses can spread the foot-and-mouth virus.

McLeod does not anticipate any real slump in attendance or receipts through cancellation of the livestock section. "The it is one of the basic features of the exhibition, there are only a limited number of people in the Regina area who are vitally interested, he feels.

Strict federal government restrictions since the outbreak of foot-and-mouth disease have forced cancellation of the Regina winter fair and the Saskatchewan Ex- (Continued on page 33)

Hagen-Wallace To Pitch Via Sound, Color

DE LAND, Fla., March 8.—Theron Edwards Productions Wednesday (5), completed a sound-color movie of the Hagen-Wallace Circus for use by the show in making sales pitches to prospective sponsors.

Ed Hiler, veteran circus man who is Theron Edwards' representative in the circus and carnival fields, says that the use of movies in the outdoor show field is a new gimmick which shows sales potential in that a prospective sponsor can see exactly what he is being offered.

Hiler said arrangements have been made with Floyd King and Lueto Cristiani to film the King Bros. & Cristiani Circus in Macon, Ga., April 5. He also is negotiating for the filming of several large carnivals during the coming season.

Tampa Fiesta Set For March 22-29

TAMPA, March 8.—Winter hits its zenith here March 22-29, when the Latin-American Fiesta is held.

In the Latin Quarter, serenitas will do mantillas, strolling troubadours will strum away and residents as well as visitors will rumba and samba down the streets.

Topping the fiesta's events, which also include a free concert and an outdoor ball, will be the Election Ball, opening night, and Coronation Ball March 29. All this, plus, of course, the Cincinnati Reds hopping about in spring training.

See Page 30 for

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N. Battleford Cele Pacts Air Show

NORTH BATTLEFORD, Sask., March 8.—An air show will be a feature of this year's Aquadeo, three-day rodeo and water show at Jackfish Lake, in Northern Saskatchewan. Event is an annual affair presented by two ranchers, Clarence Delainey and Andy Sansregret.

An air strip will be built to accommodate planes and a new diamond will be built for the baseball tournament. Chuck wagon races will be a feature of the rodeo. Plans are being made for the largest Indian pow-wow ever held in Saskatchewan.

Pros, Cons of Thrill Shows at Fairs Debated by Former Op, Safety Expert

MINNEAPOLIS, March 8.—The value of thrill shows at fairs came in for discussion at the annual Minnesota fair management short course in the Radisson Hotel here this week.

Arguing against thrill shows was G. I. Prickett, University of Minnesota safety expert, while Frank Winkley, former thrill show operator, plumped just as loudly for the feature.

The debate broke out during Prickett's discussion on "Safety Rules and Regulations for County Fairs," when he urged that instead of thrill days, fair managements sponsor programs demonstrating tractor and vehicle safety before a grandstand audience.

"Farm equipment is the main cause of farm deaths and I think county fairs would be doing a terrific service if they would demonstrate proper handling of such machinery," Prickett said.

Cites Safety Council He declared that the National Safety Council "frowns" upon thrill shows because they give kids ideas of copying them. Thrill shows, he said, are contrary to the best rules of safety education.

That brought Winkley, now a Minneapolis auto race promoter who was in the audience, to his feet.

"The legitimate thrill show operator stresses safety both in the program book and over the public-

address system," Winkley argued. "He points out to the spectator that it is foolhardy for anyone to try and duplicate the feats which are done only by experts."

"This business of kids getting into trouble because they watch thrill shows is not so. Kids will get into mischief whether they see a dangerous presentation or not. If it is in their make-up to do so."

Hits Safety Defy Prickett countered that it was against the best principles of safety education to defy safety rules and that by putting such defy on exhibition, safety education is (Continued on page 33)

Ride-Makers' Allocations Set by NPA

WASHINGTON, March 8.—National Production Authority this week announced poundage allocations for manufacturing of amusement rides during April-May-June. Manufacturers will receive 138 tons of carbon steel compared to six tons allocated in the first three months of the year; 12 tons of alloy steel compared to one ton in the first three months; 600 pounds of copper brass mill products compared to 200 pounds previously; 2,000 pounds of copper wire mill products compared to 300 pounds previously; 1,000 pounds of copper foundry products compared to 400 pounds earlier, and 15,000 pounds of aluminum compared to 2,400 pounds earlier.

Harry LaVan, Vet Aerialist, Dies in La.

NEW ORLEANS, March 8.—Harry V. (Pops) LaVan, 85, a pioneer trainer of flying return acts and in recent years a booking agent, died here Monday (3).

A native of Bloomington, Ill., flying return act center, LaVan had the Flying LaVans and tutored many flyers and catchers including Arthur M. Concello, general manager of the Ringling show; Frank Shepherd, Eddie Ward, Robert (Bones) Brown, and Jerry Wilson. He is said to be the originator of five-people double trapeze acts.

His acts played circuses, fairs and parks. After retiring at the age of 72, he came to New Orleans and was a trapeze tutor at the New Orleans Athletic Club. For 13 years he had been exclusive booking agent for Pontchartrain Beach and also booked acts into several Louisiana fairs.

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Bronx Rodeo Bucks Legion Out of 40G

NEW YORK, March 8—Initial attempt to stage a Rodeo, Stampede and Round-Up at Kingsbridge Armory last week threw the hapless sponsoring Bronx County American Legion for a loss estimated in excess of \$40,000.

An insignificant advance, high costs, unions, bad word of mouth publicity resulting from the fiasco of the opening performance which was staged without adequate preparation, inefficient help and a final blow by nature on closing Saturday (1) in the form of winter's heaviest snowfall all came in for their share of the blame. The combined legion posts are absorbing the losses, it is reported, although they had to dig deep to come up with the nut. Date could have been a big one since 12,000 turned out for the opener and 8,000 braved the blizzard on Saturday.

Date, promoted by Gordon Kibbler, included such costs as rent, \$10,000; band, \$3,000; seats, \$7,500; circus acts, \$3,000; insurance, \$900; Westcott's Rodeo, \$9,000; Johnny Mack Brown, \$4,500; Buster Crabbe, \$3,000; Jim Atkins, \$1,000; Advertising, \$10,000; dirt for the arena floor, \$1,500.

White Horse Troupe Sets Circus, Rodeo, Fair Dates for '52

CHICAGO, March 8—Cal and Ruth Thompson's White Horse Troupe, outdoor equine attraction, will play a 1952 route that includes runs with two circuses, rodeo dates and over 10 weeks of fair bookings. Sunny Bernet, manager, announced this week.

Unit opens April 20 at the 15-day St. Louis Police Circus and follows with several performances with the Cisco Kid Rodeo and a five-week stint on the Tam Pucks Circus. First fair is Carruthersville, Mo., July 23, with annuals to follow in Iowa, Minnesota, Wisconsin, Illinois, Missouri and Michigan. Bookings were handled by Barnes Carruthers Theatrical Enterprises.

Training of the troupe, which will this year be made up entirely of girls, got under way March 1 at the Thompson's ranch in Naper, Neb., with Ruth White handling the production. A number of new routines will be included. In addition to some of the old standbys, Bernet said, and a band and several variety acts will be added for the fairs.

Cal Thompson, head man of the troupe, is recuperating in a Kansas City, Mo., hospital following a recent operation.

Weyburn, Sask., Ex Skeds Harness Races

WEYBURN, Sask., March 8.—After an absence of many years, harness races will be presented at the Weyburn Fair, June 27-28. Race prize money totals \$1,800.

Non-fair activities of the Weyburn Agricultural Society this year will include the operation of summer fallow and crop competitions.

CLOSE-UPS: BERT NEVINS

Drum Beating Antics Rate National Interest

By JIM McHUGH

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

WHILE the pen may be mightier than the sword, the guy who gives the chronicler something to write about is the more potent force in the final analysis. In the realm of the fanciful, with the accent on increasing the public's spending of entertainment dollars, there are many such idea men employed. Such a one, and a member of the peerage, is Bert Nevins, diminutive Gotham publicist whose brain tremors have resulted in stunts that have been written about and pictured thruout the civilized world, despite the fact that many of the operations ballyhooped rated little more than local or trade interest.

Like much of the business he represents, Bert warms up with the first signs of spring. While he has a number of clients who begin tugging at the traces as winter begins to exit, Bert also has a per-



BERT NEVINS

sonal venture, the Mrs. America contest, to ballyhoo and with franchises to sell thruout the country.

A cigar-smoking, personable guy, as he would have to be in his profession, Bert, now in his early forties, has been thumping the publicity drums for more than half of his life. His originality in staging outdoor stunts has earned him the

(Continued on page 32)

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Out in the Open

Gertrude Avery, veteran producer of fair grandstand revues, is expected back in Chicago soon from a five-week vacation in Hollywood, Fla. Mrs. Avery was accompanied on the trip by her 5-year-old grandson, **Billy**. **Bill Reed**, Akron, auto race thrill show exec, was in Chicago last week for a few days.

Ben Young, Chicago booker, has been named assistant to Charles Hacker of the Republican National Committee and is aiding in plans for that party's convention skedded to open July 7 in the Windy City. **Earl Newberry**, of the Chitwood Thrill show organization, arrived in Chicago Tuesday (4) from his Jacksonville, Fla., home. **Charles Wheeler**, announcer and emcee, spent last week in Chicago but was due in St. Louis Friday (7) for the opening of the home show there. **Gaylord White**, of National Speed-days, Inc., and Mrs. White returned to their Sioux Falls, S. D., home recently after a month's vacation in Florida.

While in Chicago recently, **Naida Roberts** renewed acquaintances with friends on Polack Bros.' Circus. **Pedro** and **Durand** opened a two-week engagement at the Lookout House, Covington, Ky., March 3.

Capt. Jack O'Diamonds (J. B. Leweday) will be featured at the Spirit of 1852 Safety Day to be held in Robstown, Tex., April 26. Following that engagement Jack will fulfill contracted dates in Texas, Louisiana and Oklahoma. **Lexi** and **George T. Bronaugh**, the Sensational Meteors, have erected their rigging atop

Roosevelt Theater, Miami Beach, Fla., and are performing twice daily as a lure for the "Greatest Show on Earth" film there. Following that stand they go to Havana, Cuba.

Jack Irving, AGVA chief, was in Miami Beach, Fla., last week for a meeting with AGVA directors.

Dick Geist, Rockaways' Playland exec, was fighting an attack of bronchitis last week.

Clarence E. Canay, sharpshooter and trick rider, took in the sports show at Indianapolis recently and visited **Walter Jennier**, making the first time they had seen each other since 1830 when both were with Sam Dill's Gentry Bros.' Circus.

Gordon Kibbler, producer of the Bronx American Legion Rodeo, next will stage a similar production at Uline Arena, Washington.

High River, Alta., Sets Attractions

HIGH RIVER, Alta., March 8.—High River rodeo and annual fair, slated July 1-2, will feature a different show each day. Altho plans have not yet been made for the full program of the first day, harness racing will be a feature. The main rodeo will be on the second day.

Chuck wagon races, calf branding and vaudeville acts will make up the evening programs. **Louis Bradley** succeeds **Mac Rudd** as rodeo president. **John Hanson** is vice-president; **Ron Fraser**, secretary, and **Russ Paul**, treasurer.

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MODEL 1-120A20. Double head continuous freezer. Completely automatic operation for continuous production of soft ice cream, malt, and shakes. Safety touch controls controlled feeding of mix into cylinder.

SWEDEN SPEED FREEZERS

For details, refer to classified advertisement listing "Ice Cream Freezer" for your local dealer, or write, wire or phone: SWEDEN FREEZER MANUFACTURING CO., DEPT. P-3 SEATTLE 29, WASHINGTON

MIDGET RACING CARS



Patrons prefer a ride they can operate themselves. Let them satisfy this desire for thrills, speed and action in these streamlined, modern racing cars. Write today for full information.

KING AMUSEMENT CO.
Mr. Clements, Mich.

Advertising in the Billboard Since 1896

ROLL OR FOLDED TICKETS

DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES—ROLL \$10.50—ADDITIONAL 10% AT SAME ORDER, \$2.50

Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, \$5.00. Must be even multiples of 10,000 tickets of a kind and color.

STOCK TICKETS \$1.00 PER 1000
EACH ADDITIONAL ROLL SAME PRICE AT 40¢ PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

This is Subject to Fed. Tax and State Sales Tax. Established 1916. Tax and Truck, Item in Operating Expenses Item 1 of 1708 201 Last Booklet

FRED C. MURRAY

takes great pleasure
in announcing
that he is now associated with

THE INTERSTATE FIREWORKS COMPANY

of
SPRINGFIELD, MASS.

25
Vice-President

Having voluntarily severed all previous connections as of March 8, 1952 . . . and is now in a far better position to provide his old customers the finest of service.

in Canada
Interstate Fireworks Mfg. & Display Co., Ltd., 106 Adelaide St. West, Toronto, Canada

in USA
Interstate Fireworks Mfg. & Display Co., Inc. ● Court Square Bldg., 31 Elm St., Springfield, Mass.





and it's portable, too!

Allan Herschell LITTLE DIPPER

There's nothing like a roller coaster for little kids... and there's nothing like the Allan Herschell Little Dipper for safe, smooth, dependable performance.

ALLAN HERSHELL COMPANY, Inc. M. Tonawanda, N. Y.

THE NEW D-140 ELI POWER UNIT... ELI BRIDGE COMPANY

NEW KIDDIE RIDES! PONY & CART RIDE, FIRE ENGINE RIDE, AIRPLANE RIDE, ROCKET RIDE, ELEPHANT RIDE, SPEED BOAT RIDE, AUTO RIDE, MINIATURE TRAINS

FOR SALE One 3-Abreast Allan Herschell Merry-Go-Round... LeSourdville Lake

TERRIFIC EARNINGS with KIDDIE AIRPLANE RIDES! FLASH AND APPEAL, PUSH BUTTON OPERATION, STURDY CONSTRUCTION, FLUID DRIVE

The TILT-A-WHIRL Ride 'Best Buy in Rides Today' Very Popular and Profitable, Good Looking, Well Built, Economical and What a Repeater!!!

BE PREPARED FOR THE EVER-INCREASING KIDDIE BUSINESS BY PLACING YOUR ORDER NOW FOR 'EVERLY KIDDIE RIDES'

FOR SALE NEW 3-ABREAST MERRY-GO-ROUND 36 Horses, 3 Characters... H. E. FWART CO.

BEAUTIFUL NEW GRAB STAND, MINIATURE TRAIN, PONIES Our show has just completed this Contestion Truck that is ready to roll and more than pay for itself...

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Larry Griswold, comedy trampoliner, currently playing the San Francisco Sports Show, informs that he has three more of the same type of events on his itinerary...

Speedy Babbs left Los Angeles March 8 to join Benny Fox for a series of army camp dates. Babbs, who has been visiting his parents in California since returning from dates with the E. K. Fernandez Circus in Hawaii...

Band leader Marc Angelo, who won much favorable comment for the job he did at the Bronx American Legion Rodeo, visited The Billboard Wednesday (5). Plans for the immediate future are indefinite, but the emphasis will be on arena-outdoor dates.

Jones, Former Ill. Mgr., Dies in Williamsville

WILLIAMSVILLE, Ill., March 8.—Milton E. Jones, 82, manager of the Illinois State Fair in 1928-1932, died in his home here Monday (3).

In addition to his fair activities, he was a banker and livestock breeder.

PORTABLE KIDDIE RIDES Sensational 18 Pass Merry-Go-Round ready to operate or travel at once... KENNEDY KIDDIE RIDES

ALUMINUM MERRY-GO-ROUND HORSES IMMEDIATE DELIVERY - 2 SIZES H. E. FWART

W. Va. Writing from Hattiesburg, Miss., George reports that in his new act he uses a washboard instead of drums. Other talent includes the Great Jarvis, Cam-bells, and Jodie Rice.

Johnny Gibson's Hollywood Ballet high act, and Benny and Betty Fox, high pedestal dance duo, have been signed for 16-day stints as free acts at the State Fair of Texas, Dallas.

Lang Troupe, teeterboard family, is becoming a regular on television. The quintet appeared on the Tuesday (4) Milton Bartle show and are scheduled for the Ken Murray April 5 video stanza.

George Charles, erst-while band leader, is on a 14-week tour with a unit put out by the Hetzer Agency, Huntington,

POPCORN CONCESSIONS

You'll make more money out of every bag of our Top-Pop Hybrid Popcorn. Send today for a bag of the best corn money can buy.

Send for Free Catalog

CHUNK-E-NUT PRODUCTS CO.

VIC ZINDA 331 N. Second St. Philadelphia 6, Pa. TED VINES 2908 19 Smallman St. Pittsburgh 1, Pa. ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.

LOOK! PARKER DOES IT AGAIN

We can make delivery now or in the Spring on our famous KIDDIE RIDES. Our Teen Age Rides "O" Carry-Us-Air is priced as low as \$5,750.00.

C. W. PARKER AMUSEMENT CO.

Lispenaworth, Kansas, U. S. A.

WILLIAMS NEW EXCITING KID-E-COASTER All steel construction, 600 passenger per hour capacity... WILLIAMS AMUSEMENT DEVICE CO.

MINIATURE TRAINS for EVERY LOCATION any SIZE...any CAPACITY...any PRICE RANGE... THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER

Think You're Funny? HERE'S YOUR CHANCE TO PROVE IT AND WIN VALUABLE PRIZES! WISCONSIN DE LUXE'S CARTOON CAPTION CONTEST



Write a gag—or several gags—for the cartoon alongside. Write them on paper or in the coupon below. Be sure you send the coupon with your gag. Your gag should be about show business and refer to some of the many cartoon-but amusing incidents that can arise only in our business.

Wisconsin DeLuxe Cartoon Contest 1902 N. Third St., Milwaukee, Wis. My Caption Entry for Mar. 15th is: Name Show Your Business Perm. Address City Zone State

The Billboard 1952 Spring Special

Biggest
Plus-Value
of
the
Year
for
Advertisers

These are **the buyers**

(... 37,441 strong, and that's 20% more than you can sell in any normal weekly issue of The Billboard)

- Concessioners
- Outdoor Show Owners
- Amusement Park Owners
- Arena Operators
- Theater Operators
- Owners
- Performers
- Merchandise and Novelty Jobbers
- Prize Buyers
- Promotional Merchandise Buyers
- Auctioneers
- Operators
- Pitchmen and Demonstrators
- Gift, Souvenir and Novelty Dealers
- Coin Machine Operators
- Salesboard Operators

This is **what they buy**

(to the tune of better than \$75,000,000 a year ... and 1952 shows promise of being a bigger year than ever!)

Every Conceivable Product, Supply or Service for the Outdoor Amusement Industry

Huge Quantities of All Types of Premium, Prize, Promotional, Novelty and Gift Merchandise

Here's **where they buy**

(Proof?—Last year 782 Outdoor and Merchandise Advertisers spent a total of \$47,000 selling their products, supplies and services in The Billboard Spring Special! More proof?—72% of these advertisers are "repeaters" ... advertisers who have used the Spring Special in previous years and are convinced of its tremendous sales power!)



Remember!
 You sell most where most of the buying is done—in the big Billboard Spring Special!

RESERVE ADVERTISING SPACE
Now!

Issue Date
April 12

Advertising Deadline
April 2

The Billboard

Cincinnati 22, Ohio
2160 Patterson St.
DUmber 6450

New York 36, N. Y.
1564 Broadway
PLAZA 7-2600

Chicago 1, Ill.
188 W. Randolph St.
CENTral 6-8761

Hollywood 28, Calif.
6000 Sunset Blvd.
HOLLYwood 9-5831

St. Louis 1, Mo.
390 Arcade Bldg.
CHestnut 0442

Detroit 1, Mich.
Fox Theatre Bldg
WOOdward 2-1100

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2" x 7 1/2". No duplicate cards. These sets complete with Calling Numbers, Tally Cards, 25 cards, \$3.50; 50 cards, \$5.00; 100 cards, \$8.00; 150 cards, \$10.00. All cards from 100 to 3000 of \$5 per 100. Fibre Calling Numbers, 25 cards, \$1.50; 50 cards, \$2.50; 100 cards, \$4.00; 150 cards, \$5.50. Printed Tally Card 100; Colored Heavy Cards, 25 same weight as #1 in Green, Red, Yellow or \$4 per 100. DOLLAR CARDS, No. 1, \$1.50; No. 2, \$1.00.

3000 KENO

Made in sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards, per set of 100 cards, tally cards, calling markers, \$3.99. LIGHT WEIGHT BINGO CARDS: White, Green, Yellow cards, postal card thickness. Can be returned or discarded. 2,000, size 6 1/2", per 100, \$1.75; in lots of 1,000, \$1 per 100. Calling #s & 4 x 6 1/2" extra, 50¢.

Set Numbered Ping Pong Balls, \$17.00
 Rubber mallets, Numbered Balls, ea. \$2.00
 Jack Pot, 5000 letters of 7, 6.75
 Middlenight Cards, 34, 35, 36, White, Green, Red, Salmon, Yellow, 1.00
 Per 100, 1.50

3,000 Small, Thin "Mirrored" Bingo Sheets, 3 colors, loose only, no pack, size 1 1/2" x 3", 1.50
 Tally Markers, Red or Green, round or square, 3/4" diameter, 2.50
 Scalloped Edge, Green only, 3.00
 Smaller Size, 3/4" diam. Red or Green Plastic, 1.50
 Adv. Thinning Papers, 4 1/2" x 5 1/2", 25 Carboard Strip Markers, 10 or 20 Rubber Covered Wipe Cases with White Wood Ball Markers, 15.00
 100 Board Space layout for Thin, Transparent Plastic Markers, Brown, 1.00
 Featherweight Thin Bingo Sheets, 3 colors, loose, not tabbed, 1.75
 Round white 3/4" Cardboard Markers, 2 sizes, 1/2" & 3/4" diam., 100 to 1000 lbs. larger size 1/2" diam., 1.00 to 1.25
 Artistic Blown Glass, 4 1/2" x 5 1/2" cards, complete with 75 numbered Ping Pong Balls, weight 92¢
 Good for illustrated circular. For \$15.00 all above prices are transportation extra. Delivery and installation extra. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
 238 E. Dearborn St., Chicago 3, Illinois

Danish Building Modeled To Serve Dual Purpose

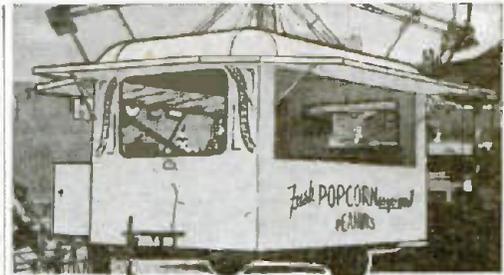
COPENHAGEN, March 8. — Copenhagen, like most of the larger cities of Continental Europe, has its big arena, which like most of other European arenas was originally designed exclusively for circus performances. Where it tops most others over here is in its special policy which enables it to operate profitably during the entire year. In most other cities the circus arenas remain closed the major portion of each year.

Copenhagen's arena was built along typical European circus arena lines, with a large ring in the center and seats placed in sloping tiers around it. When it was found that the public would patronize the indoor circus during the summer months only, it was decided to completely remodel the interior so that it could be used both for circus spectacles and as a motion picture theater.

The idea proved successful. At present the arena loses only about four weeks each year—the brief spring period when the circus takes over for hanging rigging, rehearsals and painting and flashy circus signs on the arena facade, and a similar two-week period in the fall, when the circus moves out and cinema equipment is installed.

At the end of the circus season a large screen is installed, covering the opening of the artists' entrance. While the arena is owned by a holding company, the Schumann circus has an exclusive hold on its use from May 1-November 1, and the arena is commonly referred to as the Circus Schumann.

Copenhagen also has a large exhibition hall, the Forum, which serves as setting for exhibitions, trade shows and sport events such as a six-day bike races. Stock shows and similar events calling for unusual amount of space are held at the Belahøj Fairgrounds on the outskirts of the city. Both the Forum and the Schumann arena are amply provided with catering facilities and derive considerable income from the drink, food and refreshment concessions. Cloakroom tips are included in the price of tickets at the circus arena.



GO WHERE THE CROWD IS!

LOWER THE SIDES AND TRAVEL — NO LONG SET-UP TIME OR TEDIOUS PACKING

No matter what concession you are operating . . . whether it's popcorn, beverage, hamburger, hot dog or pink lemonade . . . you'll find that every day you operate a CalCoach "stand on wheels" will be a "Red One."

No disconnecting of pipes and wires, packing up or folding up a tent when you've got a mobile trailer . . . and you can start operating without waiting for power. Everything is self-contained and self-sustaining.

A large variety of models, 12 to 30 feet long, a single item or a complete restaurant . . . write or phone today for more information.



11575 S. Wabash Avenue Chicago 28, Illinois
 (Enter on 116th Street) WAterHAl 8-2212

Calumet Coach Co.



SEE CONCESSION SUPPLY CO. FOR POPCORN EQUIPMENT AND SUPPLIES

A popper for every requirement . . . 35 Qt. Super Kettle Poppers . . . 17 Qt. Sorcerer Poppers . . . 8 Qt. Lifetime Poppers . . . Portable Popcorn Stands . . . New Style . . . Seasoning . . . Beans . . . Bags . . . Everything for the Concessionaire, including Floor Machines, Waffle Makers and Middle Sides. Write for Concessionaire's new catalog or money orders.

CONCESSION SUPPLY CO. 3916 SECOR RD. TOLEDO 13, OHIO

MULTIPLY ROOT BEER BARRELS SUPER-STRENGTH ROOT BEER CONCENTRATE TEMPRETE CARBONATORS

Write today for LOW PRICES, SPECIAL DEALS. OHIO CHEMICAL PRODUCTS CO. National Distributors CANTON 3, OHIO

THE CENTER OF ATTRACTION AT PARKS, FAIRS, CARNIVALS "THE TURF" Call electric race horse group games. Top money maker and most popular of all group games. NEW FEATURES ELIMINATE ALL FAULTS OF FORMER GROUP GAMES FOR GREATER RETURN ON INVESTMENT. REPEAT BUSINESS. FLAME AND BEAUTY. RURAL HONEST AMUSEMENT OPERATION. THERE'S NOTHING THAT CAN COMPARE WITH THE TURF VALUE. Write for FREE details and photo. Made and sold exclusively by ELECTRONIC GAMES, INC., Greensburg, Pennsylvania.

Cotton Candy-Snow Cones-Popcorn-Candy Apples

Our 1952 Catalog listing all the equipment and supplies you need for these stands has been mailed to everyone on our list. If you do not receive your copy, write for it today. If you want to make money this year, line up with GOLD MEDAL and get the "mostest for the leastest and the fastest." GOLD MEDAL PRODUCTS CO. 311 E. THIRD STREET CINCINNATI 3, OHIO

New Chevrolet CARS AND TRUCKS

SPECIAL FINANCE PLAN FOR SHOWMEN GET OUR PRICES FIRST

Haus Chevrolet Co. 1325 STATE ST. EAST ST. LOUIS, ILL.

FROM COAST TO COAST—ALL OVER AMERICA MILLIONS OF PEOPLE ARE PLAYING MINIATURE GOLF

ON ARLAND Designed and Built MINIATURE GOLF COURSES ARLAND 644 Brooklyn Ave., New Hyde Park, N. Y. Largest Builder of Miniature Golf Courses in America

MAKE \$100.00 A DAY On Candy Floss



Our New Super Deluxe new style head, bowl, brushes, holders, bottle, smooth running, heavy shafts, and FREE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY! Old machines—used parts machine in now for check-up. ELECTRIC CANDY FLOSS MACHINE CO. 724 Barron Avenue Nashville 6, Tenn.



Belly Tanks, 6' 4" x 23" 22 Gauge Steel • 55 Lbs. • 75 Gallon \$10 EACH BUILT AIRPLANE RIDES BUCK'S AUTO WRECKING 1637-Y St. Merced California

ELECTRO-FREEZE CUSTARD MACHINES

and Complete Supplies now available from Poppers!

What'll You Have, concessionaires? Whatever it is—we have it! Poppers is now the country's most complete concession supply house, featuring equipment and supplies for popcorn, floss, candy apples, peanuts, hot dogs, barbecue, snow-balls and other similar items. Also paper goods. WRITE, PHONE OR STOP IN TO

POPPERS SUPPLY CO., INC. OF PHILA.

1211 North Second St. Phila. 22, Pa. Phone 5-1616 Distributors for Gold Medal Products

SHOW PRINTING

Now Memorial Orders for FAIR and CARNIVAL Window Cards and Posters send for price list, samples and

Metropolitan PRINTING COMPANY

1609 N. 5th St. PHILA. 22, PENNA. main printers POPULAR 5-0526

POPCORN MEN

If you are looking for an outstanding concession, try POPCORN CONES. They are easy to fill and handle and best of all are made from brightly colored glassine paper that gives them a certain "try me" appeal which means more sales for you.

POPCORN CONES

are sold coast to coast and made by BRITZIUS MFG. CO. Denver, Minnesota —Not just a box or a bag—

DERBY RACING GAME FOR SALE

Twenty unit game, latest pin ball style operation ideal for park or can be used portable. Complete in excellent condition. Price, \$1,200.00. KING AMUSEMENT CO. Mr. Clement, Minn.

When answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

Calif. State Fair Appoints Williams Publicity Chief

SACRAMENTO, March 8. — Bert F. Williams, this city, has been named the publicity chief of the California State Fair, succeeding Ralph Bell, who resigned the post to become special representative of the Public Utilities Commission in San Francisco. W. C. Wright, president of the fair board, said Williams will work with E. P. (Red) Green, secretary-manager, and Theodore Toscaquin, assistant manager.

Williams was the civilian assistant public information officer of McClellan Air Force Base near here for the past 12 years, with the exception of during the war. Prior to that assignment, he had his own public relations and publicity business in Los Angeles and San Francisco. During World War II he was a Navy combat correspondent and covered campaigns at Saipan, Guam, Iwo Jima, Okinawa and others. The new publicity chief moves into his new post following years in the newspaper, advertising agency and publicity fields.

8 New Areas Rate Federal Defense \$\$

WASHINGTON, March 8. — Government purchasing agents have been instructed to give special consideration to eight more areas in awarding defense contracts.

Recommendation was made by the surplus manpower committee. Procurement officers have the authority to negotiate contracts for goods made in these areas while giving suppliers special consideration, except in the case of prices.

Areas to benefit include New York, Fla., Grand Rapids and Iron Mountain, Mich.; Cumberland, Md.; Fall River and Lowell, Mass., and Manchester, N. H.

New York counties slated for aid included Bronx, Kings, Nassau, New York, Queens, Richmond, Suffolk, Rockland and Westchester.

Cowboy Craze Seen Theme of N. Y. Toy Fair

NEW YORK, March 8. — Well over 15 million junior-sized "sheriffs and rustlers" are expected to hit the trail this coming year, armed to the gills with at least that many up-to-the-minute models of gun-and-holster sets. "Guns" and "rop pistols," of course.

But tho the effect of the "bullets" will be imaginary, the cracking of the "rop" will be echoed in a sweeter, more solid sound, the ring of cash register on the counters stocking the small-city items.

The Esquire Novelty Company's president, Charles Gainsburg, is authority for the 15 million figure. Esquire Novelty, largest makers of toy guns, holsters sets and Western duels for tots, will be represented, as usual, at the American Toy Fair, March 10 thru 19, at the Hotels New Yorker and McAlpin.

Subscribe Now! 52 BIG ISSUES, \$10 Including 8 Special Issues

Our Singapore office is desirous of subscribing to The Billboard. Please mail to the following address: Rediffusion (Singapore), Ltd. P. O. Box 108 Singapore, Malaya By sea mail: Rediffusion (Hong Kong), Ltd. HONG KONG, CHINA



THE BILLBOARD 2160 Patterson St., Cincinnati 22, Ohio Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name _____ Address _____ City _____ State _____ Occupation _____

Multiplex Faucet Co. Serving the Trade 47 Years

a 31% Profit on a 5 Cent Sale!

The Multiplex ROOT BEER BARREL

FOUR SIZES: 8 GAL. 17 GAL. 45 GAL. 60 GAL.

Advertises Ice Cold Root Beer to attract a large volume of sales at an exceptionally large profit. Capture volume business and profits with Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side. Also 17, 45 and 60 Gal. Barrels with Two Faucets for two different drinks.

Other Dispensers for COCA-COLA, ORANGE, MIRES, DAPS, DR. PEPPER, ETC.

Manufacturers: MULTIPLEX FAUCET CO. 4325 S. Duncan Ave. St. Louis 10, Mo.



KIDDIE FLYER HAND CAR RIDE

KIDDLAND'S MOST PROFITABLE RIDE

Large capacity—Low cost—Long life—Trouble-free operation—Guaranteed two full years. This flashy NAAPPB Trophy winner should be in every Kiddiland. Order now to be assured of prompt spring delivery. It makes the biggest hit of all with the Kiddies.

HAMPTON AMUSEMENT COMPANY
2251 OAKDALE ST. LOUIS 20, MO.

RACE TRACK LIGHTING

We will light any size track or area for special events, using minimum of 100,000 watts, and furnish all electric current from our own generators. Also furnish stock cars and drivers if wanted. No job too big or distance too far.

N. S. ILLUMINATING CO., INC.
12 HORSeshOE LAKE TEL: Great Neck 4-7602 LAKE SUCCESS, L. I., N. Y.

THE MARKET PLACE FOR FOOD AND DRINK CONCESSIONAIRES

CLASSIFIED ADVERTISING

The National Exchange for Food and Drink Concession Products, Services and Opportunities.

Agents—Distributors

Automatic Vending Machines—1, 2 and 3 flavors. Big opportunity for the man who has established contacts with park and drive-in theater operators. Write Box 422, The Billboard, 185 W. Randolph St., Chicago 1, Ill.

Business Opportunities

Cookhouse, 14x14; Six Dues Crab, equipped ready to go. With floor, large grill, Dutch kitchen with stove, coffee urn, 2 soft drink dispensers. Glass front over grill. All 2122 new Hoopla. James W. Kane, 132 W. Concord St., Boston 18, Mass.

Food and Drink Concession Supplies and Services

BETTER BEVERAGES
Means More Profits

Orange—Root Beer—Lemon—Lime—Cherry—Grape

(Only Root Beer requires carbonation. All others are delicious with plain water.) These beverages are sold nationally and we can supply you wherever you may be. These are brand-name beverages and we are interested in showing the potential volume from concessionaires.

We can supply attractive, attention-getting dispensers, banners, point-of-sale material and other merchandising aids. Your customers will recognize our name, which is backed by years of acceptance and national advertising. Write us if you are interested. Please tell us your estimated requirements.

BOX NO. 491, c/o The Billboard, 185 W. Randolph St., Chicago 1

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BOX NO. 491, c/o The Billboard, 185 W. Randolph St., Chicago 1

ADVERTISING RATES

SEND ALL ORDERS AND INQUIRIES TO THE MARKET PLACE, 2160 PATTERSON STREET, CINCINNATI, OHIO

Agents—Distributors

Complete Food-Drink Concessionaires—We take over your entire food and drink concession. Service, satisfaction guaranteed, no affairs too large or too small. Seek July-August dates in Wisconsin, Minnesota and North Dakota. Contact now. Box 0403, The Billboard, 1564 Broadway, New York 36, N. Y.

Business Opportunities

Cookhouse, 14x14; Six Dues Crab, equipped ready to go. With floor, large grill, Dutch kitchen with stove, coffee urn, 2 soft drink dispensers. Glass front over grill. All 2122 new Hoopla. James W. Kane, 132 W. Concord St., Boston 18, Mass.

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Gresham Event Extends Hennessy Managerial Pact

GRESHAM, Ore., March 8.—County commissioners this week extended to May, 1953, the contract of Duane Hennessy as manager of the Multnomah County Fair here.

At the end of the '51 season, Hennessy, publicity representative for last year's fair, received an interim appointment as manager expiring July 1, 1952.

Meanwhile, Mrs. Ella Wilson, fair manager in 1950 and 1951, kept before the county board her application for the managership. She declined a county commission offer to make her supervisor of agricultural exhibits. A retired State employee, she had been with the Oregon State Fair for 25 years.

Hennessy announced preparations are well under way for the 1952 fair, August 18-24.

Polack Renegotiates Corpus Christi Pact

CORPUS CHRISTI, Tex., March 8.—Shrine Club here will negotiate with Polack Bros.' Circus for the show's appearance here May 21-24. A Polack rep was expected to arrive this week. Approval of the original contract was withheld by the City Solicitors Committee.

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We can supply attractive, attention-getting dispensers, banners, point-of-sale material and other merchandising aids. Your customers will recognize our name, which is backed by years of acceptance and national advertising. Write us if you are interested. Please tell us your estimated requirements.

BOX NO. 491, c/o The Billboard, 185 W. Randolph St., Chicago 1

ADVERTISING RATES

SEND ALL ORDERS AND INQUIRIES TO THE MARKET PLACE, 2160 PATTERSON STREET, CINCINNATI, OHIO

Nat'l Orange Show Launches 37th Run; Earl Bue at Helm

SAN BERNARDINO, Calif., March 8.—With Earl Bue at the helm for his first event as manager, the 37th annual National Orange Show opened here Thursday night (8) for 11 days. Bue was named acting manager to fill the post left vacant by the tragic death of Russell Z. Smith.

Using "The Circus Comes to Town" theme, the event features Crafts Shows on the midway, a free one-ring circus, and a vaudeville show in Swing Auditorium. The circus and the stage show are booked by Fanchon & Marco, Los Angeles.

For the auditorium show F. & M. is featuring television names with Frank DeVol and orchestra playing opening night, Ina Ray Hutton and her band play three days ending tomorrow (9), with Lawrence Welk, Spade Cooley and Ada Leonard each on for two days and Jan Garber closing Sunday (10). Acts on the show include The Titans, Four Tall Girls, Burns Twins and Evelyn, Eddie Penberdy, the Rogues, Knight Sisters, Andriani Bros., Four Mandarins, and a line of 20 Fan-phonettes.

The Outdoor Little Circus lineup includes Pat Anthony, lion act; Two D's, bar act; Penny Parker, contortion and dog turn; Shipwreck Rosie, motion picture elephant; Page and Renee, perch; the Sky Devils (4), high act; and Abe Goldstein, clown.

Productions are staged by Russ Stapleton, of the F. & M. office.

Polack Renegotiates Corpus Christi Pact

CORPUS CHRISTI, Tex., March 8.—Shrine Club here will negotiate with Polack Bros.' Circus for the show's appearance here May 21-24. A Polack rep was expected to arrive this week. Approval of the original contract was withheld by the City Solicitors Committee.

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THE MARKET PLACE FOR FOOD AND DRINK CONCESSIONAIRES

CLASSIFIED ADVERTISING

The National Exchange for Food and Drink Concession Products, Services and Opportunities.

Agents—Distributors

Automatic Vending Machines—1, 2 and 3 flavors. Big opportunity for the man who has established contacts with park and drive-in theater operators. Write Box 422, The Billboard, 185 W. Randolph St., Chicago 1, Ill.

Business Opportunities

Cookhouse, 14x14; Six Dues Crab, equipped ready to go. With floor, large grill, Dutch kitchen with stove, coffee urn, 2 soft drink dispensers. Glass front over grill. All 2122 new Hoopla. James W. Kane, 132 W. Concord St., Boston 18, Mass.

Food and Drink Concession Supplies and Services

BETTER BEVERAGES
Means More Profits

Orange—Root Beer—Lemon—Lime—Cherry—Grape

(Only Root Beer requires carbonation. All others are delicious with plain water.) These beverages are sold nationally and we can supply you wherever you may be. These are brand-name beverages and we are interested in showing the potential volume from concessionaires.

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Okay Premium \$\$ For Conn. Fairs

BRIDGEPORT, Conn., March 8.—Non-profit agricultural societies can be reimbursed for cash prizes to exhibitors when they total \$200 or more at annual fairs, States Attorney General George C. Conway ruled this week.

Conway stated that the law permits the State to pay 75 per cent of cash premiums when they reach or top the \$200 figure. Under this system, he stated, the State will not make any reimbursements on total prize money which goes over or above the maximum \$2,500 figure.

Ellensburg Rodeo Names Operations Staff

ELLENSBURG, Wash., March 8.—Director assignments for the annual Ellensburg rodeo have been announced by the executive committee.

Concessions will be supervised by John Smithson; promotion, Frank Oechner Jr.; finance and bands, Ted Rizer; grand entry and races, Art Driver; Indians, Edward Dolquist; parades, Fred Hanson; policing, Don Whiting; admissions and housing, E. E. Baker; and night show, Tex Tallaferra.

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Nipawin Sets Dates

NIPAWIN, Sask., March 8.—Dates of the Nipawin Agricultural Society's fair here will be July 29-30.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

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ADVERTISING RATES

SEND ALL ORDERS AND INQUIRIES TO THE MARKET PLACE, 2160 PATTERSON STREET, CINCINNATI, OHIO

ASTRO FORECASTS

All Readings Complete for 1952

Crystal Balls Imported
On hand in three sizes: 2 inch, 3 1/2 inch, 4 inch; 4 1/2 inch. Write for prices.
Single Sess. \$1.00, 100 Sess. \$1.00
Gold Fish Packages, 5 page, \$5.00, 10
Flora, Any Quantity, Each
WHAT IS WRITTEN IN THE STARS?
Complete Analysis of Very well written
plan. \$1.00 per 100. Samples \$1.00
FORECAST AND ANALYSIS of
Fancy Covers, \$1.00, Each
Samples of each of the above (Illustration 25
No. 1 & 2) Assorted Color Covers \$5.00

NEW OREAM BOOK

150 Pages, 2 Beta Numbers, Grams and
Policy, 150 Drama Bound in Heavy
Solid Paper Covers. Good Quality
Paper, sample
NOW WIN AT ANY KIND OF SPECU-
LATION
PACK OF 75 EGYPTIAN P. Y. CARDS.
Answers All Questions, Lucky Mem-
bers, etc.
Sign Cards, Illustrated, Pack of 25, 14
Graph Cards, 2x1/2 Sample Set, Per M. 11
MENTAL TELEPATHY Booklet of 21 p.
The Shipment Made by Very well written
Your Label. No checks accepted C.O.D. 35%
Deduct. C.O. will be paid in full
in any merchandise. \$1.00 per 100
prices. Orders \$1.00 p.

SIMMONDS & CO.

215 S. Dearborn St., Chicago 4, Illinois
Send for Wholesale Prices

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HAUS-STANDARD CHEVROLET
CO., NOW PRESIDENT AND
GENERAL MANAGER
YOUNG-MALLEY MOTORS, INC.
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Several Models and Makes of
NEW AND USED
TRUCKS
"SPECIAL FINANCE PLAN
FOR SHOWMEN"

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SERVING SHOWMEN IS MY BUSINESS...

FOR OVER 29 YEARS
SHOWMEN HAVE CONSULTED
ME FOR THEIR INSURANCE

CHAS. A. LENZ

The Showmen's
Insurance Man

1497 Fourth St., W.
St. Petersburg, Fla.
Phone: 7-5914



WANT PARTNER

With Travel, Stage, Salsa, Pantomime
and Transportation if possible to play State
Fairs. Have several shows with trans-
portation complete equipped, ready to go.
If they are different and will be
paid. Write.

Box 1681, 2164 Broadway, New York 36
or call Traveler 2-6446

SNOW CONE SUPPLIES

BUY NOW - SPECIAL PRICES

Sandwiches and Ecolab Shavers - Snow Cone Cups - Spoons - Syrup -
Concentrates. All Snow Cone Supplies. Free Snow Cone Signs With Snow
Cone Cup Orders.

C. R. FRANK

NATIONAL DISTRIBUTOR
2020 OLIVE ST., ST. LOUIS, MO.

Minn. Short Course Pulls 72 Executives

Continued from page 24

tion of exhibits and that agriculture, home economics and industrial projects and displays in addition to 4-H and Future Farmers of America programs be encouraged in the school-college participation. Dr. Peterson's subject was "The Place of the County Fair in Our Educational System."

Douglas K. Baldwin, secretary of the Minnesota State Fair, speaking on "Educational Exhibits," continued the Peterson theme in another vein.

Declaring that it was "worthwhile to have 'do-good' organizations" sponsoring county fair projects, Baldwin said they made for "good public relations."

However, he said projects and exhibits by such organizations must maintain the same high standards of display as are required of commercial exhibitors.

"A poor exhibit, using 30 cents worth of crepe paper, a card sign and someone passing out a bunch of handbills hurts not only the exhibitors on each side of it, but the county fair itself," Baldwin asserted.

Cites Displays

Citing radio, television and newspaper-magazine displays and presentations, Baldwin said county fair exhibits were in competition with them "to a degree" and therefore should "not be outdated but should vie with modern promotional ideas."

"Every fair exhibit is educational," he declared, "and is vying

for attention with many other forms of display. Therefore, they must be alive and attractive so that they may fit into the basic American way of competition."

Participants in the panel on "Possibilities of Local Radio Promotion" agreed that county fairs should use radio and television on a year-round basis rather than just immediately prior to and during their annual exhibitions.

Panel Members

R. S. Wolf, of University Farm was chairman of the panel which also included James F. Faber, secretary to Gov. C. Elmer Anderson and former farm editor of KROC, Rochester, Minn.; G. R. McKay, of the university's visual education department, and R. P. Christensen, program supervisor for KUOM, university radio station.

(Continued on page 49)

Davenport, Ia., Seeks to Build Drawing Power

DAVENPORT, Ia., March 8.—Mississippi Valley Fair and Exposition, in a move to build interest from a wider area, has increased the membership of its board of directors to 24 by the addition of eight new members.

Four of the new directors are from this city and four from county towns. New members include Henry B. Hook, new publisher of the Morning Democrat, who recently moved here from Mason City where he had been on the board of the North Iowa Fair.

Others include Hugh Norman, president of radio station KATT; Dr. David D. Palmer and Ed Schmidt, both of Davenport; Hild-

(Continued on page 49)

Canby, Ore., Changes Dates

CANBY, Ore., March 8.—Directors of the Clackamas County Fair this week announced a switch in dates for the '52 event to August 28-29.

The November convention of the Oregon Fairs' Association earlier assigned August 27-30 as dates for the annual here but the directors chose the earlier dates to better dovetail with the Oregon State Fair, August 30-September 5. The Friday closing was selected in view of difficulties experienced last year in getting exhibits to the State fair.

Tom O'Gorman, Milwaukee, was re-elected secretary of the fair, and G. D. Gilmore Jr., Canby, was named director of grounds.

Alta. Changes Aid Methods

CALGARY, Alta., March 8.—The Alberta government has issued an order-in-council making drastic changes in the method of handling grants and commissions for horse racing. One change cuts the agricultural grants for the Edmonton and Calgary Exhibition associations from \$10,000 to \$5,000 a year but allows them to receive grants equivalent to 50 per cent of the province's betting tax on spring and fall meets held in the two cities, to a maximum of \$50,000 each.

Edmonton, Alta., Revives Trotters

EDMONTON, Alta., March 8.—Harness racing will return to Edmonton for the first time in some 20 years when the Edmonton Exhibition Association sponsors a two-day meet May 24-25. Supervision will be under the recently organized Alberta Harness Horse Association, with pari-mutuels in operation.

Event will be the kick-off for a loop embracing several centers in Alberta and Saskatchewan.

Toronto Exec Asks Province Probe of CNE

TORONTO, March 8.—Alderman Howard Phillips this week called on the city council to ask for a royal commission to investigate the Canadian National Exhibition. Alderman Sparling seconded the motion. If approved by council the demand will automatically be forwarded to the Ontario government.

Action stemmed from criticisms of the CNE management and operation started by Mayor Allan Lamport. Lamport, however, said he was not in favor of bringing the Provincial government into the CNE picture. He said the trouble is "its cause and remedy were known and that the operation of the CNE could be improved."

While Alderman Phillips was unsuccessful in securing council backing, he can again bring up the matter at the meeting scheduled for March 17.

Meanwhile, Hiram McCallum, recently named assistant and undersecretary to Elwood A. Hughes, general manager of the CNE, started on his new \$10,000-a-year job.

Calgary Advance Tops '51 Sales

CALGARY, Alta., March 8.—Advance grandstand ticket sales for the Calgary Exhibition and Stampede were well ahead of last year during the first four days. Several hundred people queued up when the duets went on sale, forcing officials to start selling 20 minutes earlier than planned.

Lord Lovat, leader of the British commando division in the second World War and an outstanding purebred Shorthorn cattle breeder, has accepted an invitation to open this year's exhibition and stampede. He has judged short-horns in Scotland, England, Australia and the Argentine. During the war he had a distinguished record as a commando leader. He was wounded at Dunkirk but later led his men in a series of daring raids on Nazi-held positions on the continent prior to the Normandy landings.

N. Y. Senate Aims To Strip USTA of Licensing Power

ALBANY, N. Y., March 8.—The Senate approved and sent to the Assembly Wednesday (5) a bill that would divest the United States Trotting Association (USTA) of its licensing powers over harness racing officials. The bill was recommended by the Joint Legislative Committee to Study Racing, headed by Sen. Arthur H. Wicks, of Kingston.

The new bill gives the State Harness Racing Commission the powers to license track officials and employees at harness race meetings. It also makes the commission, instead of the USTA, the agency for levying and collecting fines for violations. In the past the revenue from fines has gone into the USTA treasury.

Also approved by the Senate and sent to the Assembly was a recommendation of the Joint Legislative Committee which calls for a 15 per cent levy on admission tickets at harness race meets. A similar tax is levied on admissions at flat tracks.

Pincher Creek, Alta., Revives Agl. Society

PINCHER CREEK, Alta., March 8.—W. C. Jenkins was elected president of the reorganized Pincher Creek Agricultural Society, with Eugene Cye and Hugh Ferguson vice-presidents. Plans were made to resume the functions of the org. which lapsed many years ago. An agricultural fair is planned.

Urge Glamorizing Of Premium Books

Minnesota Short Course Hears Results of University Survey

MINNEAPOLIS, March 8.—Glamorized premium books, more uniform rules were urged for Minnesota county fairs as a result of two surveys made by graduate students at the University of Minnesota.

Results of the studies were disclosed Tuesday (4) at the sixth annual fair management short course in the Radisson Hotel here (3-5). They were sponsored by the university's department of agriculture education, which handled rules, and the journalism school, which did the premium book report. Both were based on studies of 1951 county fair premium books issued in Minnesota.

H. W. Wilson, assistant journalism professor at the university, who presented the premium book study, urged that they be made easy to use, easy to read and attractive. He also discussed methods of handling premium book advertising, declaring that benefits of such advertising should be stressed at all times.

He suggested that a size adaptable to easy use be selected, and recommended that each book have an index so that the user doesn't have to look blindly thru the book.

Decries Small Type

Wilson decried the use of small six-point type in books, declaring they were difficult to read, and declared that at least eight-point newspaper type on 12-pica widths be adopted. Where the column size runs 18 picas or more a type larger than eight point should be adopted.

Generous use of photographs to build interest and to promote the premium books was suggested. He recommended the use of color wherever possible — either by making the cover a two-color printing job and/or colored paper stock for the center spread. The cover should be fairly durable and the color should vary from year to year, Wilson said.

Too often premium book advertising is sold on a good-will

basis, which he said is the wrong approach. Instead the benefits of advertising should be emphasized to the purchaser, Wilson asserted.

Advertising Ways

He said he found a variety of ways of soliciting advertising by the fairs. One fair manager who has to sell the ads but gets no extra money for it, wants to get rid of the job because it takes too much of his time. Another has turned the chore over to 4-H members.

At a third fair the community newspaper publisher has the premium book concession, selling and collecting for the ads, printing the book and turning over a percentage to the fair association. In a similar set-up elsewhere, the local printer gets the ads, prints the book, turns out 1,000 copies for the fair without cost and pays the fair association 25 per cent of the advertising revenue collected.

In studying premium books, Wilson broke them down into three general classifications. The hip-pocket size, he found, was

(Continued on page 49)

ATTENTION
FAIR SECRETARIES!
Contact The
ERNIE YOUNG AGENCY
for
New Ideas in Grand Stand Shows
303 N. Wabash Avenue
Chicago, Illinois

The Sensational
ORTONS
...DORIS - VERN
New Playing
OSMAN TEMPLE SHRINE CIRCUS
ST. PAUL, MINN.

For bookings, contact
HAL PEARCE PRODUCTIONS
BOX 4037, STATION A, DALLAS, TEX.

NATIONAL HOME SHOWS INC.
America's Outstanding
Trade Exposition Organization
PRODUCING HOME SHOWS, ATTENDED BY
MILLIONS IN FIFTY LEADING CITIES
Sponsors, Show Managers, Space
Subscribers, Exhibitors, Write:
Grace A. Gaffney, Pres.
Home Builder, Auditorium
2109 Live Oak St.
Dallas, Texas

CROWDS CHEER and
we grow BIGGER & BIGGER
BECAUSE WE SELL THE
FINEST ACTS
...YOU TOO, CAN CHEER TO
...THE OFFICE RECEIPTS BAILING!
Write, Wire or Phone
HETZER'S
Theatrical Agency
Bank Arcade — Suite 307,
Huntington, W. Va.

CARNIVAL WANTED
Week of August 18th to 23rd.
HARRISON COUNTY FAIR. Contact
M. H. GAINER or RALPH COX
Clarksburg, W. Va.

BARNES-CARRUTHERS
Serving America's
Finest Fairs with
America's Finest
Talent and
Entertainment.
Whatever your entertain-
ment needs... it will pay
you to consult with us.
BARNES-CARRUTHERS
Theatrical Enterprises, Inc.
159 N. Dearborn St., Chicago 1, Ill.

TOUR WESTERN CANADA
CONTACT
D. A. JUDITH ENTERPRISES
CALGARY REGINA VANCOUVER
HEAD OFFICE
12A WESTMAN CHAMBERS
REGINA, SASK.
Bringing the top names in entertainment
to Western Canada

SOUTH JERSEY STATE FAIR & EXPOSITION
Camden, New Jersey
MAY 25TH THRU JUNE 1ST — 8 DAYS
NOW booking Concessions and Handy Parks of all kinds, also Club and Cookhouses.
WILL place a few independent Grand Shows not conflicting with what we have.
All Address:
O. C. BUCK SHOWS, TROY, N. Y.

WANT FIRST-CLASS MOTORIZED CIRCUS
For Grandstand Show at Fairs in Wyoming and Montana (not far from Billings, Mont.), August 15-16, 17th; August 21-22, 23; August 26-27, 28th. Prefer Circus wanting to play this territory. State full details.
WILLIAMS & LEE
464 HOLLY AVE. ST. PAUL, MINN.

SPECTACULARLY DIFFERENT
Leoaquatics
Available for indoor and outdoors
spring and summer dates
Contact Your Agency or
Leo Couture, 2009 Berri St., Montreal, Canada

Kelmans Buys Spot At Peekskill, N. Y.

Indian Point Sold by Hudson Day Line; Major Improvement Plans Formulated

Continued from page 24
plans were announced on both occasions immediately after shuttering.

Improvements Planned

After the signing of the contract here last Friday, Kelmans said that the ownership of the property would make it possible to inaugurate major improvements that would probably not be attempted if the property had been retained on a lease basis.

Initial goal will be to turn the funspot into a year-round venture, Kelmans said. He visualizes the creation of a public zoo, and a winter operation which would include an outdoor skating rink, large toboggan slide and an artificial ski slope. In addition, Kelmans said that he would probably extend the operation of the picnic season to open earlier in May and to close later in September.

Acquisition of the property will also make it possible for Kelmans to inaugurate a more intensive advertising and promotion program. Kelmans has already engineered an excellent job in this respect with the spot heavily blitzed throughout the metropolitan area.

Second Major Deal

This is the second major funspot deal involving Kelmans in recent months. He recently acquired Sea-

side Amusement Park, Rockaway Beach, N. Y., and immediately launched plans for expanding that operation.

Kelmans is known to be working on the revival of the Westchester County Fair as a fall event to be held at Indian Point. Event would be staged as a bona fide agricultural fair and not as promotional endeavor to aid the funspot. The plan is admirable for the staging of an annual in that the grounds are spacious and sanitary facilities are extensive.

Bart Kooker Named Manager At Des Moines

DES MOINES, March 8.—Bart Kooker, of Des Moines, assistant manager of Riverview Park, has been named manager to succeed Robert A. Reichardt.

Since 1945 Kooker has been assistant manager at the park, which is operated by the New Riverview Amusement Company. Earlier, he served three years with the Air Force.

Reichardt resigned his position as park manager to launch a private business, the Tread Way Automatic Door Company. He had managed the park since 1940 and is a director of the National Association of Amusement Parks, Pools and Beaches.

Funland Sets Early Debut

AUGUSTA, Ga., March 8.—Funland here, only park within a 75-mile radius of the billion dollar H-bomb project, holds its spring opening March 15 and 18. It was announced by Joe Hawthorn, vice-president and general manager of the operating corporation.

Mayor Hugh L. Hamilton will officiate at the opening and many other officials have been invited. At present the park is open week-ends, with excellent patronage when weather permits operation.

A de luxe \$15,600 Allan Herschell Merry-Go-Round arrived recently, bringing the ride line-up to 11 major and kiddie devices, with more scheduled to arrive before opening date.

A roller rink is being constructed. It will have a 60 by 90-foot floor under a 70-foot roundtop with two 30-foot middles. Lyn Hunting, electrician, operates the miniature train.

Lester Hovermale reports good business with his "Flying Ouck." Cecil Purvis, who has the Ferris Wheel and Roll-a-Whirl, is vacationing in Florida. Herb Mace, Comel operator, arrived from Miami. Haworth had as guests at a dinner party recently State, city and county officials.

With five carnivals in town, many showfolk visited Fun Land. They included Ross Manning, Jack J. Peary, Willie Lewis and Harry A. Parker, Rose Manning Shows; Lou Riley, owner of the Dumont Shows; Ralph and Mollie Decker and son Kirk, Stanley Reed, Al Porter, Jack Dempsey and Clarence Astings. Paul (Doc) Norvell, old-time carnival trouper, who is now in business here, was host at a recent fish fry for park folks. Recent arrivals on concession row are Art and Mrs. Baer, L. Brandt, Ruskin, Fla.; Jerry and Suzie Geroud, and C. J. Williams and son.

Bank Deposits Mark Holiday Boom at A. C.

ATLANTIC CITY, March 8.—Opinion expressed by business interests that the three-day Washington's Birthday week-end hit a new business high for any comparative period was confirmed this week by banks reports of a record \$3,600,000 up to the Monday night following the holiday. Bankers and business men saw in the rush of visitors here an optimistic note for Easter, Palm Sunday and the summer.

Albert Marks, chamber of commerce president, said he believed the heavy off season was practical proof of statistics which show national income at an all-time high. He pointed out that good weather, advertising and new high speed routes to the resort were responsible for the upsurge in business. He said that the variety of auto license plates indicates that the pull of Atlantic City has extended "far and wide."

Bank deposits for the week-end showed an increase of more than 10 per cent over the comparative period of last year.

Fritz Kidspot Ups Promotion, Adds New Ride

MELROSE PARK, Ill., March 8.—Art Fritz' Kiddieland is being whipped into shape for opening, probably in early April, and for the first time the spot has mailed out 5,000 calendars in a promotion plan.

Fritz said that further promotion plans are in the making but said that they were not yet final. He also reported that a look into Chicago television prospects convinced him that TV connections would not work out for his kidspot.

A new Hodges Kiddie Ferris Wheel will be added to the ride line-up this season. Fritz also is mulling an idea for installing an Old Mill, using boats he has had on hand for some time, but he stressed that these plans, too, are still unsettled. Fireworks, introduced at the spot last year, will be repeated July 4, he reported.

Going into operation at the Kiddieland again this season will be Fritz' double-header steam train ride as well as his Diesel model. The double-header was inaugurated last season when Fritz took delivery on an additional steam locomotive. Capacity of his full train layout is 188 persons, he said.

Freeston Quits Woodside Post

PHILADELPHIA, March 8.—Vic Freeston, who had been associated with Woodside Park here for 16 years as an executive and press agent, announced this week that he has severed connection with the park.

It is reported that the new management of the park, succeeding the late president, Norman S. Alexander, will assign an agency to handle publicity and advertising, as does Willow Grove Park here.

Concession Contracts Settled at San Antonio

SAN ANTONIO, March 8.—The city council this week approved a contract with the City Concession Company for operation of concessions in 14 parks. The company will pay \$125,025 annually and build a \$50,000 concession stand. It also will operate concessions at the city auditorium pending the council's action on bids to be received March 10 for the stand and two other concessions in the city.

Drum Beating Antics Rate National Interest

Continued from page 25

reputation of being one of the best "stunt men" in the business. He has done more with a few girls, babies or animals than many a space grabber has accomplished with elaborate promotions costing thousands of dollars.

Clicks With News Reels

Newsreel men working out of New York swear by Bert. They say that he would make a top editor since every stunt he has pulled there in has been a natural for pictorial qualities and interest. That undoubtedly accounts for the fact that Bert's ideas are flashed on theater screens throughout the country on numerous occasions throughout the summer.

Bert has gone a long way toward making the stunt man a respected and vital cog in the publicity craft. "Stunts," says Bert, "are a publicity technique which more than any other device quickly and vividly dramatize an outdoor event, a sales message, a government appeal, a product or a personality."

In sum, the stunts engineered by Bert and his crew, help prove the proverb that "one picture is worth 10,000 words," since their staging almost always results in many hits in the nation's press.

Stunts Become Annuals

In outdoor show business, Bert's name is synonymous with such outdoor amusement enterprises as the Steel Pier, Atlantic City; Palisades Amusement Park, New Jersey, and New Jersey State Fair, Trenton, all of which he has represented for the past 18 years. His imaginative brain has created such publicity getting stunts as the lion tamer's school at the Steel Pier, the baby crawling derby at Palisades and the turkey carrying school at Atlantic City, Pa. The success of these and other stunts made it possible for them to be turned into annual events.

Like many great showmen—a correct designation in his case—Bert strives for the "light, humorous touch" in all of his endeavors. In master-minding events of this nature, Bert has never allowed himself or his clients to be exposed to ridicule. Regardless of how "light" a project may seem, Bert approaches it with a measure of seriousness. This, coupled with adroit engineering, makes it possible to follow a predetermined line, altho a tongue-in-cheek attitude is seldom lacking.

In the 14 years he has been handling publicity for the Doughton Corporation of America, Bert's numerous stunts have been a tremendous success. His doughnut dunking contests, songs, parties and queens, plus the National Dunking Association and National Doughnut Week have been credited with tripling doughnut sales throughout the country.

"Queens" on Order

The pint-sized publicist has created so many queens for amusement parks and resorts that he is like, as to make him one of the foremost authorities on pseudo-royalty in the land. But, perhaps, his greatest achievement was the creation of the Mrs. America contest.

Bert hit on the idea of holding a Mrs. America contest in 1938 as a promotion stunt for Palisades Park. "I had just gotten married—my wife was in publicity—so the idea was natural enough," Bert recalls. "The first few years we held the contest in the park. It was so successful that we decided to make it a post-Labor Day project in Asbury Park, N. J., along the lines of the Miss America pageant at Atlantic City."

Interest in the Mrs. America contest has grown with the years. In 1951 over 15,000 participated in the sectional eliminations held throughout the country, Bert says. Popularity of the contest is credited to the device of choosing the winner on a combination of looks and domestic dexterity. Altho Mrs. America doesn't have to be a rating beauty, it usually works out that way, Bert says.

Contest Franchised

Last year's winner earned \$7,500 in prize as well as numerous fees for modelling, endorsements and personal appearances. Promotion-minded execs at fairs, amusement parks, theaters and the like annually participate in the contest thru franchisees. Local promoter staged his own elimination, following the formula supplied by Bert,

and with the help of the publicist's staff of promotional experts. The Reading (Pa.) Fair and New Jersey State Fair long have featured the winner and already have concluded arrangements for presenting the 1952 winner.

Bert makes the publicity wheels go around from his offices in the Newsweek Building on 42d Street, New York. The plans in the making and in operation make for a typical beehive atmosphere but the maestro himself is relatively calm, floating around in his own bliss clouds of cigar smoke (if he isn't off the weed) while communing with his special muse in search of more stunts that are unusual enough to rate extensive press and radio coverage, but not fantastic to the point that they would rate a bellylaugh and the wistful "What?"

Somewhat of a perfectionist, Bert is highly regarded both by his clients and his fellow publicists. In 1947 he received the annual award from the American Public Relations Association for the most meritorious public relations performance in the field of industry. He is a member of the Public Relations Society of America, the American Public Relations Association, the Publicity Club of New York and the Industrial Publicity Association.

Views in Textbook

He has written widely on publicity and public relations for various trade publications. He also authored a chapter on publicity stunts in the "Public Relations Handbook," a textbook widely used by colleges and universities throughout the country, published by Prentice-Hall. Bert for years wrote a column for The Billboard entitled "The Pool Whirl," under the nom de plume, Nat A. Tor.

Bert attended New York and Columbia universities. Later he became a feature writer for The New York Evening Graphic, now defunct, and the Newspaper Enterprise Association Syndicate. He started his own public relations firm 21 years ago and during the years has represented some of the nation's outstanding national advertisers and trade associations. He is the father of three children.

Plans for New Chi Kiddieland Told by Heller

CHICAGO, March 8.—Progress on plans for construction of a new Kiddieland were told here this week by Albert Heller, of Heller Enterprises, Inc. The spot will be in an unobtrusive area at Grand and Elmhurst roads, with three highways serving the site, he said.

On hand for the spot are a Merry-Go-Round, steam train ride and live ponies. These, Heller said, will be office owned, while another five or six kiddie rides will be booked into the park.

Heller said booking rides would put more persons with financial interest into the operation, and he anticipated better returns under that system. Construction of the Kiddieland is scheduled to get underway about April 1.

A promotion program, including children's birthday parties, is being laid out, Heller reported.

A. C. Meeting Dates Zoom

ATLANTIC CITY, March 8.—Convention crowds promise to be on the upswing here with 18 sessions scheduled this month counted on bringing in excess of 15,000 visitors. Three of the conclaves will top the 1,000 mark in delegates, with the largest turnout anticipated for the annual Packaging Show which is expected to attract 5,000 people to Convention Hall.

The convention schedule gets progressively heavier, with 24 organizations set for April; 41 in May and 34 in June. Even July and August are in for convention business with five each. It has only been in recent years that the resort has taken summer conventions. Two of the groups are expected to total 7,500 visitors.

Fred Murray Joins Godin Pyro Firm

NEW YORK, March 8.—Joseph J. Godin, president of the Interstate Fireworks Manufacturing and Display Company, Inc., Springfield, Mass., this week announced the appointment of Fred C. Murray as vice-president. Murray will take over his new post after concluding today a 12-year stint as general manager of the International Fireworks Company, Jersey City, N. J.

Murray, who has 63 years' experience in the pyro business, will assist Godin in sales. He will represent both the Massachusetts concern and the sister Canadian firm of the same name which Godin launched about a year ago.

While no permanent base has been chosen for Murray, it is believed that he will work out of Boston or, possibly, Brockton, Mass. Latter is close to one of the firm's manufacturing plants at Bridgewater, Mass., where Godin's son, Edmund, manages the plant. Another son, Roger, is also active in the firm.

A pioneer in the fireworks business in this country and credited with many innovations, Murray has staged many notable shows. During his association with International he planned and devised all displays.

In announcing the alliance, Godin said that his firm was fortunate in securing Murray's services in view of his vast experience and clientele. Godin's rapidly expanding activities have made it difficult for him to personally cover all of the territory in which his firm is interested.

2 Rhinos, Valued At 18G, Die at Sea

PHILADELPHIA, March 8.—A pair of two-horned hairy rhinoceroses en route to the Philadelphia Zoo from Singapore, died at sea, the zoo was notified this week by the importer, Alton Freeman, Kendall, Fla. The zoo was to have paid \$18,000 for the two rare animals of which there have been no specimens in the United States for 50 years. They were a male and female captured in the Malay Peninsula and were less than two years old. The zoo's present rhinoceroses are of the African black species.

Snow Nixes Week-Ends At Rockaways

NEW YORK, March 8.—Four inches of snow, the heaviest fall of the year, hampered operations at Rockaways' Playland last week-end. Altho the rides were blanked out for the first time this winter, concession units fronting on streets did business.

A new automatic timing device has been installed on the Merry-Go-Round and excess from other New York area parks have been observing its operation. A new public-address system is being installed.

Posters to herald the annual Mardi Gras are now being prepared. A heavy selling campaign will be undertaken to build the event, Dick Geist said.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY, GLAMOUR, SHOWMAKING

GET THE NEW REVOLVING HOLLYWOOD SPOTS-LITE

BETTER IN A CRYSTAL BALL NO MARCH TO MARCH WASH OR POLISH

CLASH OF NEW DOLL IN BEAUTY MODERN IMPROVING LIGHTING EFFECTS AND ACCESSORIES IT OFFERS 12 SPOTS-LITE MODERN LIPS PAINT FOR THREE IN ALL-GLASS, GLASS LIPS, CLOSE UPON SALE APPROXIMATE PRICES: SPOTS-LITE \$10.00

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Bargain Bargain FOR SALE

8 CAR WHIP, in good condition, now located at Cedar Point, Sandusky, Ohio. Can be removed or continue lease of two more years at same location. Big margin for quick sale. Reason for selling, account other business.

Write or Wire to **HOWARD BERNE** 816 Warren St. Sandusky, Ohio

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A Few Used Automatic Bowling Alleys

- LIKE NEW • Proven big money maker
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WANT TO BUY

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WANTED

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FOR SALE

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TEN 14" SKEE BALL ALLEYS 1946 model — and four seasons — in good condition. Reason for selling — have purchased new models.

CONEY ISLAND, INC. 205 East 94th Street, Coney Island 2, Ohio

GIVE TO THE RUNYON CANCER FUND

Hoof and Mouth Hits Regina

• Continued from page 24

hibition company has decided to cancel its show and sale scheduled for April. The four-night Saskatoon light horse show in April will go on.

A government quarantine embraces farms within a 25-mile radius of Regina. Some 1,180 cattle, sheep and swine have been slaughtered in an effort to wipe out the disease.

When the quarantine is to be lifted is not known but it is certain to continue for many weeks. Even then, further precautions will be taken and these are expected to last another 90 days.

The never a money-maker—it dropped \$5,400 last year—the Regina winter fair is a provincial grant of \$5,400 and a federal government grant of \$5,000. Whether the grants will be made with the event canceled is not known. The five-day fair, held in late March, included a light horse show and sales of cattle and swine. This year's sales were to be the first in the exhibition org's new auditorium-sales arena, built at a cost of more than \$500,000.

The fair board had spent better than \$2,000 on advertising before the winter fair was called off.

It is unlikely that government grants to the summer fair will be affected thru cancellation of the livestock competitions.

A three-day harness race meeting in June, under exhibition sponsorship, is expected to be dropped. At Wetburn, Sask., plans are going ahead for the summer fair, June 27-28, even if the government should cancel livestock shows. The Junior Chamber of Commerce in the same city is looking for substitute entertainment to replace its annual rodeo, Broncho Daze, should

the show be canceled.

At Prince Albert, Sask., the exhibition grounds have been closed to all livestock traffic until further notice and the exhibition's winter show slated for early April may be canceled. The Prince Albert Agricultural Society is sending out information on foot-and-mouth disease to calf clubs in the district.

In Brandon, Man., plans for the Manitoba winter fair, the end of March are going ahead but will be dropped if the provincial government advises against holding it or cattle breeders decide not to participate.

Plans to hold the Edmonton, Alta., spring show during the last week of March are being continued by the Edmonton Exhibition Association but the event will be dropped if there should be any change in control of the outbreak or any official request from Ottawa, Ont., or Calgary, Alta., to take steps to prevent any outbreak of the disease among its animals. All shipments and all arrivals have been banned until notification that the disease has been wiped out in Western Canada. Patrons of the zoo are being asked not to feed the animals for fear the virus might be transferred by human carriers to the animals.

Playland, Rye, Adds Ride, Other Units

RYE, N. Y., March 8. — Col Allan E. MacNicol, director, this week announced that a new Overland Fire Engine had been added to the ride line-up at Playland Park.

Other new units include a kiddie zoo and a kiddie playground. The zoo will contain mostly cage stock. Both units are to be operated by Martin Carr, who also has the pony ride at the funspot. Spot's indoor ice rink has been popular thruout the winter, with championship meets stimulating interest.

Kidspot Uses Singer's Name In New Title

COMPTON, Calif., March 8. — With the appearance of Carolina Cotton here tomorrow, the name of the Harry G. Matthews kiddie park will be changed to Carolina Cotton Tiny Town. She will play return engagements here as often as her scheduled permits. Set to go on television this fall, the Western singer will tie-in merchandising stunts with her Sunday dates.

On the days when Miss Cotton is unable to appear, other Western music stars will be billed, Matthews, the owner, said.

Changing of the title to that of the singer's name marks the second time within two years that Matthews has tagged the moniker of a Western music star on to his park. Up until late 1951, the zone was known as Doye O'Dell Tiny Town with merchandise gimmick also tied to the p. a.'s.

Pros and Cons

• Continued from page 24

hurl. He declared that the biggest problem confronting the National Safety Council was to combat the generally fatalistic attitude "It goes when my number is up and not before or after." He said that was the biggest headache of safety educators in their battle to reduce accidents.

Earlier in his speech Prickett emphasized that fair officials primarily ascertain whether they have adequate insurance coverage.

He urged that the risks be evaluated in advance, that attention be given to machinery exhibits which too often are not protected well enough from a safety angle. He recommended the installation of safeguards — that electrical equipment be adequately insulated and circuits not overloaded, that grandstands be properly supported, that fair buildings be checked and braced—all in advance of fair time.

In that way, he said, the county fairs would be certain that they generally would have no tragedies on the grounds during exhibitions. He implied there were enough chances of accidents without giving hazards, which otherwise could be checked, a chance to take their toll and spoil a fair week program.

Zoo Quarantined At Calgary, Alta.

CALGARY, Alta., March 8. — A temporary embargo has been placed on all animals leaving or arriving at the Calgary Zoo as a precaution against foot-and-mouth disease. The action was taken at the annual meeting of the Calgary Zoological Society following an outbreak of the disease in the Regina, Sask., area.

It was also decided to erect a sign at the zoo asking patrons not to feed the animals.

A. M. Van Ostrand was elected to his eighth term as president of the society. Other officers are J. E. Jefferies and Dr. G. R. Johnson, vice-presidents; V. M. Brown, secretary-treasurer, and Tom Baines, curator, all re-elected.

In his presidential report, Van Ostrand said zoo exhibits totaled 800 birds and animals, of which there were 225 varieties.

The secretary-treasurer's report showed receipts of \$17,472 and expenditures of \$17,148. As the society started the year with a bank overdraft of \$1,324, a deficit of \$1,000 still remains.

WANT TO BOOK RIDES

for Kiddie Park. Have Trains, Ponies, Skee-Ball, Handball, Basketball and Roller Skating. Sky Rider and Boat Race. Prefer Complete Sky Rider or Sky Roller. Year-round operation. Attractive presentation. Write for details to this professional agent.

O. D. DRANE 10730 84. Main Houston, Texas Phone 260 9151

Talent Topics

• Continued from page 27

to play the Syracuse outdoor show as well as the Hartford, Conn., Shrine Circus.

Ernest and Yvonne Jones, high act billed as the Strato-Stars, arrived in Billy Senior's Lovington, Ill., winter quarters Monday (3) to begin rehearsing for the outdoor season. Poodles Hanford, top man in the riding act, writes that he will return to the Midwest for outdoor dates in April. Jim Fairbrother, gal diver with Sam Howard's water show, took a leave of absence from her job as dental technician in Coral Gables, Fla., to play the Chicago outdoor show.

Wong Troupe, acro, left Chicago Wednesday (3) to open at the Thunderbird Hotel, Las Vegas, Nev. Donna and Darlene, singers, open at the Boulevard Room of Chicago's Conrad Hilton Hotel soon.

Vance Jernigan, trainer of Ace, the albino wonder horse, writes from Malvern, Ark., that he has been so busy managing his property there that recent appearances have been limited to a few benefit shows. Jernigan is schooling a 3-year-old steer as an addition to the act and expects to play some celebrations and fairs this summer and fall.

Altho the name attraction at the DuQuoin (Ill.) State Fair is yet to be inked, several supporting

acts have been signed, including LeBrace and Berrice, Lang Troupe, Sharkey the Seal and a Hal Sunda line. Talent in the circus themed Kea Murray Saturday (1) television show included Tom and Jerry, bars, Brianta, comedy knockabout, Tuffy Truesdail, alligator wrestling, Sid Stone, pitchman, and Ruby's dogs.

Con Collano, tight wire performer, skedded to play the Sunday (9) "Super Circus" TV show in Chicago, wired from Quakers-town, Pa., that he was injured in rehearsal there and would be in at a later date. Latinos, wire act, are set for the Sunday (16) show, with the Tokayers, teeterboard, and Don Wallis, foot ladder, on the following Sunday. Professor Cheer, xylophone, will be the Side Show attraction on the latter date.

George Hubler and Jim Caply (Glen Martin and Company) closed their Canadian tour at the LaTour Club, Quebec City, Sunday (2) and hopped to Dayton, O., their home town, to play several club dates. Duo opens March 12 for a week at the Olympia Theater, Miami, after which they motor to the West Coast for eight weeks with the Clyde Beatty Circus. . . . Amansid, acro, arrived in Chicago recently to play a television date and follow with club dates in the area. . . . Farias Duo, hand balancing, will head for Kansas City, Mo., April 19 to play a club date.

High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS

GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

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PARK FOR SALE

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A WONDERFUL OPPORTUNITY FOR TWO OR FOUR PARTNERS

Wishing to retire, I have a beautiful spot on the Boardwalk at Pt. Pleasant Beach, N. J. It has over 200 ft. frontage on the Boardwalk and about 600 ft. deep to Ocean Blvd. Right on the corner of Tropicana Ave. There is one building, 25,000 ft. housing a 30-car luxury Show, with new beautiful gift shop, very modern, new 1000 sq. ft. building, 20,000 sq. ft. which has a Walking Charlie, new 1948 A. A. 1000 sq. ft. building, 7 beds, large garden with apartment, sheets, and new. This is the only piece of property for sale on this Boardwalk that I know of. The real value is at least \$100,000. I will let go at \$100,000 and leave a substantial mortgage.

If interested see **J. E. LIVINGSTON** 1001 LAKEVIEW AVE., S. ST., PETERSBURG, FLA. Phone: 31, Petersburg 79-1028

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SEASON OPENS IN APRIL. TAVERN AND LUNCH ROOM OPEN ALL YEAR.

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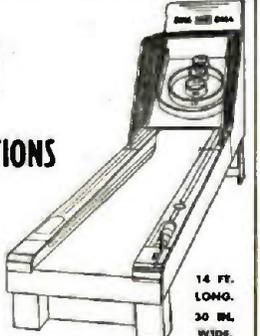
HIGH EARNINGS WITH TROUBLE-FREE OPERATION PROVEN BY HUNDREDS OF INSTALLATIONS

80 GAMES AN HOUR WITH EITHER 5c* OR 10c* SLOTS—*OPTIONAL

COASTERS & PHILADELPHIA TOBOGGAN COMPANY FUN HOUSE STUNTS

PARTS 430 E. DUVAL STREET PHILADELPHIA 64, PA. LAFFING FIGURES

14 FT. LONG, 30 IN. WIDE.



King Bros. Signs Acts, Adds Animals

Doll Family to Join; Flying Troupe Comes From Europe; Hippo Purchased

Macon, Ga., March 8.—Signing of new acts and additional parade plans were announced here this week by King Bros. Circus. Personnel new to the show include the George Chamberly flying act, imported from Europe by Co-owner Lucio Cristiani, and the Doll Family, midgets, who have been with Ringling. Scott Hall will be Side Show manager. James Conway will be parade marshal.

Floyd King, co-owner, announced that his show has purchased a large hippo from the Memphis Zoo. Also included among major additions to the King menagerie are an anteater, polar bear, tiger, wild boar, zebra and an American bison obtained thru the Canadian govern-

ment. A long-horn steer also has been added. Wardrobe for this year's show has been acquired by Cristiani, who, with other members of the riding family, is in Minneapolis this week for the Shrine circus date.

In Macon, Ora Parks was preparing new press copy to accent show program. Two styles of heralds will be used this season and will be distributed from the advance car and by mail.

King said that major magazines and news reel companies are expected to be on hand April 5 for the show's revival of the street parade. For the season's opener here, the parade will start at 10 a.m. to permit time for an extra performance at 11 a.m. Parade plans call for a minimum of motorized equipment and a maximum number of horse-drawn wagons and cages. The No. 1 bandwagon will be horse-drawn, King said. It was acquired from George Christy and has been rebuilt. The steam calliope will be motorized.

Most of the cages, carts and other parade equipment will be transported on two 34-foot low-slung semi-trailers. One of these will double as a hay wagon in the parade. The cages and carts will be loaded crosswise, King reported that some difficulty has been experienced in getting harness in quantity for the parade.

Arrangements for parade work were completed thru co-operation of American Federation of Musicians, King said. Amendments to the musicians' contract were made thru the national AFM office and with Harry A. Suber, union's traveling rep.

RB N. Y. Bow Will Again Aid Heart Fund

NEW YORK, March 8.—Following smash results of last year's precedent-setting benefit premiere, Ringling Bros. and Barnum & Bailey Circus will donate the proceeds from this year's opening night, tentatively set for Friday, April 4, at Madison Square Garden to the New York Heart Fund.

Last year the Big Show not only aided the coffers of the Heart Fund, but garnered for itself a world of good will and acres of precious press space. Whether the Big One again can draw the fabulous array of stage, screen, radio and TV names who elownd, rode, sang and otherwise joined in the opener, remains to be seen. Certainly last year's were in great publicity bonanza.

Measure due to the drawing power of the big names, since lush audience attracted then was obviously not the same type as usually drawn by RB.

Taus this year for the benefit tee-off are \$50 each for box, \$25, \$15 and \$10 for logs, promenade and arena, per location.

Polack Eastern Scores Big at Wilkes-Barre

WILKES BARRE, Pa., March 8.—Strong advance sale for Polack Bros' Eastern unit guaranteed near-capacity houses here. Circus, which opened Thursday (6), completes a 3-day stand here tonight. Date was promoted by Clyde Harris, assisted by Al (Ironhead) Perry.

Flornce Galt, Polack publicity director, scored press wise, with four spreads in papers here, arousing particular comment with a full column "hit" depicting the life and trials of Perry, formerly one of the country's leading stuntmen.

From here show goes to Pittsburgh, where Henry Barrett will handle the Mosque Shrine promotion.

Howe's Paint Job Underway at WQ

MEMPHIS, March 8.—Painting of trucks has been started at the winter quarters here of the Howe's Famous Hippodrome Circus, the former Buller show. The outfit is in quarters at the Mid-South Fairgrounds here. Of the show three elephants that had a had in 1951, one died recently, another in quarters and the third was sold some time ago to the Kelly-Miller show. Arthur Sturmak is in charge of the show.

BOILERMAKER TREATMENT AIDS AILING BULL

VERONA, Italy, March 8.—One of the most valuable elephants of the Circus Apollo recently became ill and a veterinary surgeon was called in to treat it. Vet prescribed a titanic injection of 8,000,000 units of penicillin followed by a change of one and a half pints of choice Cognac. Immediate effect of the radical treatment was highly gratifying—the elephant leered at the vet, hoisted its snout and joyously trumpeted for more of same.

Polack Houses Strong in Chi; 'Baggage' Out

Dog's Illness Puts Act on Sidelines; Rietta Joins Show

CHICAGO, March 8.—Polack Bros' Western Unit will play sellouts for night shows this week-end (7-9) and strong crowds for four scheduled matinees Saturday and Sunday, according to Louis Stern, managing director, and Promotional Manager Mickey Blue.

They said Chicago business has been good since the opening Friday (29). Lightest day of the first week was Thursday night (6) when a two-thirds house was on hand. Engagement runs thru March 18.

Gautler's "Excess Baggage" was (Continued on page 48)

Hagan-Wallace Opens Season; Flashes New Trucks, Animals

DELAND, Fla., March 8.—Dub Duggan's Hagan-Wallace Circus opened its season here Saturday (1) with a full matinee and three-quarters night house. It moved to Daytona Beach for Monday and Tuesday (3-4), where Shrine supplies' advance sale assured full houses.

New on the show this season are several trucks and semi-trailers, a bear act purchased from Terrell Jacobs, a horse act bought from Jack Joyce, a ticket wagon acquired from King Bros., 30 assorted monkeys and baboons, most of them from Henry Trefflich of New York, and a new 120-foot banner line. Five towers supporting 10 flood lights are spotted in the mid-way.

The opening day's performances ran about three hours but this is to be reduced to two hours. Mill Robbins, former Side Show manager with Ben Davenport shows, is equestrian director. The program is as follows:

Program
Display 1—Spec. 2—George Barton, Matt Laurish and Wila Black, pony drills. 3—Dorothy Hill, Pauline Penny and Wila Black, ladders. 4—Suede Johnson, trained bears. 5—Alfonzo Loyal, juggling.

RB Gotham Tempo Gains Momentum

NEW YORK, March 8.—As the Ringling-Barnum opening date, tentatively set for Friday, April 4, starts to draw near, the coming-and-going of RB advance personnel begins to assume its traditional tempo here.

While Paul Eagles, promotion manager, prepares to leave here, sometime next week, on an extended hunt for auspice and sought sale deals, other advance RB personnel have begun coming in, led by Bill Antes, radio-TV chief. Roland Butler, ballyhoo boss, is due on March 16. Antes, who has already set up (Continued on page 48)

HM PAYS PREMIUM; ACTS JOIN AGVA

Morton Considers Court Challenge Of Union's Insurance Policy Charge

KANSAS CITY, Mo., March 8.—Hamid-Morton Circus opened here Wednesday (5) with AGVA insurance premiums paid for this and the Wichita, Kan., stands and with all performers signed as paid-up members of the union.

Bob Morton, who signed AGVA contracts for the Bob Morton Circus, said he still opposed the insurance plan and stated that he is "seriously considering" court action aimed at recovering the premiums. He said the insurance "definitely does not protect the performer except for limited times," and he charged the \$3.50-per-week charge for each performer was "exorbitant."

Both Morton and Don Roberts, local AGVA rep who signed the contract with Morton, declared that the contract is in force and that there is no question concerning possible amendment or a rider attached to the form contract.

Roberts explained that two riders were prepared. One was written by Morton and turned down by Roberts. The second was written by Roberts, accepted by Morton and included in the contract. The final form provides, they said, that Morton will be responsible for paying the insurance premiums for each stand but that AGVA has no objection to the collection of the money from auspices if he desires to do so.

Morton asserted that he would pay insurance premiums for all dates of either the Bob Morton or the Hamid-Morton Circus and that he would require all performers with the shows to be AGVA members.

In view of the signed contract

James M. Cole Show Booked Thru Mar. 20

NEWBURGH, N. Y., March 8.—James M. Cole's indoor show, now in its 12th season, will continue thru March 20, when it plays Union Theater, New Philadelphia, O. Cole said here. His show plays here Saturday (1). Its annual route includes 20 weeks in New York, Northern Pennsylvania and theater chains in Ohio. The current trek opened last September.

At Haverstraw, N. Y., Friday (28), Cole gave a free show for 2,000 State hospital patients in connection with his appearance under the auspices of the State. Cole said his elephant act, featuring his son, James Cole Jr., has been signed at the St. Louis Police Circus starting April 20. They also will return to the Jay Gould Circus for the summer season. It will be their fourth year with Gould.

Hagen Bros. in Windy Start; Allen Names Staffers, Acts

ALICE, Tex., March 8.—Hagen Bros' Circus, owned by Howard Suez, got off to a windy start here Saturday (1) with fair houses for the afternoon and night shows.

General Manager Harry Allen reported that the show is moving on 14 show-owned trucks and is using an 80 with three 40s for big top, a 50 by 118 Side Show and a wild life show.

The 90-minute program includes: Seven riding Conclys, bareback and juggling acts; Miss Prada, riding dogs and monkeys; Bertha and Mier, perch and hand balancing; The Hardleys, rolling globe and roly-boly; Jack Banta and Eddie Akins, Hagen Bros' Liberty Akins, Hagen Bros' double trans and revolving ladder; Eddie Akins and Lynn Stewart, elephant act; Lloyd Senter, contortion; Clardine Banta, Torely Townsend and Donna Pyle, web and ladders; Jack Banta and Eddie Akins, porters; Francher Pierce, Glenn McDorris and Eddie Akins, menage; Roy Toy, producing clown, with Francher Pierce, Jimmy Armstrong, Lloyd Senter and Roy Adkisson.

Staff includes Suez, owner; Allen, manager; Louise Ringold and Jack Hagen, advance; Paul Pyle, superintendent; Maxine Allen, treasurer; Bertha Drane, tickets; Ivan S. Douglas, 24-hour man; Ben McFadden, electrician; Roy Adkisson, assistant electrician; Kenneth Dunlop, seats and rigging; Jack Banta, horse trainer; Eddie Akins, elephant superintendent; Harold Kelly, in charge of stock; Jimmy Loek, properties; Cal Townsend, carpenter; and Mr. and Mrs. Dan Stewart, cookhouse.

The Side Show is managed by Tommy Arenz and includes Frank Webb, magic; R. O. Trundle, tattoo artist; Slim Bragg, fire; Rube Arnold, musical act; Babe Conroy, snakes; Chief Tuscahoma, knife throwing; Arenz, Funch and Judy; Claudine Clark, electrical act, and Lynn Stewart, bird circus. Jim Conley and Clare Ratley have the wild life show.

In the concession department are Mildred Pyle, manager; Mrs. Louis McNeese, popcorn; Tom Dean, drinks; Lou McNeese, boss, and Mrs. Dan Stewart, grease joint.

and his policy, he said he was at a loss to understand why the National Producing Company, the firm thru which he and George A. Hamid operate the circus, still was on the AGVA's "unfair" list.

He said that it was "ridiculous" to continue the "unfair" listing because the same people are involved in the Bob Morton Circus as in the National Producing Company.

Morton denied that the contract required approval by the AGVA directors and pointed out that no such action is mentioned in the contract. He said that Roberts had given assurance of authority to act in reply to a report from New York that Jack Irving, head of AGVA, said the contract was unacceptable to the union because of riders.

All 66 performers with the circus had become members of AGVA by Tuesday (4), according to Roberts. (Continued on page 48)

SECOND TAKE

Two Polack Acts Amend Performance

CHICAGO, March 8.—Two acts with Polack Bros' Western Unit turned up at Chicago with major changes in their routines since the show was reviewed earlier this season.

Spiller's Seals and Penguins opens now with an introductory walk-around by the penguins and moves into a novel seal presentation in one bit, two seals puff on pipes. In another, Spiller has worked out a clever "singing" number with himself and one seal handling the melody and the other seals carrying other parts. Amendments in the method of presentation and in the act itself have put Spiller's number into the ranks of top seal acts.

Joe Lemke's Chimps also worked to better results here. They walk a tight wire and stilts, perform a perch head stand and ride a pogo stick. Working under adverse circumstances earlier, the act was shown to full advantage here, and the difference was major.

The Four Whirlwinds, not reviewed previously this season, come up with two outstanding bits in their roller skating act. First is a two-person foot suspension spin that takes the girl's head uncomfortably close to the platform. The finale is another spin with the two men carrying a rigging from which the two girls do suspension revolutions. The wind-up is trimmed with strobolite wardrobe and easy good applause. The Polack show also uses strobolite effectively in its opening aerial ballet.

Frank Walter, Houston, Dies; Aided Beatty

HOUSTON, March 8.—Frank J. Walter, business associate of Clyde Beatty for many years, died at his home here February 29 after an extended illness. Funeral services were conducted Sunday (2). Only immediate survivor is Walter's mother, Mrs. Frank Walter Sr. Mr. and Mrs. Beatty attended the funeral.

Walter traveled with the Beatty show for several seasons, usually working on the front door. A number of years ago he produced the Frank J. Walter Circus as free entertainment for underprivileged children. He was a former member of the CFA.

He acquired what amounted to a fully equipped circus as a hobby (Continued on page 48)

Dressing Room Gossip

Polack Western

The beautiful circus scenery on the Medina Temple, Chicago, stage has been augmented with new leg drops and unique entrances on each side of stage. The black light effects in the aerial ballet are outstanding. Mrs. Lemke visited her son, Joe, and made a lot of flashy new wardrobe for the

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chimps Lempe received two new students for his chimp college. Betty Waldenka has joined with her sway pole act for the season. She celebrated her birthday with a party and received many gifts and flowers.

With Al Sweeney handling press and Justus Edwards on radio and TV, Lempe has received plenty of publicity. Francis Brunn, assisted by Mary Tahmin, Joe Lempe's chimps. Sherman brothers and Bobo Barnett gave a special performance at the Shriners' Children's Hospital. The Ward-Bell Pliers have new gold lame tunics. Carney's arrangement of the "Blue Tango," played for Rita's act, is a musical masterpiece. Dennis Stevens is doing a new routine in his contortion-ballet satire in the clown band. Jerry Haskell, owner of the 12 o'clock Club, had a buffet lunch for the troupe at his club.

Recent visitors included Naida Roberts, Auzie Augustat, Paul Geyer, the Bernard Kehoes, Jack Klippel, the John Vanis and family, Pedro Morales, Rube Liebman, Jack Andrew, Nick Francis, Herbie White, Walter Weber, Harry Nannan, Sam Levy Jr., Walter Shyretto, Will Hill Jr., Harry and Gertrude Morris, Charley Zemler, Ab Johnson, Jimmy Armstrong, Frank Saluto, Otto Griebing, Dick Lewis, Helen Billelto, Mrs. Lempe, Joe and Margie Greger, the Raymond Waltons, Ruth and Ole Rice, Fred Kressmann, Kinko and Mary Kinko, Orville Harnack, Albert Hodgini, Claude Crumley, Ethel Robinson and Viola MacLeod.—HARRY DANN.

Orrin Davenport
Attendance was big at Rochester, N. Y. Many performers visited the George Eastman Estate under guidance of Ward Schaffer, CFA. Chita Weber, Harry Nannan, Fred Kressmann, Kinko and Mary Kinko, Orville Harnack, Albert Hodgini, Claude Crumley, Ethel Robinson and Viola MacLeod.—HARRY DANN.

Walker Bros.
Show had an accident to mar the engagement at Albuquerque, N. M. Carmen Sanchez was injured in a fall from Spanish web, the swivel locking in spin and sending her 18 feet to the Armory floor. She suffered serious head and face lacerations and was hospitalized 10 days. It will be several months before she again is able to perform. Mr. Sanchez received flowers and gifts from the personnel, firemen, police, American Legion and DAV.
Mr. and Mrs. Mel Hall and family visited, en route to join the Gil Gray show. Cloyd Harrison, bicyclist, and Bill Irwin joined in Amarillo, Tex.—HELEN LAZELLA.

Wallace Bros.
GONZALES Tex., March 8.—Org opens here March 22. Bill Matthews will be in charge of the music and instead of using the regular big band, will have a piano with organ attachment, plus musicians. Cleo Plunkett will be announcer, and Chester Gregory, Side Show manager. Billie and Jim Plunkett are readying their concessions.—LEON M. BLOCK.

Polack Eastern
Roanoke, Va., under Shrine auspices was a winner. Ben F. Yearty and Terry F. Barrett directed. Jo and Silvers Madison were hosts at a supper party in their new trailer to celebrate the second wedding anniversary of Harriet and Nate Lewis. Guests included Josh and Lillian Kitchens, Frieda and Ernie Wiswell, Henry Kyes, Frenchie Durant and the Bils and Dorothy Kay caught the show March 11, taking time off from the Norfolk promotion. Victor and George Georgego (Continued on page 42)

Under the Marquee

Claire Fawcett, author of "We Fell in Love With the Circus," recently in Saratoga, recently told she expects to have another book out soon. It is "Wrapped Up in Canvas." . . . Bill (Cap) Curtis reports that he'll stay in Cuevas, Miss., this season and says that if he longs for show business he'll go over to Jack Adams' reptile farm between Gulfport and Pass Christian. Curtis looks for a big season for road circuses but fears a labor shortage.

Hap Williams, veteran of 33 years with circuses in San Antonio. He recalls being with the Barnum, Ringling and Buffalo Bill shows and more recently with Clyde Beatty and Frank Buck. . . . Hop Green, Lew Christie, Pee Wee and Joe Simpson clowning a show for The Milwaukee Journal at the Milwaukee Arena.

Paul M. Cooney, Macon, Ga., and Dr. William Hall Holden, eye specialist and explorer, were guests of Noyales D. Burkhardt at the Ringling-Barnum Sarasota, Fla., quarters last week. . . . New members of the Circus Clown Club, according to Secretary Marge Kelly, are Edward E. Bates, Wilbert D. Bender, George S. Bayer Jr., Col. Robert S. Bowen, Charles J. Dean, Sidney C. Fouts, Everett A. Fuller, Tony Giovananni, James G. Hines, Charles Hildreth, Bill Hoffman, Leo LeFebvre, Joseph Melnard, Alene Magee, Joseph A. Meyers, Blanche Ober, William F. Ogden, Burton Pierard, A. C. Prince, Norbert Provost, C. Arthur Quimby, Leon A. Scofield, Bob Selinger, Clarence Shank, Chris W. Viohl Jr., John

A. Walling, Stanley H. Woodward and Ray Earl Wilkinson. Honorary membership cards have been issued to Bette Leonard, C. H. White, Carl Andrea, J. W. (Pop) Barrett, Raymond L. Bickford, Roy Barrett, Thelci Dechert, Bill Green, Robert Hallis, Bill Hushin, Dan J. Harrington, Dr. Chester H. Hoyt, Bill Kanaska, Nick Kenny, Jack LaPearl, Dr. Harrison Powers, Clyde H. Steward, Rev. Edward S. Sullivan, Fred B. Thompson, James Warren and Rev. Arthur V. Lisenburg.

Wyll Davies, clown, is in New Orleans readying his wardrobe for the coming season. . . . Doc Waddell addressed Kishma Grotto's annual dinner meeting in Flint, Mich., March 3. The Grotto sponsors Mills Bros. Circus stand there June 6. Willis Hales, formerly with Ringling-Barnum, is still a patient in the State Hospital, Waymart, Pa.

Frances Anderson advised from Hot Springs that Norman Anderson's grandmother, and not his mother, Mrs. Laura Anderson, as was recently reported, died in El Paso, Tex. She was the mother of Bud Anderson and her body was sent to her home in Emporia, Kan., for burial.

Great Britain's show paper, "World's Fair," comes up with an enthusiastic review for "The Greatest Show on Earth" and tells of the Sarasota work in making the film. A premiere of the movie was cancelled because of the king's death, but it opened without special fanfare February 16. The newspaper also carried a list of United States circuses as prepared by Karl K. Knecht, president of CFA.

Ernie Everhart, Tyrone, Pa., tells that the Tyrone Tribune recently carried an item recalling that Wheeler Bros. Circus people in 1916 conducted a memorial service for persons killed at Tyrone in the Walter L. Main wreck of 1893.

Robert D. Good, fan and one-time trouper, writes that Danoo Dhotre is writing an autobiography. Dhotre, who was with the Ringling show several years, recently left the Amar Circus of France because of illness.

Dick Clemens reports from Oakland, Calif., that he is putting together a new wild animal act which he plans to present at Minnesota fairs this summer. He plans to leave for the Midwest in June. He adds that while playing Mexico last month a gang fight broke out in his arena and two lions were killed. (Continued on page 48)

Howe Staff Prepped for April Bow

NEW YORK, March 8.—Hy Sturm, attorney for Howe's Famous Hippodrome circus, this week reported that the new staff set-up for the coming season is rapidly being completed, and will be announced within next few weeks. Show is slated to open April 12, playing sponsored dates.

Quarters work in Memphis, Sturm said is getting along at a fast pace, with all equipment being overhauled and painted. New materials-handling apparatus has been purchased and negotiations are under way toward purchase of a new big top and new seats. Also in the offing is the buying of additional elephants and other animals from Henry Treillich, local dealer.

Auspices Agents Meet Opposition In Texas, W. Va.

CHICAGO, March 8.—Opposition between auspices circuses reportedly is strong this season, with contracting agents finding difficulties in searching out open territory.

Apparent centers for conflict are West Virginia, where Mills Bros. and King Bros. will be two days apparent at one town, and Texas, where Wallace Bros., Kelly & Morris, West Bros., Hagen Bros., Tiger Bill's, and others are contracted.

Cole Sets Acts

Also set for the show are the Clemons, aerial; Great Beckett, aerial; Trixie Troupe, high wire; Baudy's greynoths and monkeys; Ely Ardely, aerial; Unk, finger stand; Natal, human chimpanzee, and three perch acts including the Orantos, Francisco and Dolores, and the Two Adamsons.

In addition to the acts, program will include aerial ballets and a large clown alley is being lined up, Lewis said.

Izzy Ceryone's band will furnish the music and Preston Lambert will handle the announcing chores. Leo Hamilton will again be equestrian director.

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RAILROAD SHOW GROSSES TO GO UP --- McCAFFERY

Increased Employment, Higher Wages Cited by Veteran Showman

CHICAGO, March 8.—Railroad carnivals will register higher grosses than last year. That is the opinion of J. C. McCaffery, long-time biggie in railroad show circles and currently co-owner and general agent of Amusement Company of America, the former Henries Shows.

"Our patrons have considerable more money than last year," McCaffery points out.

"More people are working. And, generally wages are somewhat higher."

Viewing the year ahead, Mc-

Caffery's explanation is as simple as that. He discounts any possible effect of the increased cost of living upon the spending of people on midway. At the same time, he brushes aside the figures pointing to mounting bank deposits as a significant sign.

By past experience, McCaffery holds, "Midway grosses have risen with employment and wages, regardless of other factors, such as increased cost of living."

More Money

"The working man today is handling more money than ever before," McCaffery adds "and, the bank deposits are up, I don't believe the average working man is saving more. He's just spending more, and I believe he will spend more this year at carnivals."

In discussing the outlook, McCaffery confines his predictions to prospects of railroad shows only. Grosswise, he maintains, they have relatively better prospects than truck shows.

"Most railroad shows now get little, if any resistance to a front gate charge of 15 cents at still dates," McCaffery says. "Actually on our shows we estimate that more than 20 per cent of the people who pay at the gate do not ride a ride, take in a show or play a game. They pay merely to look around,

which is all right, tho, because these same people might not otherwise come to the lot. The number of these people add up to a substantial figure."

Cites Improvements

Commenting on the appeal of a railroad show lot, the veteran showman observes, "We in the business sometimes lose sight of the vast improvements that have been made in railroad shows. The lighting today is outstanding and together with attractive fronts, well-illuminated rides and general improvements makes a railroad show mighty appealing."

"As a result, not only has resistance to front gate charges at still dates died away but actually the greatly improved appearance of the shows has sparked a desire by many people to pay to get on the lot, even if they have no intention of patronizing either the front or back end."

To substantiate this point, McCaffery cites the Royal American Shows. "What person," he asks, "would not be willing to pay the front gate charge to see Royal American's brilliant layout, its huge array of well maintained, well-lighted rides and its many attractive, strikingly illuminated show fronts?"

Major Route Changes Set By Beam Unit

WINDBEL, Pa., March 8.—A major switch in territory was announced here this week by Merle A. Beam, operator of Beam's attractions. Over half of the route this season will be in Maryland, Virginia and North Carolina. As a result, it was necessary to drop a number of Pennsylvania events in order to shoot for a number of bigger dates, Beam said.

Stanley Hutcheson, Petersburg, Va., has been appointed to handle Southern bookings. A new date, recently signed, is the Bremen's celebration at Brookneal, Va.

Allan Hall also has been added to the staff to assist Steve Decker, manager. Harold Curtis, newly appointed superintendent of the mechanical department, will report to quarters next week to ready equipment for the road. A skeleton crew will join at quarters next week, with a full crew scheduled to report April 1.

Other personnel includes John Yowns, who will again head the electrical department; M. E. Bamm, show painter who will also be in charge of advertising; Tom Shingledacker, Merry-Go-Round foreman; Joe Dupont, Caterpillar foreman; Henry (Red) Harp, in charge of kiddie rides; Earl Kersey, Spitfire foreman; and Robert (Red) Horton, Ferris Wheel foreman.

Mr. and Mrs. O. F. (Walt) Furr have the conkhouse C. A. (Chillie) Small will return as bingo manager. Speedy Barnes has contracted to take over the Motordrome. Johnny Nugent will have three shows.

WOM Books Rose Midgets

NEW YORK, March 8.—Mrs. The Rose concluded arrangements for this week to present her midget troupe on the World of Mirth Shows this year. Deal was set with Gerald Snellens, World of Mirth general representative.

Snellens said that six midgets would be featured in the troupe and that the personnel would probably be expanded for fair. A sixth down unit will be framed behind a major front, he said.

Show toured last year without a midget unit after having featured the Hermine troupe for a number of years.

St. Louis Club Honors Presidents

ST. LOUIS, March 8.—Over 120 showfolk and their friends honored the president and past presidents of the International Association of Showmen at the club's annual party in the clubrooms here Saturday night (1).

Following an Italian spaghetti supper, a floorshow was presented by the Savilla Entertainers, who were obtained thru the efforts of Mr. and Mrs. Edwin Schantz.

John Delaney donated three attendance prizes and John Francis won the grand prize.

Schoonover Buys Out Levitt, Stein Acquires B. B. Shows

SAN FRANCISCO, March 8.—In a three-way deal consummated here this week Bob Schoonover bought the interest of Ted Levitt in the Cavaleade of the West Shows and A. E. Stein acquired Schoonover's share in the B. & B. Amusement Company in Alaska.

The interest of Marie and Ted Levitt was purchased outright for an undisclosed sum with Schoonover becoming full owner of the Cavaleade. The Levitts are planning to join the West Coast Shows.

Crafts Hosts PCSA Folk

LOS ANGELES, March 8.—Following a custom established many years ago, Orville N. Crafts will host the membership of the Pacific Coast Showmen's Association at the National Orange Show in San Bernardino on Tuesday (11), Sam Dolman, chairman of the club's committee, said.

Dolman said the caravan will assemble in Monterey Park at Garvey and Atlantic boulevards at 1 p.m. Ribbons, good for entrance into the show, will be issued.

At the 37th annual Orange Show, PCSA members will be the guests of the Crafts organization, which is on the midway.

2 Sponsors Active In North Adams

NORTH ADAMS, Mass., March 8.—Two applications for carnival permits for the coming season already have been received here, City Manager Robert H. Harp announced this week. Requests were made by Frank R. Siles, American Legion Post and North Adams Sportsmen's Club. Each desires to act as a sponsor.

Harp revealed he has taken no action on the requests, but indicated an immediate decision soon on the city's show policy.

Soy Bean Festival To Royal Midwest

FINDLAY, O., March 8.—Royal Midwest Shows have been signed to provide the midway at this year's expanded Wood County Soy Bean Festival to be held on the streets of Tontogany, O., July 22, 26. It was announced from local winter quarters this week.

Nip Harris handled the contract negotiations for the org. This year's event also will feature free attractions as well as a radio show, it was announced.

No. 1 unit with several concessions. They will open with the organization in Bakersfield late this month.

Stein, who has toured for seven years with the Schoonover shows, including the old California Shows, acquired the rides this showman owned in Alaska. Schoonover opened in the cold territory three seasons ago. Included in the deal were seven major and kid rides.

The Schoonover show was operating under the name of B. & B. Amusement Company. Stein said that it would continue to use this title, for it also applied to his family, as he is familiarly known as Blackie and his wife, Bea. Formerly the initials referred to Betty and Bob Schoonover.

Stein said that he would open in Palmer, Alaska, late in May. The season will be 12 days more than formerly played.

NCA Lists Final Meetings

NEW YORK, March 8.—Final schedule of meetings of the National Showmen's Association will be announced this week by President Bernard Allen and Ethel Weinberg, executive secretary.

Sessions are scheduled for March 12, 26 and April 9. The board of governors and general assembly will meet on the same nights. Refreshments will be served after each session.

Allen urged a large attendance in view of the number of important subjects on the agenda prior to the discontinuance of meetings during the outdoor season.

Chi Italian Fete Inks Big Four Rides

MELROSE PARK, Ill., March 8.—Big Four Amusement will again provide the rides at Chicago's Italian Festival this year, Russell Martino, partner in the org. announced.

Martino, who with his brother, Thomas, and Frank Billnie, are co-partners, has also signed the Italian Celebration here under auspices of the Mount Carmel Church.

Big Four will tour six rides this year, four major and two kid devices and will travel in Wisconsin, Missouri, Arkansas and Illinois. Russell Martino recently took delivery on a new 28-foot Eleanor show trailer for the coming season.

Charlie Hodges Sets 5 Units With Gooding

COLDWATER, Mich., March 8.—Charlie Hodges, midway show operator, who winters here, this week announced that he will have five units out this year on midways on which Floyd E. Gooding, Columbus, O., ride operator, will provide the attractions.

In addition to a Side Show, Hodges said he will have a Girl Show, Fat Revue, Funhouse and Outlaw show. The last named is the show which John Courtney had at the Chicago Railroad Fair for two years.

Diane Ross, currently playing the Gables Club, Miami, has been contracted to head the Girl Show. She will produce the show and equip it with scenery and light. It will carry a three-piece musical unit consisting of a Hammond organ, vibraphones and drums.

Zola Williams, bearded fat lady, has been picked for the Fat Show. Louis J. Kaupp's Marionettes, which have made numerous TV appearances during the winter, have been signed to appear in the Side Show. They offer a 10-minute revue, set to sound, that includes imitations of Jimmie Durante, Mac West and others, all done with small replicas, plus a chorus doing Rockette-type dancing.

Hodges terms the use of the Marionettes in the Side Show as "an experiment made in an effort to provide something different." "I believe that they should have considerable family appeal, thus helping to build Side Show attendance that normally is limited to those who want to see only the unusual," he said.

In addition to providing units at some Gooding dates, Hodges has contracted to supply some midway shows at Wisconsin State Fair, Milwaukee; North Iowa Fair, Mason City, and Mid-South Fair, Memphis.

Miami Clubs Honor Deceased

MIAMI, March 8.—Miami Showmen's Association, in conjunction with the Ladies' Auxiliary, paid tribute to its deceased members at ceremonies held here Sunday (2) in the Flagler Street clubrooms.

Philip L. Cook, chaplain, and Freda Wilson were co-chairmen of the services. Cook delivered the invocation and Regina McLinden sang the opening ode. Main addresses of the day were given by Leo Bistany, MSA president, and Mrs. Mae Levine, president of the ladies' group. A second solo by Miss McLinden preceded addresses by Rev. Sidney H. Davies, Grace Methodist Church; Rev. Father Joseph T. Cronin, St. Mary Catholic Church, and Rabbi Max Shapiro, Temple Beth David.

Cook and Mrs. Levine called the roll and Miss McLinden sang "Ave Maria" during the reading. The services closed with a reading by Chaplain Cook and benediction by Mrs. Clarence Dunn, chaplain of the ladies' organization. Agnes Goldberg and Eva Daniels served as flower girls.

Deceased male members on the memorial roll included Jack Barth, John Young, Nat Braunstein, Mark McFarland, Thomas Cunningham, Patsy Rosania, Isador Castle, William Ketrov, Paul Rogers, Norwood D. Nelson, Billie Clark, Rudy Dressler, Wilbur Shaffer, Dave Kabanoff, Louis Shinkel, Charles Friedman, Abraham Rosenfeld and Joseph Baker.

Auxiliary members included Nellow Lorow, Mae Korh, Irene Eileen Dunlap, Shirley C. Schulan, May Margolies, Amy H. Schimmowski, Margie Cetlin, Shirley Matsoff, Evalyn Fallon, Leone M. Gordon, Agnes Trout Bequette, Matilda Irene Porth, Katherine Murray, Bertha Melville, Stella Ackley, Ida Kohler, Blanche Lytton, Esler Wallace, Laura Walsh, Kay Edwards and Gladys Green.

'52 to Surpass Recent Years, Prell Predicts

Cites Reduction In Amusement Tax Industry's Need

DANIA, Fla., March 8.—The 20 per cent federal amusement tax was cited here this week as the only cloud in an otherwise very outlook for outdoor show business this season.

Sam E. Prell, owner of Prell's Broadway Shows, now in their fifth week of Florida stands, forecast that "all in all, the season should be better than we have had in quite a few years."

"The only worry the showman has is the amusement tax," Prell added. "We should get together and try to get a reduction. If successful our worries would be over."

In support of his prediction of better business, Prell pointed to the grosses his shows obtained when they operated in good weather.

Stands at Sarasota, Fort Meyers and Fort Pierce gave his shows an average 30 per cent higher gross than last year. Commenting on this, Prell remarked, "I have never seen so many people as there are in Florida this season. What's more, the spending is considerably higher than last year."

The shows have three more weeks of fairs, Lakeland next week, followed by Eustis and Sanford, before they head north.

Show Folks Nets \$2,500 From Party

SAN FRANCISCO, March 8.—Show Folks of America swelled the treasury by some \$2,500 with the staging of its annual Hi-Jinks event in the clubrooms Monday night (3). Mjke Kekros, head of West Coast Amusement Company and a past president of the organization, was chairman for the night.

The club dispensed with its regular Monday night meetings so that the time could be devoted to the party.

In reporting the financial standing of the Hi-Jinks, the total included \$1,600 from the sale of tickets. Ducats were \$1 each.

Getting under way at 8:30 p.m., the first few hours were given to door prizes. The door prizes awards were a lamp donated by Kekros, an electric blanket given by Marie and Ted Levitt, and a series of grab-bag packages contributed by Frances and Harry Seber.

A two-hour show was given with Solly Hoffman emceeing. Acts included Barbara Huffman (Miss San Francisco), vocalist; Legta Hobson, vocalist; Duke and Terry, interpretative dances, and a trio from the Spanish Village. Phil Saprio and his orchestra (4) played for the show and dancing following the performance.

The event's committee, in addition to Kekros, included Art Craner, Al Rodin, Edward Hellwig, Mary Texiera, Frances Seber, Charles Albright, Sam Dolman, Nate Cohen, Ernie Wilkey, Monte, Sammy Coranson, Bill Coles and Jimmy Redder.

Al Rodin emceed the festivities. The event was ballied on television with Tony Artega appearing over one of the local channels.

J. R. Leeright Sets Park Deal

SAND SPRINGS, Okla., March 8.—J. R. Leeright, owner of the shows bearing his name, will remain off the road this season to operate his rides and concessions at Sand Springs Park here.

The park covers 50 acres and includes facilities for camping, picnics, fishing and swimming, the latter two in a 20-acre lake located on the grounds. Amusement plans call for 10 rides along with a miniature golf course, Fun-house and an animal show.

Lundgren Org Bows in Nevada

BOULDER CITY, Nev., March 8. — Ed Lundgren's Midwest Shows opened their '52 road season to fair business here last week after a month's stand at its Needles, Calif. quarters.

During March, org will move to Henderson, Whitney and North Las Vegas, all in Nevada, and then to Barstow, Calif., before heading back across Nevada and north thru Idaho, Montana and Utah.

Ernie G. Mathis has rides here under Charles (Chew) Tobacco's Bray, including two Merry-Go-Rounds, Ferris Wheel, Tilt-a-Whirl, Rolloplane, Mix-up and five kid devices.

W. E. Gilberson has his live ponies and an animal show. Latter includes a pair of ring-tailed lemurs, seven-legged sheep, four horned sheep, barbadoe, stuffed Siamese cats and one deer.

(Continued on page 39)

VIVONA BROS.

Combined SHOWS

LAST CALL

All People Contracted With This Show, Please Answer

Opening March 22nd at Newberry, S. C. for a long season of 14 bona fide Fairs and many outstanding Celebrations and Still Dates, including the 75th Annual Firemen's Convention at Bridgion, N. J.; the Mt. Carmel Celebration at Roseto, Pa.; two weeks in Washington, D. C.; the American Legion Convention at Washington, N. J. and the Circus Date at Philadelphia, Pa.

WILL BOOK: Live Pony Track, Dark Ride or one Flat Ride not conflicting. Unborn, Crime Show, Wild Life, Midget Show, Glass House, Motordrome or other Grand Shows of merit. Scales & Age, Photos, Jewelry and Hunky Panks of all description.

RIDE HELP: Want Foremen and Second Men for Twin Ferris Wheels and Octopus. Can use Semi-Drivers, Ticket Sellers and good Help in all departments.

BILLPOSTER: Poster Man with own transportation. Join at once. Good proposition.

PROF. VIDALIA wants Musicians and Entertainers for Harlem Show. Carl Mantley, let us hear from you immediately.

JOHN VIVONA, Manager, Newberry, South Carolina

Midway Confab

Glen D. Wylie, manager of Hiawatha Shows, last week visited The Billboard's Cincinnati offices while returning to Florida from Toledo. Wylie reported that the shows are booked solid with dates around the Ohio city. During the Florida State Fair, Tampa, Mrs. Bernice Kinsley visited her husband, Windy Kirksey, who is wintering there. She was accompanied by her mother. Anyone knowing the whereabouts of Stewart B. Gilliam is asked to have him contact his mother, Mrs. Gilliam Hayes, immediately at her home, 1508 W. Davison Avenue, Detroit 6, Mich. She is confined there with injuries sustained in a recent auto crash. Gilliam, a ventriloquist, was with Cavalcade of Amusements last season, she writes.

Jack Downs, general agent of Wallace Bros. Shows, has returned to his Gauthier, Miss. fishing camp after attending the Mardi Gras at Mobile, Ala., and the Azalea Trail festivities there. While in Mobile, Downs and Thomas D. Hickey confabbed with a group of local businessmen regarding the opening of a new amusement park, which is being planned for that area. Frank W. Peppers, former operator of Peppers' All-State Shows, advises from Dothan, Ala., that his ride and concession unit worked to fair business at the recent Mardi Gras in Mobile, Ala. He adds that Larry Schaaf, former secretary of the shows, is in charge of Dothan quarters while Peppers is away on a booking trip.

Mr. and Mrs. Homer H. Scott, owner-operators of Georgia Amusement Company, are mourning the loss of their dog, Tinnie. Billy (Diamond Tooth) Arnte is ill at his home, 1819 Gregg Street, Columbia, S. C., and would like to read letters from friends. E. H. (Bama) Gilliam has booked his pea pool stand with Georgia Amusement Company for the 1952 tour.

Among billposters on hand for the recent Florida State Fair, Tampa, were John Coustana, George Galla, Ed Riley, Eddie Jackson, Larry Lorrinson, Togo Christman, Paul Campion, Jack Adams, Jim Crews and Wimpy and Pat Hasckill. George Walker has been signed to handle the Merry-Go-Round on Georgia Amusement Company this season. Doc Waddell, the circus parson, reports that Walter Byers recently purchased two new Merry-Go-Rounds, Ferris Wheel and Tilt-a-Whirl for his Cavalcade of Rides, which he has quartered at his home in Columbus, O.

Harry Leonard infos from Dade City, Fla., that the Hall and Leonard Side Show is hopping up country from its Southern Florida dates.

A. Hymes, concession operator, had several stands at the recent American Legion Bronx County Dodeo in New York. Agents included John McNeil, No. 1 novelty stand; Pete Van Cleet, No.

3 novelties; Sol Neventhal, assistant boss butcher; Harry Kibble, No. 3 grab stand; Jack and Muriel Danzi, novelties; Oscar Decker and Mike Denapoli, novelties; Bob and Mollie Nerley, hat stands, and Ben Smith, Archie Feinberg and Paul Torin, candy butchers.

John F. Reid, owner-manager of Happyland Shows, has moved his Detroit headquarters to 3426 Iroquois Avenue. Reid reports he has heard from a number of the shows' personnel who are wintering in Florida but will return for the April opening. Mr. and Mrs. Russell Stager, concession ops and show secretary, are wintering in Miami; Mr. and Mrs. Burt Lamson, concessionaires, St. Petersburg; Mr. and Mrs. Paul Sprague, general agent, Tampa; Virgil Dickie, assistant manager, and Mrs. Dickie, Gibsonton; Eddie Miller, Bradenton; Russell Quick, Fort Myers, and Mr. and Mrs. Don Garner, concession operations, Fort Myers.

George Ellis and John Swayze last week booked their concessions with Mickey Perceall's Pioneer Shows, C. Lovejoy reports from Waverly, N. Y., winter quarters. Recent visitors there included Harry Dukes, Bill Foley and Abe Weinberg. Frank E. Beach, known in outdoor show business as William Gannon, last week passed away in Ward 710, Charity Hospital, New Orleans, from injuries sustained when struck by a hit-and-run driver. Walter B. Fox, well-known former carnival and circus general agent and now in the mail-order business in Mobile, Ala., has recovered from a bout with the flu.

Frankie Shafer cards that he played the annual celebration at Brownsville, Tex., with his concession line-up. Also on the midway were Slim Dennis, Albert Wright and Woody Galther. Homer R. Sharar, for 12 years a member of Ray Cramer's Side Show on Dodson's World's Fair Shows, last week was named a trustee of the Texas Restaurant Association of San Antonio. Sharar, who says he heads Food, Inc., there, reports that Glen Porter has a strong Side Show line-up and that he obtained his share of business at the San Antonio Livestock Show. Dick Spencer, co-owner of E. B. Spencer & Son Amusements, of Haddam, Conn., enlisted in the Army recently and is taking his basic training at Fort Dix, N. J. George Stroth is in Miami recovering from a recent illness.

Mr. and Mrs. C. I. Lavin, of the Midwest Merchandise Company, Kansas City, were expected to return to that city last week following a two-month visit in Mexico and the Rio Grand Valley. On the trip they visited many show people and attended the Charro Days Celebration in Brownsville, Tex. Dwight Babinet, who is wintering in Hot Springs, has

(Continued on page 39)

America's Finest Show Canvas
TENTS—SIDESHOW BANNERS
CONCESSION TENTS
IMMEDIATE DELIVERY
FLAMEFOIL FABRIC
Available in all colors
All sized colors also available
Bernie Mendelson—Charles Driver

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CONCESSIONAIRES
INSURANCE
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6 or 12 MONTHS
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the Toy Fair,
March 10-19
Room 635
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CARDINAL MFG. CORP.
428 Keepe Street, Elizabeth, N. J.
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WIN Get Top Money on Any Midway
You can safely flash your best bet on
week for 10c, 15c or 25c with our
new, attractive, precision built
spindles. 30 inches square, beautifully
covered with red felt, fancy metal
center plates, has 45 two-inch spac-
ing finished 21-inch spaw. Com-
plete and ready to place on any
counter top, only \$49.50.
\$20.00 deposit, balance C.O.D.

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ATTRactions

Shrunken Heads,
Buddies, Devil Child,
Fish Girl, Age Ray,
Wild Boy, many
others. You'll
made up. Free
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SHOP**
3550 W. Van Buren St.
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WANTED

Good clean carnival to play in County
with 2,000 population. Same
owned by Melville of Pyltias Lodge
Contact
CHAR. W. LA FORCE
307 East Main St. Pawtucket, R.I.

CHARLES H. HODGES

Affiliated Amusements
OPENING WITH GOODING SHOWS APRIL 25
Want for following shows
Girl Revue—Featuring Diane Ross and Jeanevy the Monkey, Fat Show, Fun House,
SIDE SHOW, LAW AND OUTLAW.
Talkers, Ticket Sellers, Canvas Help, Truck Drivers and Useful People for Girl Show
and Side Show. Would like to hear from good, clean fine Act, along with
other Novelty Working Acts suitable for Side Show.
Can place Man and Wife to handle Fun House, also good Clown (Tramp or
White Face) to clown front of same. Can also use good Carpenter with
tools and Sign Men who can do some scenic work.
Quote your SALARIES in THE FIRST LETTER.
All Replies to
Chas. H. Hodges Box 235 Coldwater, Michigan

LaCROSS & GILLETTE COMBINED SHOWS
WANT FOR 1952 SEASON
Legitimate Hunky Panks and Grand Shows of all kinds; privilege
reasonable. Also will book Shows of all kinds, except Girl, with
own equipment. Also Rides not conflicting. Can use good
Ride Help. Shop opens April 25.

GILLETTE BROS.' SHOWS
60 Sheffield Street Tel. 2-9471 Pittsfield, Mass.

BEAM'S ATTRACTIONS
25 weeks of Community Celebrations and Fairs—Open May 1.
CONCESSIONS—Can book Long Range Gallery, Glass Pitch, Water Games,
Sticker, Age and Weight or any other new games.
SHOWS—Unusual opportunity for Shows appealing to both children and
adults. No Girl Shows on Midway.
HELP—Second Men for Caterpillar, Merry-Go-Round, Spillins. Must drive
senior, Top wages. Man to put up and down few office Concessions and
handle Marquee. \$40 per week. Report winter quarters April 1.
Best route in 24 years. Big celebrations and strong line up fairs starting
August 11. Playing Pennsylvania, Maryland, Virginia and North Carolina.
10 Ride Shows with free entry at all Celebrations. Write or wire
M. A. BEAM or STEVE DECKER
WINDLER, PA.

FOR SALE
60-inch General Electric Searchlight, Generator mounted on 26-ft. Keystone Trailer.
In best shape of any on the road, extra head complete, carbon and parts. A-1
condition. Ready to operate. \$1500.00 cash. Have a 1940 J-Ton International
Tractor, \$500.00, to go with it if you do not have tractor. All stored at our Excelsior
Springs, Mo., winterquarters. Address all inquiries to
P. O. BOX 468, DANVILLE, ILLINOIS.

FOR SALE, LEASE OR TRADE
1947 Allan Herschell CATERPILLAR RIDE
Will trade for Dark Ride in good condition.
Also R. T. Davis ride has Glider (Chairperson) in good condition for sale cheap.
Will book one not conflicting major Ride for the season.
FORSYTHE & DOWIS RIDES, Sterling, Colorado

FOR SALE
1950 Allan Herschell LITTLE DIPPER Roller Coaster
Repainted, new Loading Platform Canopy and ready for the road.
With or without transportation. Reasonable.
A. G. ONBORN, Box 1188, Sterling, Colorado

MILLIKEN BROS.' SHOWS
Opening March 17, Nahunta, Ga.
Want Agent who knows Georgia and South Carolina and North Carolina. A few Banks
Parks open. No Operator. First or P.C. Will pay bank or leave Eli Wheel, prefer
No. 2. Want sober Foreman for new Fabradel Merry-Go-Round, also Help on Kiddie
Rides; married Men preferred, will use wife on ducks or concessions. Man Mary East
wants Agency for Hunky Panks, Drunks, Cheats, Attorneys, don't know if you want
last over night. Jim Wooley, Chas. Albertson, Paul Miller, come on. All address
MILLIKEN BROS.' SHOWS
NAHUNTA, GA., WEEK MARCH 17TH

MIGHTY MIDWAY

AMERICA'S

Royal Crowns

50 SHOWS 50

HUGE CARLOADS OF FUN

WANT FOR OPENING COLUMBUS, GEORGIA, FRIDAY, MARCH 28, THROUGH SATURDAY, APRIL 5.

CONCESSIONS: Stock only. Prize every time. RIDE HELP: Foreman for Scooter and Second Man, Foreman for Caterpillar. Both Rides new. General Help also wanted. SHOWS: Jimmie Cheveny wants for Circus Side Show, Working Act, outstanding Freaks to feature. Front Man to make opening. Long season with 16 Fairs. Best treatment. Bob and Joy Purvis, with Vanities and Posing Show, would like to hear from People who have worked for them before. Want Caman Help who can drive trucks.

Address:
DOLLY YOUNG, GENERAL MANAGER
Tarpon Springs, Fla., until March 25; Columbus, Ga., from March 26.

THOMAS Goyland SHOWS

OPENING APRIL 10 IN PROVEN TERRITORY AND STRONG ROUTE OF FAIRS

SHOWS: Can place Sids Shows, Arcade, Illusion, Grid Shows, Life Show, Midget, Animal, Fun House.

HELP: Want Ride Foremen and Second Men who drive Semis; will place Wires on Ticket Sellers. Want Man to handle Front and Light Towers. Mrs. Peggy Helman wants Riders for camp.

CONCESSIONS: Can place Concessions of all kinds, especially want Fish Bowl, Water Games, Milk Bottles, Hoop-La, Penny Pitch, F.C. Dealers. Also Agents for office-owned Concessions.

All Help report to Circleville, Ohio. Fairgrounds now. Winterquarters now open.

All replies to L. I. THOMAS, Mgr., Circleville, Ohio

LAST CALL LAST CALL

WOLFE Amusement

A Very Special Announcement

We have succeeded in securing an outstanding location near the atomic plant, not in Alaska, but on the road to the plant where 10,000 families live in trailers and homes, earning big money and no place to spend it. DON'T MISS THIS ONE. All those contacted acknowledge this at once. Limited space left—so don't wait—Wire, don't write—Do it now. Don't be disappointed—We move on the lot WEDNESDAY and OPEN

FRIDAY, MARCH 21ST 2 WEEK ENDS 2 BIG PAY DAYS

RIDE HELP WANTED—Good pay, good treatment, bonus and percentage. Drivers given preference. Tickets if needed. Wire, don't write.

SHOW HELP—Party to take charge of BIG SNAKE, Panel Front Show. Girls for 2 Girl Shows managed by Dick Palmer. He also needs Agents for 6 Can. Glass Pitch and Penny Pitch. Also Man to handle panel front gate, all new. Hank and Skip, contact Rustie care this show. All other help, note early date. Big Truck Arriver with Photo Machine, get in touch with me.

Call LANDROM, S. C., 58, Or Wire

Owner BEN WOLFE	Bus. Mgr. DALLAS DUNCAN	Gen. Rep. ERNIE SYLVESTER
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For Huslers Only

Make money during spare time. Experience unnecessary. Unlimited opportunity.

\$50-\$75-\$100 DAILY!

Sell 3 1/2 yd. pieces of fine gaudy tropical, shablon, etc. Material in attractive colors. Excellent for men, women's suits, sport shirts, etc. Easy to carry with regular line. Fast moving. In popular demand.

We Sell Below Wholesale

For further information and price list, contact:
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DROME RIDERS WANTED

Men or Women for units opening in April at Fairways (N. I.) Amusement Park and with the Cettin & Wilton Shows. Top salary and tips. Good equipment to ride. Contact

EARL PURTLE
1612 Sweet Briar Road
Richmond, Va.

WANTED

Account dismountment. Colored Show. Jimmie Savitz, Bobby DeLage, Gus Dennis and Homer. Wire, don't phone. Give phone number where we can phone you. Place Plane Rider, two good Camels, Matrodome Manager and Riders with own machines. Try to contact. Want Man and Wife for Fun House. Have good outfit and outfit for Monkey Show. Ride Help. Concession Agents, get in touch.

W. A. SHAEVER
"JUST FOR FUN SHOWS"
216 South Main St., Dallas, Texas

FOR SALE

10 Concession Frames and Tops. Sizes, 12 ft. front, 10 ft. deep. All good condition; also Shooting Gallery and Guns; ready to mount on truck. All priced reasonable. Answer

ROSS E. REED
Fairgrounds, Circleville, Ohio

FOR SALE

Major Rider, Rollo Plane and Mite Up Smith make, price, \$1,000.00 each. Light Plant, 7 1/2 hp, like new, price, \$400.00. Three Arched, Economical Midway, new (still created), price, \$200.00 each. 10220 Bearings, like new, price, \$150.00. Two Transformers, Trucks, F. C. Boards, Bingo and other equipment, all priced to sell. Contact: **CLIFFORD C. COLEMAN** at Mathews, Louisiana, for information.

Lawrence Greater Shows

Now contracting Riders, Shows and Concessions. Capable Ride and Show Help welcome at all times.

Law Levy or Morris Lipsky
Winter Quarters, 1100 N. Warehouse
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Winter Quarters

Hunt Bros.

FLORENCE N. J., March 8.—An unexpected blizzard and closed highways made Capt. Roy Bush's trek to CBS "Big Top" in Camden a hazardous one but he appeared on schedule. Also on "Big Top" that day was Hazel (Williams) Case, making her first TV engagement with her rolling globe. Bush appeared on the "Mike and Buff" show emanating from New York March 9, amidst the elephants. After a sojourn in Florida, the Hunts have returned. Mrs. Eddie Hunt and Mrs. Charles Hunt are practicing menage daily.

Jack Rodgers underwent minor surgery in the Mount Holly (N. J.) Hospital. He was there three days. In Quarters is Myriam France, aerialist, who has a new trailer. The Hunts are refurbishing equipment. During Jack Rodgers' absence, Lou Barton was crowned chief chef, assisted by Hazel Oughton who has returned to her home in Foughkeppie, N. Y. The writer opens on the Frank W. Hill Circus April 14.—BILLY BARTON

Page Bros.

SPRINGFIELD, Tenn., March 8.—C. C. Leasure, general agent, returned here after a month's booking trip. Bill Reed is also a new arrival.

The 14 men working in quarters are pleased with a new television set recently installed.

E. H. Broome stopped off to visit recently en route from Mobile, Ala., to Knoxville. Other visitors included L. R. Page, brother of manager W. E. Page; Jack T. Still, Blue Grass Shows; Jim (Blackie) Short, Mighty Hammontree Shows, and Tommy Murphy, Hopkinsville, Ky.

Shows Active In Augusta

AUGUSTA, Ga., March 8.—Augusta, heart of the H-bomb project, with 30,000 well-paid workers, is a hotbed of carnival activities, with several shows opening here. Ross Manning Shows moved in from Kingstree, S. C., quarters and opened February 29 at the Exchange Club Fairgrounds under auspices of the police uniform fund. Cold weather hurt opening night attendance and a downpour made the lot soggy.

Lou Riley's Dummt Shows opened the same night on the 2300 Milledgeville Road location, several blocks away, in time for the Camp Gordon partyday. James E. Strates Shows will play a 10-day engagement on the Exchange Club Fairgrounds, under Shrike Club auspices, opening on Thursday March 20. The annual Washington engagement will follow. Strates billing crew arrived March 1 and a red hot bidding war is in progress with the Manning and Dumont shows. Royal Duke Shows opened March 1 on Highway 1 in North Augusta.

Fitzle Brown and Al Wallace will bring the Brown & Wallace Shows in later in March. Bobby Kline was in town recently to close the deal. A. M. P. Shows are to play a colored location about the same time. Rogers Bros. Circus will play here April 15 and 16 under Junior Chamber of Commerce auspices at the Greene Street lot.

Despite this competition Fun Land Park is open week-ends and attracting large crowds, weather permitting. Park is open the year round and is a favorite spot for H-Bomb plant and military personnel.

NSA Ladies Hold Bingo Party

NEW YORK, March 8.—A large crowd attended the bingo party sponsored by officers of the Ladies' Auxiliary of the National Showmen's Association this week. Dolly McCormick was the caller, assisted by Cecil Forman, treasurer, Rae Gruberg and Ethel Shapiro handled the tickets. Prizes were donated by Frances Simmons, Mollie Rosenthal, Rae Gruberg, Jean Harris, Lydia Nail, Cell Forman, Julia Taffett, Anna Halpin, Ethel Shapiro, Margaret McKee, Veronica Zurek, Sylvia Stern and Dolly McCormick. Jerry Gottlieb loaned the equipment and Frank Rappaport donated check-room services.

Virginia Greater

SUFFOLK, Va., March 8.—Ideal weather which had helped work crews has disappeared. Rain and snow are hampering outdoor activities some, but work is progressing. Bob Millikin has the crew active in all departments. Whip has been refurbished. Diesel light plant truck, as well as cook-house and office trucks, have been redecorated and lettered. Jimmy Tomas is overhauling motorized equipment, while Paul Cross has finished refurbishing Ferris Wheel seats. Ronnie Prut and Bill Penny are doing ride carpentering. Helen Serlin, H. W. (Happ) Arnold, Danny Dorso, Gus Morgan and Ed Schoekler reported that they will be here in time for the April opener. Shows will move to the opening lot in two weeks.

Recent visitors include Hugh L. Holland, local attorney; Jack Nurney, president Suffolk National Bank, and Harvard Birdsong and family of Birdsong Peanut Company; Slim Wolfe, of Donkey baseball note; Tommy Poplin and J. Thomas, U. S. Marine and brother of Clyde Thomas.

Floyd O. Kile

LIVINGSTON, La., March 8.—The small unit which Owner Kile took out of the barn to play the Livestock Show at St. Francisville, La., worked to good business. Quarters work is nearing completion. Shows are ready for opening, which is slated for early April. Jaunt will carry the org thru Louisiana, Arkansas and Mississippi.

Mr. Kile will remain off the road this season to operate her service station and trailer park here. The writer will manage her bingo stand, J. Smith, chief electrician, and his wife, ball game operator, are in quarters. L. Rose has returned from a visit with relatives in Missouri. Mr. and Mrs. Kile stopped off at Ocean Springs, Fla., for a visit with Kay and Walt Cawle on their return from the South. The writer also will be mailman and The Billboard sales agent this season.—J. P. SCHOTZELL

Hiawatha

TOLEDO, March 8.—Equipment has been readied for shows opening in April. Org will play spots near this city for the major portion of the season. Current plans call for a line-up of seven rides and about 20 concessions. A new searchlight has been added.—ROBERT E. CARROLL

Royal Midwest

FINDLAY, O., March 8.—Roxie Harris, owner, and Nip Harris, general manager, returned to quarters here after a booking trip in Indiana and Kentucky. New welding equipment has been received to speed repair work. Org plans to open about May 1.—PAT BRADY JR.

HANKY PANKS

The 10 Outstanding Henky Panks for 1951 are still going strong!

We manufacture 8 styles of Ball Games... 49 other items.

Write for Catalog

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TERRIFIC NEW PROFIT MAKING MIDWAY ATTRACTION

For Sale

Underwater Glass and Aluminum Tank and Equipment, Nylon Wardrobe, etc. Also knowledge to operate this sensational Show with very small net!

A. WILLIAMS

Box 1423, Route 1
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DYER'S GREATER SHOWS

Opening in April: Want Caterpillar Foreman, Second Man, Athletic Show Manager, Cookhouse, Arcade, Photo, Cash and Galleries. Also want experienced help. For more details, 30 ft. steel Van, High Riders, Show, Tea, Fruit Wagon. Write HARRY, ABE.

FOR SALE

1 ALLAN HERSHELL LITTLE DIPPER

LIKE NEW, FIRST CLASS CONDITION, \$6,200.

1 #5 ELI FERRIS WHEEL

FIRST CLASS WORKING ORDER, \$4,500.

Available NOW. Located in Covington, Ky. Write BOX D-164, c/o THE BILLBOARD

2160 Patterson Street Cincinnati 22, Ohio

JAMES H. DREW SHOWS

OPENING IN APRIL.

WANT Foreman for new Allan Herschell Little Dipper. Foreman for Merry-Go-Round and Help on all Rides. Good treatment, good pay and long season. Also need Chair-Plane Foreman. NOTE: John Maurer wants Cookhouse Help. Address c/o Show. CONCESSIONS—Will place Derby Race, Arcade, Striker, Long and Short Race Galleries and other Legitimate Concessions. NOTICE: Have choice location for Fun Lane at the West Virginia Strawberry Festival. Other choice dates to follow. Address:

JAMES H. DREW SHOWS Fairgrounds, Dunbar, W. Va.

WANT - RIDE FOREMEN - WANT

FOR ROLL-O-PLANE, CATERPILLAR, FLY-O-PLANE, OCTOPUS AND ROCKET

You must know your Ride and be willing and able to keep up same. Long pleasant season. No ups, no downs. Boosters, chasers and agitators, save your time as you won't last. If you can stand good treatment, you will have a permanent job.

LINDAY - PUCH - MURPHY

ATTENTION: JOE MURPHY, FAIR PARK, DALLAS, TEXAS

RED RIBBON SHOWS

Will Open March 5th in New Orleans, La.

Playrite lots in city. Can place Stock Concessions of all kinds—Fish Pond, Humper, Ball Games, Pitch Tin You Win, Ace and Scales, Photos, Peppercorn, Candy Apples and Grease. Book all Rides not mentioned. Show plays Louisiana, Mississippi, Tennessee, Alabama. HAZ Blumman, get in touch with Gerry Bob. All replies to

MORRIS HELMAN or (GIPSY) BOB MEYER
1804 BENEFIT ST. Phone: BV 9165. NEW ORLEANS, LA.

Midway Confab

Continued from page 37

booked his battery of concessions with the Ed Crover Show and will open March 29 at Lake Charles, La. Mr. and Mrs. Bazinet will leave Hot Springs about March 20 for Lake Charles to make ready for the season. . . . Charles J. Roach, who celebrated his 76th birthday March 8, is working on promotions with Homer Gilliland, Roach, who has been with many carnivals during his long career, is in his third year with Gilliland.

M. Lucio, of Columbia Shows, who attended the Miami Showmen's Association's outing, proclaimed it a grand affair. With Lucio at the event were Mr. and Mrs. Ed Knoles, Mr. and Mrs. Dick Wilcox, Mr. and Mrs. Charles Ginsburg, Mr. and Mrs. Don Watson and daughter, Donna; Mike Michaels, George and Elia Stroth and Mr. and Mrs. Martin Black.

Ethel and Earl Purdie are back in their Richmond, Va. home after a Florida vacation and a side trip to Havana. They were accompanied by Mr. and Mrs. John Marks to Havana where they met Harry Weiss and Clarence Laubor, both of whom are active at the new funspot there, Coney Island. Earl is preparing his Motordrome units for Palisades (N. Y.) Amusement Park and the Cetlin & Wilson Shows.

A. Hymes last week reported that he will have the novelties at the Richmond (Va.) Police Circus which is slated for week of June 23. Other events contracted include the Wirth Circus date at Hartford, Conn., and the Hamid-Morton Circus date at Altoona, Pa. Hamid-Morton will again stage the Richmond show which will be held on the old fairgrounds and include a nightly fireworks display.

S. Arthur Roxy, co-owner of Roxy's Amusement Rides, recently underwent an appendectomy in Bradenton (Fla.) General Hospital. He is recovering rapidly and expects to go to East Aurora, N. Y., quarters soon to prepare equipment for the coming season.

R. K. (Duke) Johnston writes from Picotou, N. S., that the Bill Lynch, Frank Elliott and Len (Kid) Dryden All-Maritime Shows are being readied for the spring debut. Wendell Elliott, of the

Elliott org, recently converted a discarded bus into a diner and is doing a good short-order business. Teddy Shiers, skillo worker with the same show last year, is working as a distributor of salesboards with headquarters in Moncton, N. B.

Jim Bergen last week journeyed to Richmond, Va., to confer with his uncle, Frank, owner of World of Mirth Shows. Jim operated the unit's bingo last season.

Harry Finklestein, former manager of Sally Rand, was reported in New York the past week. He is said to be framing a Girl Show for the newly formed Strates Model Shows.

Frank Trenker, who has had the Motordrome and concessions at Riverview Park, Chicago, for several years, info he will be back at the same spot this season. Rich Pronath, concession op, also will return to the Windy City amusement spot.

Ben Braunstein, erstwhile show manager, was a New York visitor last week. Ben stayed only long enough to accept delivery on a new Cadillac which he drove back to Augusta, Ga., where he is currently residing. Show activity is popping in the Georgia town. Ben reports, with the Ross Manning and Dumont shows on lots there now and with Decker, AMP, Strates and Royal American all set to follow in that order.

Verna Richards was a recent visitor at Waelder, Tex., winter quarters of Tiger Bill's Show, where she renewed acquaintances with Jean Mercer. The latter recently lost a finger in an accident.

Lundgren Org

Continued from page 37

Jimmy James handles the lectures.

Some 20 concessions are skedded to join the end of March. Operators here included Johnnie O'Kelly, balloons and clothes pins; Mrs. Pat Gallamore, eat stand; Rosemary Crosby, percentage concessions; Red Crosby, blower; Morn Julia; Mrs. Lottie Templeton, glass pitch, and J. W. (Bill) Tompkins, floss and candy apples.

Owner Lundgreen is ahead of the show.

28
WEEK
SEASON

KING REID SHOWS

AMERICAN
CANADIAN
TOUR

"The World's Cleanest Midway"

OPENING LAST OF APRIL FOR OUR GREAT INTERNATIONAL ROUTE

We have already contracted the finest route of still dates and celebrations in New York and New England, to be followed by six sensational engagements in the Dominion of Canada. Our unequalled route of Fairs will include Skowhegan State Fair in Maine; Malone, New York; Morris, New York; the Great Schaghticoke, New York; Fair; Cobleskill, New York; the Great Bloomsburg, Pa. Fair; Tri-County Fair at Norfolk, Va., and three additional dates to be announced later.

We will present one of the finest midways ever to move on trucks. Shows will be completely illuminated with fluorescent lighting in a riot of dazzling colors. Every yard of canvas will be Royal Blue and the show will be floodlighted with 6 giant towers. We will carry 20 rides and 15 shows.

WANT CAPABLE SHOW PEOPLE FOR THE FOLLOWING IMPORTANT POSITIONS ON OUR STAFF

CONCESSION MANAGER: To handle 8 or 10 legitimate office concessions.
RIDE SUPERINTENDENT: Capable, full charge of office-owned rides.
LOT MAN: Who will work for the office only.
BILLPOSTER: Prefer one with own transportation.

SHOWS: Want Real Arcade—Motordrome, Wild Life, Unborn, Midget, Mechanical Show.

RIDES: Will book Scooter, Rolloplane, Whip, Live Pony Ride.

CONCESSIONS: Will book any and all Hanky Panks or legitimate Concessions. Have already contracted Bingo, Custard, Ball Games, Novelties, Jewelry, Lead Galleries, Floss, Cookhouse, French fries.

RIDE HELP: For the following office Rides: 3 Ferris Wheels, Caterpillar, Tilt-a-Whirl, Spitfire, Octopus, Merry, Chairplane, Little Dipper and 6 Kiddie Rides.

SHOW HELP: Useful Talkers, Grinders, Canvas Men, Ticket Agents for 12 office-operated Shows. Several fine opportunities for man and wife. Dancing, Poising Girls, send photos.

KING REID - WINTER QUARTERS - MANCHESTER CENTER, VERMONT



O.C. BUCK SHOWS

OPENING APRIL 17

CAN PLACE FOR 1952 SEASON

GRIND SHOWS or any Single Attraction not conflicting. Ride Help, First and Second Men for Cats, Wheels, Merry-Go-Round, Scooter, also General Ride Help for 15 Major Rides, some permanently located, semi drivers preferred.

CAN USE Girl Riders for Motordrome. WHITEY SUTTON wants Side Show Attractions and Working Acts. All address:

O. C. BUCK SHOWS Winter Quarters TROY, N. Y.

WEST COAST SHOWS, INC.

Opens the Season at Bakersfield, Calif.

Monday, March 31, to April 6

All Showmen and Concessionaires holding contracts be there MARCH 29th, 1952

Can use Help in all departments; Semi Drivers preferred.

HARRY MYERS, MGR.

Madera County Fairgrounds, Madera, Calif.

DRAGO AMUSEMENTS WANT FOR MAY 7 OPENING

Cook House and Photo, enclosure, Bumper, Glass Pitch, Pitch, Tilt-U-Win, Cork Gallery, Dopey and any other Concessions that work for stock. Any Shows except Girl Shows and Motor Drums.
Have nine office-owned Rides, Light Towers, Search Light and Fun House. This show has six Celebrations, one Centennial and seven Fairs booked with two more pending, besides having the best route of Still Dates in Indiana.
Want in book Merry-Go-Round and Whirl, week of June 23-26 and July 28 to Aug. 2.
Have three weeks open for Free Acts, preferably High Pole.
Can give good proposition to sober and reliable man to take charge of Fun House.
For Sale—Late model Roth's Whirl, cheap cash price.
Will pay cash for late model Allan Herschell, Kiddie Auto Ride.
CALL 497 OR WRITE 1717 S. MARKLAND, KOKOMO, IND.

CONCESSION HELP WANTED

Concession help of all kinds. Agents to take charge of Mouse Game and Pan Game, also for Grind Stores and Lay-Downs. All write:

MORRIS LIPSKY

Stephen Deuster Hotel, Bainbridge, Ga. Winterquarters apw at 425 E. Water St., Bainbridge, Ga.

FLOYD O. KILE SHOWS

WANT 5TH ANNUAL TOUR, 12 FAIRS, 2 CELEBRATIONS, WANT OPERATOR AND LOUISIANA, NO CREDIT.
CONCESSIONS: Small Cookhouse or Showdown Grab, must be neat and clean. Custard, American Palatino, Stock Stores of all kinds, open. All Concessionaires contracted acknowledge NOW, end of a kind here. Mr. Russel Cetlin, Ed Crane, Babes, Samie, Rowe, advise SHOWS: Want any Grind Shows of merit that will feature. HELP: Want reliable Merry-Go-Round Man, must be sober and know our job. All help contracted acknowledge. Can use Sound Car with Concessions; excellent offer, long season. Showmen, see you available! Everyone contact.
FLOYD O. KILE, Owner & Mgr., New Quarters: CH. DEL. LIVINGSTON, LA. Phone 3193, Please, no collect calls.

Royal Exposition Shows

ORLANDO, FLORIDA, NEGRO FAIR, THIS WEEK; LIONS' FAIR, VENICE, FLORIDA, NEXT WEEK

Can use a few more Hanky Pank Concessions, also one more Grind Show to feature, such as Fun House or Illusion Show. RIDE—Mr. Venson, can place your Dark Ride now. Get in touch at once if coming to Venice. Long Range Gallery wanted to join at Venice.

Have for sale two 50-lb. Spirit Searchlights complete with generators and new heads in A-1 condition throughout, mounted on a special built 24-foot semi with steel cat walks, good tires, etc. Ready to go—a steal at \$1,750.00 cash. Can be seen here in Orlando this week, otherwise by appointment. All address this week Orlando, Fla., then as per route.

ROYAL EXPOSITION SHOWS

P.S.: Joe Kehel, have good job ready for you if you come at once. J.P.S.

PENN PREMIER SHOWS

worlds • cleanest • midway

OPENING EARLY IN APRIL

CONCESSIONS

SHOWS

HELP

RIDE HELP

FOR SALE

Ball Games, High Sticks, Age and Scales, Novelties, Fish Pond, Glass Pitch and any other legitimate Concessions.

Can place Arcade, Snake Show, Pickled Punk or any other Show not conflicting. Mabel Kibber, answer.

WANT SOBER, RELIABLE SHOW MECHANIC. MUST HAVE OWN TOOLS AND BE ABLE TO HANDLE AND REEP TRUCKS ROLLING. WANT RIDE SUPERINTENDENT, ALSO GOOD BENCH ARTIST AND LOT MAN TO JOIN IMMEDIATELY.

Can place Ride Man for Rolloplane, Tilt-a-Whirl, Octopus, Chairplane and Kiddie Rides. Semi drivers given preference. Winter quarters now open, Airport, Goldsboro, N. C.

One Spitfire in excellent condition, newly painted, complete with tractor, \$2350.00. Will sacrifice on account of ill health one 16-ft. front Long Range Shooting Gallery with moving targets, built on R6 International Truck, complete with guns, automatic loading system and street two cases of shells. Gallery and Truck in excellent shape. First \$2350.00 takes it.

Address all mail and wires to Lloyd D. Nerfava, Penn Premier Shows, Goldsboro, N. C.

LAKE WICHITA AMUSEMENT PARK & ZOO
 WICHITA FALLS, TEXAS

250,000 people to draw from—large Air Force base opening early in April

Will sell exclusive Concessions, Popcorn and Peanuts, Candy Floss, Long Range Gallery, Cat Rack, Milk Bottles, Photos, Fish Pond, Pitch-Till-Win, Corn Game, Age and Weights, High Striker, Novelties, Balloon Darts, Ice Cream. Others with Concessions not mentioned above write or wire.

Can place Little Dipper Ride Superintendent and Ride Foreman on all Rides, Sign and Scenery Painter and Builder at once.

BROWN & WALLACE SHOWS
 LAST CALL LAST CALL

Want for Savannah, Georgia, Opening March 20 to 28—10 Big Days and Nights. Followed by a strong round of pay-roll towns, 15 Fairs and 3 Celebrations.

All People holding contracts, please acknowledge this call. Want Legitimate Concessions: Age & Scale, Photos, Pitch-Till-You-Win, Long Range Gallery, Short Range Gallery, Balloon Darts, Shing Game, Slum Set, Candy Floss, High Striker and any other Merchandise. Concession.

Will book Penny Arcade and Motorcade. Thurston-Copple, please contact. Will book or lease for season Caterpillar and Octopus. Lou Culler and Frank Rupp, let us hear from you. Also would like to hear from Jerry Martin at once. On account of disappointment, can use Billposter at once. All answers to

BROWN & WALLACE SHOWS
 Savannah, Georgia
 Box 315

GOLD MEDAL SHOWS

WANT WANT
 A-1 Mechanic with own tools.

RIDE HELP—Want Foreman for Twin Wheels and Merry-Go-Round.

Due to disappointment can place **COOK HOUSE**.

Wire **JOHNNY DENTON**, Wetum, Ala.

CARNIVALS WANTED FOR ARKANSAS FAIRS

County	Date	Please Contact
Polk	Sept. 11-13	B. C. Vast, Mena
Nevada	Sept. 17-19	Ellis Stewart, Prescott
Perry	Sept. 11-13	Jeff High, Perryville
Van Buren	Sept. 22-27	Dewey Davenport, Clinton
Lincoln	Sept. 11-13	B. S. Huddle, Star City
Fulton	Sept. 11-13	Roby Souther, Salem
Marion	Sept. 11-13	Ewell Fee, Yellville
Boone	Sept. 18-20	Bailey Graham, Harrison
Sharp	Sept. 12-13	Owen Nix, Ash Flat
Randolph	Not Set	H. D. Fender, Pochonias

VICTORY EXPOSITION SHOWS
 OPENING MARCH 15—PECOS, TEXAS

Can place Side Show, Snake Show, Unicorn Show, Want Foreman for Wheel, Scooter and Tilt. Also Help on other Rides. Can place High Striker, Cane Rack, Hoop-La, Cork Gallery and other Manky Parks. Address:

ALVIN VANDIKE, Pecos, Texas

NO. 5 WHEEL FOR LEASE

Have No. 5 Eli Wheel and Allan Henschel Blue Grass Kid Ride and 10-Car Auto Kid Ride for lease. Give route in answer. Address:

W. J. WILLIAMS P. O. Box 518 Nashville, Tenn.

BARNEY TASSELL UNIT SHOWS
 LAST CALL LAST CALL

North Dade Fair, Miami, Fla., opening March 15th. Two Saturdays and one Sunday—at Dade County Armory grounds. What have you? Contact

BILL TICKER
 1478 N. W. 33RD STREET, MIAMI, FLA.

P.S.: Can place Foreman and Second Man for Tilt-Whirl, Merry-Go-Round and Rotoplane. Must drive wheel trucks.

WILL BUY FOR CASH FLYING SCOOTER

Must be portable, suitable for Carnival. Also interested in other Novelty Rides. Must be in good condition. Write giving details. If Ride is in East, buyer will call and inspect same.

BOX 7736, THE BILLBOARD
 1564 Broadway, New York 19, N. Y.

Wanted—GIRLS—Wanted

Attractive Girls for Girl Show. Strippers, must be able to stay out of trouble. Long season. Good pay, easy work. Salary \$75.00 to \$150.00 per week and you can draw salary daily. Salary judged by your looks and wardrobe. We are open now and can use 2 or 3 more Girls. Wire or come in.

MANAGER
 Idle Hour Park
 Waynesville, Mo.

WANT AGENTS

For Six Cats, Buckets, Pitch-Fill-You-Win, Balloon Darts, Slum Alley, Set Spawce, Cork Gallery

SEMI DRIVER, STOCK MAN, GENERAL CONCESSION HELP.

Opening March 29, Lake Charles, La. Contact

DWIGHT J. BAZINET
 200 Prospect Ave. Hot Springs, Ark.
 (Phone) 2901

NEW ENGLAND AMUSEMENT CO.

WANTS WANTS

Ride Help for seven Rides. Want only the best. Especially want good Merry-Go-Round Foreman. One good Show to feature. Legitimate Concessions of all kinds. Playing New England, first in Agents and Help on Concessions.

All Replies to **HARRY J. KAHN**
 60 Parkside St. Springfield, Mass.
 P.S.: Want to buy Office Trailer (no used), also 200-foot Smea Trailer.

Club Activities

Caravans, Inc
 P. O. Box 1902 Chicago

CHICAGO, March 8.—Due to inclement weather, attendance at meeting held March 4, was rather small. Seated on the rostrum with President Claire Sopenar were Past President Pat Seery, who was promoted as first vice-president; Wanda Derpa, financial secretary; and Opal Ross, treasurer. Isabel Brantman, chaplain, asked the divine blessing. Corresponding Secretary Irene Coffey read letters from Hattie Hoyt, who represented Caravans in candle lighting ceremonies at installation of Greater Tampa Showmen's Association; Trixie Clark, of Heart of America Showmen's Association; and Greater Tampa Showmen's Auxiliary.

Betty Shea, chairman of welfare committee, reported Ann Brahm in Illinois Masonic Hospital. Pauline Grey and Ruth and Amy Clinton are also on sick list. Frances Berger and Martha Marts are recuperating after illness. Eva LeRoy returned to California. Pat Seery gave a generous cash donation to the forget-me-not and general funds. Josephine Glickman is accepting contributions toward the Bond Club. Irene Coffey received a rising vote of thanks for the successful bingo held last week. Catherine Rose was welcomed after a long absence. Raffie, donated by President Sopenar, went to Clara Etta Barker. Rose Jarboe, Ann Patricia Ford and Gladys Pivov were elected to membership. Social to be held March 11 will be hosted by Claire Sopenar. Members are reminded to send in donations for the spring party to be held April 5 in Hotel Sherman as early as possible.

Michigan Showmen's Association
 3153 Cass Ave., Detroit

DETROIT, March 8.—President Ben Morrison occupied the chair at the regular weekly meeting. Also on the rostrum were Jack Diekstein, acting secretary; Lou Rosenthal, treasurer, and Ed Ford, chaplain.

Club and Ladies' Auxiliary held memorial services for C. Joe Bennett, who died February 23. Chaplain Ford officiated. Following the services, Vincent Fordell, of the U. S. District Attorney's office, gave an interesting talk on narcotics.

Among those on hand for the meeting were Bob Templeton and George Harris, both of whom returned to the Motor City recently.

COMING EVENTS

- ARIZONA**
 Mesa—Jaycee Hawhild Round-Up, March 27-29.
 Phoenix—Phoenix Rodeo, March 31-32. W. S. Orloff, 1621 N. First St.
- FLORIDA**
 Daytona Beach—Veneta Co. Rodeo Show, March 28-30. Al Stern, Pilot Club.
 Miami—Miami Home Show in Auditorium, March 30-April 2. H. Brooks, 6438 N. W. 2d Ave.
- ILLINOIS**
 Chicago—Chicago Int'l Trade Fair, Navy Pier, March 22-April 6. John W. Gage, Ride Mgr.
- KANSAS**
 Wichita—Parker Circus, March 16-18. Ben C. Troen, 211 S. Water St.
- MASSACHUSETTS**
 Boston—New England Flower Show, March 9-13. Arno H. Nehring, 300 Mass Ave.
- MICHIGAN**
 Bay City—Bay City Builders & Better Homes Show, March 15-22. Jack Davis, Box 13.
 Detroit—Flower & Garden Show, March 29-April 6. Warren M. Hay, 4464 Cass Ave.
 Detroit—Sports, Seal & Travel Show, March 18-22. Sheldon Fairbank.
 Grand Rapids—Michigan Home Show, March 18-19. Frank E. Ederic, 900 Iowa St., N. W.
 Lansing—Robby Show, March 26-28. L. Verne Sio, 745 Farmington, Mich.
- MINNESOTA**
 St. Paul—Shirley Circus, March 16-18. Walter T. King, Masonic Temple.
- MISSISSIPPI**
 Greenwood—Delta Livestock Fair, March 12-15. E. H. Blackstone.
- NEW YORK**
 New York—Int'l Flower Show, Grand Central Palace, March 18-22. Clifford Lawthorpe, 417 W. 54th St.
 New York—Matl Antiques Show, Madison Sq. Garden, March 16-18. Norton Taylor, 87 Nassau St.
 New York—Int'l Motor Sports Show, Grand Central Palace, March 20-April 6. Fred Pitters.
- OHIO**
 Cleveland—Sportmen's Vacation & Best Show, Public Hall, March 28-April 8.
 Toledo—Toledo Blade Home & Travel Show, March 8-10. Mill W. Tarloff, 508 Spitzer Bldg.
 Youngstown—Home Show, March 23-25. Charles W. Moore, 309 Terminal Bldg.
- OKLAHOMA**
 Oklahoma City—OFA Livestock Show, March 17-21. E. A. Deming, 107 L. & Exchange Bldg.
 Oklahoma City—Livestock Show, Home Show, March 22-30. Jack Wright, Buttermore Hotel.
- TEXAS**
 Dallas—Dallas Home Show, March 23-30. W. Van Foss, 2108 Live Oak St.
 Lubbock—South Plains Jr. Fair Stock Show, March 17-19. Robert O. Gearing.
 Sherman—St. Patrick's Day Celebration, March 17. Chamber of Commerce.
- WISCONSIN**
 Milwaukee—Home Show, March 18-22. John J. Roarke, 680 W. Wisconsin Ave.

Chico, Calif., Fair Names Warrender

CHICO, Calif., March 8.—Edmund Warrender, head of the Napa County Fair for three years, has been named secretary-manager of the Third District Fair here. He will assume his duties within the next two weeks, taking over the post left vacant by the sudden death of Fred McCargar. McCargar, who was connected with the famed Salinas Rodeo for a number of years and also headed the Monterey County Fair, succumbed here recently. He had been named to replace Maurice Hogan, who resigned. McCargar died before assuming his new duties.

Morrilton, Ark., Event Elects Chaney President

MORRILTON, Ark., March 8.—Roy R. Chaney is the new president of Conway County Fair and Livestock Association here. Garland Davis was named vice-president and Ray Woods was re-elected secretary-treasurer.

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THE BILLBOARD 856
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Please order my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

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 Address
 City State
 Occupation



WANTED FOR ABINGDON, ILLINOIS, FALL FESTIVAL
 SEPTEMBER 12, 13, 1952

Good clean Carnival with four to six Rides. Contact:

C. C. HALE
 204 No. Swarts Abingdon, Ill.

CANADIAN CRESCENT SHOWS

Preparing season. Would sell complete show or part interest: 6 Horses, 1 Rodeo Ride, Trucks, Trailers, Canvas, sawing, hand and good operating conditions. We need Side Shows. Expect open April 21, Route B. C. 1, Alberton, Nova Scotia.

M. L. FINROW
 1727 Bethell Way, Seattle 5, Washington

RIDES, SHOWS & CONCESSIONS WANTED FOR NEW CELEBRATION BLACKBERRY FESTIVAL
 Mar. 30-31, 1952.
HARRY M. RIECK Lendale, Texas

FOR SALE

Kiddle Auto and Airplane Rides; two years old. Sell cheap for quick sale by owner.

JOHN A. BARCZYK
 1116 W. 17th St. Laramie, Ohio

W. L. CONRADE

Contact me at once. I have a complete set for you. Fred (Shanty) Bates, Charlie White and Jim and others who have worked for me, let me hear from you, need help.

BILLIE FOWLER
 c/o General Delivery, Savannah, Ga.
 P.S.: Cash, please call me; everything else ok.

WANT SHOOTING GALLERY AGENT

Excellent proposition for man capable of handling large Long Range Gallery. We will furnish the best in portable equipment and best year round air.

King Amusement Co.
 440 Channahon, Mich.

AGENTS

Wanted for Razzle, Roll Down and Pin Store. Opening March 14. Wire or come on.

CHARLIE MCCARTHY
 c/o United Exposition Shows
 Liberty, Texas

WAX FIGURES

Of Every Description
 Full Life Size, Completely Dressed, TWO-LEADED WAX, Available in Glass Jars, including Shipping Case.

B. W. Christophel Wax Figure Studio
 2918 Pattem Ave. St. Louis 10, Mo.

HARRY ALKON

Write or phone; have deal. C. E. REEVE, contact. Will reward anyone who sends his address.

DON RAY
 St. James, Missouri

Tivoli Exposition Shows WANT

Rides, Shows and Concessions, 10-in-1 with own equipment. Also first-class Coolhouse, 18 Fairs, including 5 Fine SPB already contracted. Contact

M. V. PETERSEN Joplin, Mo.
 P. O. Box 741

FOR SALE LONG-RANGE GALLERY

New motor and tires. Built on cab-over-engine Chev. 12 Automatic Rides and plenty of Ammunition. Built-in single living quarters—\$2,000.

BOB COLSTON
 1556 S. E. Fox Martine, Clearwater, Fla.

ROYAL MIDWEST

Concessions of all kinds for 1000 people. Pitch Tilt You Win, Siring Game, Yarn, Sewing Machine, Grab Bag, Red Game, Home Game, Badminton, High Striker, Penny Pitch, Over 13, Load Gallery, Duck Pond, Shows, what have you? We have loads.

ROXIE HARRIS
 P.O. Box 182 Findlay, Ohio

WANTED FOR CASH

Signs and Banners for Girl Show. State all first letter.

BOX D-167
 Billboard, Cincinnati 22, Ohio

WANT BINGO AGENTS

Top salary. Drive Semi. Bill Swanson, Warren Gavin, answer. Wire at once, Western Union.

CURLEY CLARK
 Kansas City, Kan.

you haven't LIVED till you've seen...

MODELS Paradise

A NEW EXPERIENCE IN RARE BEAUTY

MOVIES
8 mm., 50 ft., \$3
16 mm., 100 ft., \$6

COLOR SLIDES
5 1/2 x 3 1/2, 10 for \$2

PHOTOS
8 1/2 x 11, 10 for \$2

OR SEND 35¢ for sample slides and illustrated folder

JAY ROSS

13563 Ventura Blvd., Dept. BB
Sherman Oaks, Calif.

Merchandise Topics

New York

An exclusive tube and construction developed by Classic Japanese Manufacturing Corporation permits their new "Charles the Great" men's expansion watch band to blend naturally with watch cases. The band is 3/4-inch wide with tube ends 5/8, 3/4 and 11/16, providing a size to fit every standard watch case made. Classic's tube end design fits cases either with the spring bar close-in or toward the end. The band is precision engineered in full expansion with hardly a perceptible stretch when placed on the wrist. It is available in yellow and pink 1/20 10 kt. gold-filled top, stainless steel back and in stainless steel.

Robert H. Chapman has been appointed Eastern district sales manager for Nash, Inc. billfold manufacturer, it was announced by Jack A. Sheridan, general manager. Nash plans to place special promotion in back of its new Daniel wallets, a stylized line of billfolds for men and women. The Daniel billfolds, of quality leather, are embossed with authentic Florentine designs and are competitive in price.

Chicago

Ticket Register Industries, manufacturer of box office equipment, has moved from its 30 East Adams Street location to a new office and factory site at 1223-27 South Wabash Avenue. "Exclusively Yours" is the name of a new personalized key chain introduced by Rose Refining Company. It comes in natural gold finish, averaging 19 inches in length when equipped with name letters and has a slip-proof clasp on one end and keyholder on the other. A portion of the chain is composed of links in 1/8 inch capital letters spelling out the owner's name.

Bell Sales Company has taken on the complete line of Everedy cooking ware and has further expanded by including a complete line of fishing sets and fishing tackle and Dominion electric appliances. M. K. Brody, M. K. Brody Company, is leaving soon on a trip for New York, where he plans to take in the toy show and look over the market for new items for the carnival and concession trade. Cook Bros. announces completion of its fishing set and fishing tackle lines. It is now ready to serve the entire trade with fishing equipment.

Washington

Sales by jewelry wholesalers in 1951 totaled \$764 million, only a slight rise above sales of \$761 million in 1950, the Department of Commerce reported recently. December sales were \$86 million, a drop of 8 per cent from sales in December, 1950, but about equal to sales in November, Commerce said. Sales by retailers in 1951 totaled \$1,170 million, only a slight drop from 1950 sales of \$1,174 million. Retail sales in December alone reached \$244 million, a decrease of 7 per cent from the previous December, but a climb of 124 per cent from November sales, Commerce reported.

Los Angeles

Golden Distributing Company, Inc. is offering Si-Flo, the professional soda and drink mixer, designed for making ice cream sodas and other drinks around the house. Si-Flo is offered in a three-color box with recipe and a plastic tube for the quart size bottle. The cap fits tightly and will keep soda fresh for months. The top is of glazed, durable, black porcelain and may be taken apart for cleaning. This item is also offered in a gift package with two of the unbreakable plastic tubes for quart and 12-ounce bottles. The firm

also makes the Little Boy siphon. Made in chrome, the item is reported going good for home bars and dens. Arrow Manufacturing & Sales Company has placed the Wash-O-Wipe on the market. It cleans and waxes both sides of a venetian blind and may be used for cleaning windows, windshields, mirrors, etc. The angled handle can be taken apart for all-purpose cleaning or wiping. The edge behind the squeegee removes bugs, ice and other undesirable substances. It's handy around the store, home or in the car.

To give the lobby of the Orpheum Theater added circus flavor during the run of "The Greatest Show on Earth," a novelty stand has been set up. Operating it are Walt Glasco and Henry Salsar. They are carrying sliding trombones, monkeys, dolls, hats and other merchandise similar to that featured on the lots. The merchandise was supplied by A. W. Neff, of Southwestern Novelty Company.

From All Around

Advergum, a flavorful chewing gum carrying the advertiser's name, product, service or sales message on both front and back of each stick, has been introduced by the Advergum firm, Chicago. The each order is individually made, the gum costs only a fraction of a cent per stick more than ordinary chewing gum, the firm states.

Others, he says, had to be put away because of injuries sustained in the fight. The remaining animals were sold to a zoo in Japan. Clemens was uninjured.

Harry Vilponteaux will be unable to work his acts this season because of a back injury but he will be with Rogers Bros. Circus as boss property man. David Hoover is the youth who will work a three-lion act with the Gainesville Community Circus. He is a sergeant stationed at near-by Perrin Air Force Base.

Gus and John Kanarsa worked their juggling act for the first time in 12 years at Duluth, Minn., for a Heart Fund benefit. John has been in business in Duluth since quitting the road. Gus has been with Kelly-Miller and Jay Gould circuses in recent seasons and expects to return to the road again this year.

Tige Hale, bandmaster, is wintering in Tampa and has been catching fairs and visiting circus quarters. Ayres Davies is breaking a new dog and pony act. He and his wife expect to be on the road this season, altho they plan to wait until late spring. Theo Forstall, Ringling treasurer, passed thru Chicago recently en route from California to New York to open advance ticket sales for the Madison Square Garden engagement.

Win Partello, former Cole Bros. and Biller Bros. circus exec. and

Hamid-Morton Pays Premium

Continued from page 34

eris and Morton. About half of them had not been members before and the other half included members in good standing and delinquent members. Roberts said that "no pressure" had been required to recruit the new members. He said they had joined by choice and had been sold on the idea by insurance provisions.

Insurance Criticized

Morton said that he had listed all acts become members of the union. He stated that he was satisfied with the union contract. However, in voicing continued objection to the insurance clauses, Morton said that insurance coverage for performers during idle weeks was uncertain.

He pointed out that if a performer leaves one town en route to the next within 24 hours after the close of the first stand, the insurance coverage applies, but that if the act should stay in the first town for longer than one day the insurance does not cover him on the jump to the second town.

Morton also complained that performers would not be covered for engagements they booked during lay-offs between dates of the circus unless the second buyer pays the premium to AGVA. Thus, if a Hamid-Morton act works elsewhere during the week between H-M's Milwaukee and Memphis dates, chances are that it is not covered by AGVA insurance during that week.

Morton also expanded on his position regarding the circus' status as employers or agents. He maintained that the circus is an agent

only. In each group act, he said, there is a manager and that manager is the independent contractor. The act manager, rather than the circus, is responsible for paying Social Security, deducting income tax and handling other employer duties for members of that troupe. The circus, Morton said, does not know what individual members of the act are paid and cannot be responsible for the tax matters.

Snow in Kansas City marred the early part of the week, but since the circus did not open until Wednesday (5), the effect was minor. Morton said the police auspices had an advance sale of \$68,000, or \$6,000 better than last year's.

The Hamid-Morton Circus has signed a contract with the Kansas City police to produce the circus for the next 12-year Morton announced. He termed this the longest circus contract ever signed.

Frank Walters Dies

Continued from page 34

and housed it in quarters built near Houston. The collection includes a number of antique Centurion Bros' cages which he bought from George Christy; much wardrobe, harness and other paraphernalia from Christy Bros.; and a horse that once wore on Norris & Rowe, Great Wallace shows, and numerous wild animals and ponies. Walters occasionally worked a trained lion act.

Bought, Sold Elephants

His quarters were used during winters by some acts and it was while the Nellie Dutton act was wintering there that it lost its trained camel in a fire. The 1946 blaze also killed several of Walters' horses and ponies. A number of circus veterans in the Houston area frequented the Walter quarters and several well-known personages were entertained there.

When Downie Bros' Circus of 1939 was auctioned in Texas, Walters bought the elephants and sold them later to Wallace Bros. Walters reportedly helped Beatty organize his show and became a partner in the organization.

Palack Houses

Continued from page 34

out of the program here because of the illness of its largest star. Efforts were being made to get a replacement animal, but some time was to be required for its training.

Rieta, sway pole act, has joined the show and began use of a new pole. Eddie Ward announced that Russell Nadus, who has been working with the Ward-Bell Flyers, probably will stay on as a permanent member of the troupe to replace Jack Harris. Iyer who has a hand ailment. At the same time, the show announced that Parley Baer again will work press and radio at Los Angeles. Meanwhile, Jack Edwards in Chicago was making major scenes on radio and television, and Al Sweeney, who works only the Chicago date, was running up an impressive total of newspaper space.

R-B Gotham Tempo

Continued from page 34

his headquarters in the Hotel Paramount here, has selected a new ad agency, the Blaine Thompson Company, to handle local radio campaign. Heavy spot inundation will be under the direct agency supervision of Frank Hobbs. Campaign will be even heavier than last year and will include all four net outlets. The uncertainty over the opening date, which hinges on Garden commitments of hockey play-offs, is causing some staff concern. The newspaper ad announce April 4 as opening day extended hockey play-off could cause postponement until April 9, causing the Big One to lose 10 full shows.

tickets; Woosie Milton, tax box; Sid Lovett, front door tickets; George Young, superintendent of big show ticket takers; Cy Murray, cookhouse; Dorothy Hill and Lilian Wilson, reserved seat tickets, and Milt Robbins, candy pitch. Visitors on opening day included Mrs. W. F. Duggan, mother of the owner; Diamond Jim Speagle, of Diamond Jim Circus; Ann and Zeb Teer, who were with the show last season and who produced the aerial ballet this year, and Mr. and Mrs. Walter H. Wood, circus fans.

Under the Marquee

Continued from page 35

others, he says, had to be put away because of injuries sustained in the fight. The remaining animals were sold to a zoo in Japan. Clemens was uninjured.

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Win Partello, former Cole Bros. and Biller Bros. circus exec. and

wife, Marion Knowlton, center ring star, report their permanent home in Middletown, Conn., as being finally completed. They have no plans for touring this season, with Win working as show electrician on a current New York leg, "Venus Observed," at Century Theater. Before that, Win did similar backstage chores for "Saint Joan," at same theater. He commutes the 100-odd miles back and forth, six times a week. . . . Charlie Schuler, former advance agent for Mills Bros. Cole Bros., Clyde Beatty and other circuses, back East after escorting his ailing wife, Virginia, back home to Spokane, where she is slowly recuperating. The husband-and-wife duo, who lately specialized in contracting and press-radio, are as well-known to marquee folks under their former performing name of the Tiffanys (eccentric dancing).

The Riggs Brothers, horizontal bars and comedy juggling, have signed with E. K. Fernandez for the latter's upcoming tour of Japan. . . . Recent visitors at the house of Fred and Betty Leonard, Wichita, were Jeff Murphree, Hazel King, Billie Burke and Mickey Dailey, all en route from Gainesville, Tex., to Sioux City, Ia., to open with Gil Gray's show. Jack and Velma Harrison, of Wichita, also will be with H. . . . Roland Tress, F. J. Crossiers and Mr. and Mrs. William Flegley also called on the Leonards. . . . Bebe Siegrist and Dodo Day returned to Wichita after spending the winter at Bloomington, Ind. They will play parks and fairs with J. C. Michaels.

Showfolk hit by virus in Po-lack Eastern unit during Wilkes-Barre, Pa., date, included Jo Madison, Helen and Johnny Hart, Lola Dobritch, Goldlocks and Mrs. Nate Lewis.

Hagan-Wallace Opens Season

Continued from page 34

from Hollywood and has 10 riders in the Wild West concert.

Pls. Side Shows
Foot Black, Side Show manager, has Theodore Fool, lecturer, magic and puppets; Christine, alligator girl; Bubbles, smoke pictures; Lady Zieta, mentalist; Lady Beth, sword swallower; Mrs. Black, torture box; Prof. Beth, impalement; Major Solurday, human salamander; Marie O'Day, petrified girl, in the annex, and the menagerie cages.

Also on the midway are a Monkey Show featuring a silver maned aboon and mounted on a trailer behind a 60-foot panel front, and a Snake Show using a trailer and a

40-foot panel front. Bill Hill has the show's concession, trailer on the midway and Matt Laurish has a live pony ride.

Stuff includes Dub Duggan, owner-manager; Jean Duggan, secretary-treasurer; Al Porter, business manager; Charlie Campbell, show manager; Hank Carlson, general agent with two contracting agents; Bill Oliver, car manager with four billposters; Eddie Milton, boss canvasser with 16 men; Milt Robbins, equestrian director; Bill Hill, concessions; Foot Black, Side Show; Mrs. Matt Laurish, Monkey Show; Mrs. Matt Laurish, Monkey Show; Jean Duggan, big show

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IN HANDSOME CELLOPHANE WINDOW SHADOW BOX.

Created by Fishermen For Fishermen

NO. 232
THREE IN TWO
Bamboo Pole Set, \$3.95

NO. 263
Bamboo Pole Set, \$5.95

Send for catalogue of complete line of twelve numbers from \$3.95 on.

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Shave Blades, Dept. 83
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700 N. Franklin St., Chicago 10, Ill.

22K GOLD BORDER 16-PC. STARTER DISH SET

Beautiful Colonial pattern. 4 saucers, 4 plates, 4 cups, 4 dessert. In attractive 2-tone display box.

No. 5850 Lst \$8.95
Sample, \$4.50 Lots of 8 or more, \$3.75 ea.

Write for new 1952 Spring Catalog. Ready soon. State your business.

FIRST DISHWASHERS

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Pipes for Pitchmen

By BILL BAKER

FRANK E. BEACH... who was widely known in Pitchdom as "Wagon" Cannon, died March 2 in Charity Hospital, New Orleans, of injuries sustained in an auto accident. An old-time high pitchman, Beach manufactured Bebe's Wonder Remedy and Bebe's Ginseng Remedy in Columbus, S. C., for many years and was popular with the older members of the pitch fraternity. Following passage of the Food and Drug Act, Beach discontinued the medicine business and for a number of years operated a grocery and liquor store in Columbia. After his retirement he moved to New Orleans and at the time of his death was an elevator starter in a New Orleans hotel.

"I CAUGHT" Billy Beam making a Saturday pitch to a good take recently, blasts Jack Roach from Faison, N. C. "Also visited Lawrence Greater Shows at their quarters in Dunn, N. C., and they were getting it ready. Plan to visit Heller's Acme Shows in quarters in Wallace, N. C. My wife and son, Charles, are still working the photo gallery on Saturdays, and Charles and I get in a few pitches between school days. My baboon, Jo Jo, made a getaway last week and sent a dog off on high; gave two cats running fits; had a woman into hysteria; caused a cow to jump a 42-inch fence and then went on a sit-down strike atop a telephone pole. When I finally corraled him he handed me his lead chain to be put back to bed. Busy little bee, wasn't he? The dog ain't back yet. What has become of Chick Guldin, Duke Hayes, Charles Localio, Rex Feather and the other old-time med pitchmen? Let's have some pipes, you fellows. It's later than you think."

RICHARD ARCAD comes thru with the following from Los Angeles after a lengthy silence in this corner. "I have quit the pitch business temporarily since I'm kept pretty busy with my duties with the Circus Clown Club of American and America and the Circus World magazine. A few pitch lads and lassies are working stores here but good items are getting scarce. This city is no good for outside pitching. Let's have some pipes here from Mary and Madeline Eagan, Kid Corrigan and Morris Kahnroff."

ALAN HOFFBERG of San Murray Hoffberg, has joined the Army and is stationed at Fort Ord, Calif., where he's taking his basic training.

AL GREEN of Al Green Enterprises, is still working video programs in Los Angeles to reported successful returns.

CHARLIE FALCONE is working Milwaukee spots following a successful run with cards in Chicago.

DOC WEATHERSPOON (Jerry T. Ricketts) was the subject of an interesting article on pitchmen which appeared in the March issue of The Alaco News, house organ of Alaco, Inc., Akron. The story and sketch described Jerry as being "known

from coast to coast for his impersonation of the curbstone salesman, who was an American institution at the turn of the century."

STILL WORKING... around Tucson, Ariz., are L. H. Fields, with gadgets, and his wife, Marge, with a needle layout.

MARY RAGAN is still in a five and dime store in Hot Springs with her horoscopes.

WHO IS contemplating working the 15th annual American and Canadian Sportsmen's Show in Cleveland Public Hall, March 28-April 6? Advance reports indicate that it should have a successful run.

THEY TELL US... that rain dealt pitchmen making the Mardi Gras in Mobile, Ala., February 14-25, a severe blow, but that the wholesalers reaped a big profit on confetti, serpentine and all carnival novelties. Rain hit the event the first night and continued falling almost daily excepting for one night. In fact, the weather was described as the worst the Mardi Gras has ever known. Competition for the pitcheros was stiff with over 1,000 kids hustling confetti and other items on the streets. Concession men paid big rental fees for doorways along the routes of the 12 parades, but, excepting the one night rain and extreme heat, weather reduced their anticipated profits.

MADAM ZETTA is still working school houses in Georgia.

DORIS RANDOLPH is working Car-Bo-Tet in the main Woolworth store in downtown Los Angeles to good business.

GEORGE LaPLANT pipes that he's still working sheet to good returns in Minneapolis. He's making his headquarters in the St. James Hotel. "A few of the old-timers who worked this city a few years ago have returned from the Northwest and report that the winter was good to them," LaPlant scribbles. "All are sporting new cars and the jackpots they are cutting up are for good counts. A few pitchmen remained here all winter and from the looks of their pitches and sales they should stay on. They were a good bunch of fellows. Spring is beginning to pop out here."

CARL MORGAN who spent the winter in Minneapolis with his wife a head for Florida to join Royal American Shows for the 1952 season.

ROBERT HALLIE astrology worker, has retired from the pitch game and is employed as a bank guard in Los Angeles.

AL ROTH continues to work pens in Arizona to be reported successful business.

ALEX FREEDMAN worked novelties at the Date Festival, Indio, Calif., to big tips and money counts.

"I MADE... Days Celebration, Brownsville, Tex., with gadgets and worked to good business," letters L. B. Laster from Lubbock, Tex. "We were fortunate that we had good weather and plenty of people. However, it was a case of more action in the pitch than conversation since only 20 per cent of the tip could understand English. I took note of the item sent in by Logan Pritchett. He displayed real hospitality toward Mr. Bodart and me for which we are grateful. Altho Pritchett uses magic and vent as a sideline, he shows great potential possibilities and he's no slouch as a promoter. He is making a name for himself around Little Rock. I received a letter from Mrs. Art R. McDonnell, whose husband, Red, is a con artist, glasses-twee worker, snorer, suffered a stroke while they were in California recently. His left side is paralyzed and they are now at their home, 7444 South Tacoma Way, Tacoma, Wash. He'd like to read letters from friends."

Minn. Short Course

Continued from page 31

They agreed that county fairs should furnish to radio and TV stations in their area scripts and tapes on features throughout the year and that each fair organization should have a superintendent of radio promotion to build co-operation. Thru such a set-up it should be much easier to encourage local radio stations to go to the fair each year and do live or tape pick-ups right on the grounds, they said.

From Gaylord R. Lewis, Findlay, O., the short course heard a discussion of long and short-range plans for fair development. He told of remodeling programs for fairs which he has handled around the country and displayed plans of such work.

Other program features during the three-day session included an exhibition and classification of grain crops at county fairs in a panel presented by R. F. Crim, chairman, and M. L. Arthur, R. C. Rose and R. S. Dunham, all of the university staff; insurance rates discussed by Glenn Rowell, of the Minneapolis Fire Underwriter's Inspection Bureau; public liability, workmen's compensation and liability laws by Logan A. Sewell, from the University; and member of the County Fair Federation board of directors; a horticultural panel by Eldred M. Hunt, chairman, secretary-treasurer of the Minnesota Horticultural Society; H. G. Zavoral and W. E. Morris, from the University faculty, and State aids to county fairs by Robert A. Whitaker, of the State Public Examiner's office.

The Rev. Melvin A. Hammarberg, of St. Paul, recently returned from a trip around the world, discussed "Like an Apple in the Sun," an illustrated account of his travels, at the annual banquet Tuesday night. Social Security and withholding tax regulations were summarized Wednesday by J. A. Levine, of the Internal Revenue Bureau.

Davenport Seeks

Continued from page 31

ing Lund, Princeton; Herbert Bolte, Walcott; Ray Backe, Long Grove, and Ralph Kay, R. R. 3, Davenport.

Attraction plans are completed, according to Frank Harris, manager. Night grandstand program will include Sam Howard's water show and an Ern Young report on a split week basis. Joie Chittwood thrill show will play one afternoon show and the Jimmy Lynch unit will play another matinee. Afternoon feature on the final Saturday will be a 125-mile stock car race produced by Frank Winkley and the closing Sunday afternoon will be occupied by the annual trail rider and horse roundup. Roy Kautz and his band will provide the music for the afternoon programs.

Urge Glamorizing

Continued from page 31

the most popular. Its page size allows for only one 18-pen column. The size, however, lacks possibilities for display advertising, it was pointed out.

Page Sizes

The two-column size has to be folded in half to be carried about easily, but offers an opportunity for advertising display and promotion. The newspaper page size, while easily processed, is not durable. He found one group of premium lists which ran approximately 5 1/2 by 8 inches in size—too narrow for two columns and too wide for one, thus creating a make-up problem.

He complimented Wadena County Fair managers for turning out a premium list which was replete with illustrations—cuts borrowed from the printer—two-color printing and colored paper inserts to split up sections.

Harry W. Klits, associate professor in the department of agriculture education, who made the rules study in co-operation with Hervey J. Hauser, presented the results at the Tuesday session.

The survey contains four pages of proposed uniform rules which would be subject to minor modifications to meet local conditions, he said. Miscellaneous recommendations called for 8 by 10 1/2-inch entry sheets to be used as response enclosures with each premium book and statements prominently displayed in the booklets indicating the admission fees and uniformity of identifying divisions, classes and lots.

DOG SHOWS

- ARIZONA**
Tucson—March 14-15 Mrs. Jack Bradshaw, Los Angeles.
- ARKANSAS**
Fort Smith—March 18, Moss & Mulvey, Greensboro, N. C.
- CALIFORNIA**
San Francisco—March 30, Cleora Goodwin, Oakland, Calif.
- COLORADO**
Denver—March 22-23, Miss G. Scott, 1630 W. 2nd St.
- DISTRICT OF COLUMBIA**
Washington—March 18, Foley, 3000 Randolph St., Philadelphia.
- ILLINOIS**
Chicago—March 29-30, Foley, 3000 Randolph St., Philadelphia.
- INDIANA**
Indianapolis—March 22-23, Gugrill, Auburn, Ind.
- MASSACHUSETTS**
Haverhill—March 22, B. Williams, Reading, Mass.
- MICHIGAN**
Flint—March 14-15, Mrs. O. A. Detroit.
- MISSOURI**
St. Louis—March 14, Mrs. S. Wilbert.
- NEW MEXICO**
Las Cruces—March 18, Mrs. L. Penner, 124 W. Gallagher St.
- OHIO**
Youngstown—March 16, Bow Org. Detroit.
- OKLAHOMA**
Mustoge—March 16, Moss & Mulvey, Greensboro, N. C.
- Texas**
Tulsa—March 26, Mrs. T. Briggs, 2801 S. 48th St.
- PENNSYLVANIA**
Harrisburg—March 15, Foley, 3000 Randolph St., Philadelphia.
- TENNESSEE**
Nashville—March 28, Mrs. C. Clark, 1722 Green Hills Drive.
- TEXAS**
El Paso—March 19, Mrs. L. Jones, 3718 Oxford St.
- Tennessee**
Tulsa—March 18, Moss & Mulvey, Greensboro, N. C.
- VIRGINIA**
Hampton—March 30, Moss & Mulvey, Greensboro, N. C.
- Norfolk**
Norfolk—March 20, Moss & Mulvey, Greensboro, N. C.
- WASHINGTON**
Bremerton—March 20, Mrs. W. Hall.

Polack Eastern

Continued from page 25

have joined the Ed Raymond Prune Club.

The Roanoke Shriners held a party and dance for show personnel. Lani Harrison entertained. Mr. and Mrs. Jack Wise entertained and honored the writer at a dinner party at their Roanoke home. Berni Nomedli is trying to add English to his languages. Four Lunders have two new sets of wardrobe and are making more. Josh and Lillian Kitchens visited in Roanoke. They will play fairs this season. Chief of the week was Rome Guerree.

Herta Clausser is practicing a new routine with her five bears. Bob Courtney is the No. 1 runner of the Railroad Club. Clown alley did a show for the veterans in Roanoke. Florence Galt keeps all busy with her radio and TV interviews. Ernest (English) Hitchcock is champ of the Canasta Club under guidance of Rosie Harrison. Bobby Harrison and Nate Lewis do a good job of getting the show into small buildings.

Cucchiolo Zoppo is making his entrance in the act via a small suitcase carried by Red Carter. Roanoke visitors included Jim Frazer, Ollie Dillworth, E. M. Carter and family, Benny Waters, Doctor Myers, John Carson and K. Burton.—BOB LORRAINE.

IT'S NEW! IT'S HOT!

Be the first to Stock
"LIFETIME" DESK LAMP
Complete with Fountain Pen



\$24.00 M.L.
Sample \$2.25
25% deposit with order, balance C.O.D., F.O.B. N. Y.

A smart new Desk Lamp... Lifetime gained without fail—complete with guaranteed Fountain Pen. Features fully adjustable metal swivel frame back, full length approved electric cord and plug, moulded clip (pen and pencil holder), Bluebonnet—washable. A good buy at \$24.00! Sample \$2.25. 25% deposit, with order, balance C.O.D., F.O.B. N. Y.

Write for Catalog of other Merit Products featuring Silverware, Brushes, Clocks, Trunk Luggage, etc. Priced lowest in the field.

MERIT HOME PRODUCTS, Dept. 14
Division of H. M. Luff Co.
137 Mountain Ave., Brooklyn 6, N. Y.

DIRECT FROM MANUFACTURER

LADIES' RINGS \$3.50
per dozen in display cases & assorted styles

Frankly beautiful cut rhinestones and jewels in 14K gold plated settings. Adjustable to any size.

OTHER SENSATIONAL VALUES

- Decorative—\$4.00 per dozen
- Opal—\$5.00 per dozen
- Blue and Yellow—\$6.50 per doz.
- White and Yellow—\$7.50 per doz.
- Black, Red, Yellow, Green, Blue—\$8.50 per doz.
- White, Blue, Yellow, Green, Blue—\$9.50 per doz.
- White, Blue, Yellow, Green, Blue—\$10.50 per doz.
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- White, Blue, Yellow, Green, Blue—\$76.50 per doz.
- White, Blue, Yellow, Green, Blue—\$77.50 per doz.
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- White, Blue, Yellow, Green, Blue—\$82.50 per doz.
- White, Blue, Yellow, Green, Blue—\$83.50 per doz.
- White, Blue, Yellow, Green, Blue—\$84.50 per doz.
- White, Blue, Yellow, Green, Blue—\$85.50 per doz.
- White, Blue, Yellow, Green, Blue—\$86.50 per doz.
- White, Blue, Yellow, Green, Blue—\$87.50 per doz.
- White, Blue, Yellow, Green, Blue—\$88.50 per doz.
- White, Blue, Yellow, Green, Blue—\$89.50 per doz.
- White, Blue, Yellow, Green, Blue—\$90.50 per doz.
- White, Blue, Yellow, Green, Blue—\$91.50 per doz.
- White, Blue, Yellow, Green, Blue—\$92.50 per doz.
- White, Blue, Yellow, Green, Blue—\$93.50 per doz.
- White, Blue, Yellow, Green, Blue—\$94.50 per doz.
- White, Blue, Yellow, Green, Blue—\$95.50 per doz.
- White, Blue, Yellow, Green, Blue—\$96.50 per doz.
- White, Blue, Yellow, Green, Blue—\$97.50 per doz.
- White, Blue, Yellow, Green, Blue—\$98.50 per doz.
- White, Blue, Yellow, Green, Blue—\$99.50 per doz.
- White, Blue, Yellow, Green, Blue—\$100.50 per doz.

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The Billboard 1952 JUKE BOX SPECIAL

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MARCH 15, 1952
★
SECTION 2

A ONE QUESTION QUIZ* for OPS



COLUMBIA

"CRY"
"THE LITTLE WHITE
CLOUD THAT CRIED"
JOHNNIE RAY

"JEREBEL"
"ROSE, ROSE, I LOVE YOU"
FRANKIE LAINE

"DANCE ME LOOSE"
"SLOW FUNK"
ARTHUR GOFREY

"PLEASE, MR. SUN"
"BROKEN HEARTED"
JOHNNIE RAY

RECORDS

"SPARROW IN THE
TREETOP"
CHRISTOPHER COLUMBUS
GUY MITCHELL

"COME ON-A MY HOUSE"
"ROSE OF THE MOUNTAIN"
ROSEMARY CLOONEY

and

COLUMBIA

"BECAUSE OF YOU"
"I WON'T CRY ANYMORE"
TONY BENNETT

"BLUE VELVET"
"SOLITAIRE"
TONY BENNETT

"COLD, COLD HEART"
"WHILE WE'RE YOUNG"
TONY BENNETT

ARTISTS

"SHRIMP BOAT"
"LOVE, MYSTERY AND ADVENTURE"
JO STAFFORD

"MY TRULY, TRULY FAIR"
"WHO KNOWS LOVE"
GUY MITCHELL

"JEALOUSY"
"FLAMENCO"
FRANKIE LAINE

... AND HERE ARE JUST
 a few of the big ones currently coming your way
 throughout the rest of 1952. Columbia will continue to
 bring you the important hits, the solid stars and the
 big business.

SINCE MY LOVE HAS GONE—SILLY DREAMER
 TONY BENNETT 39615, 4-39635

I HEAR A Rhapsody—I COULD WRITE A BOOK
 FRANK SIMERA 39652, 4-39652

AY-ROUND THE CORNER—HEAVEN DROPS HER CURTAIN DOWN
 PITTSBURGH, PENNSYLVANIA—JO STAFFORD 39651, 4-39653

SAWDUST HEARTS—THE DOLL WITH A
 GUY MITCHELL 39683, 4-39683

HAMBONE—LET'S HAVE A BARRY
 FRANKIE LAINE 39685, 4-39685

A GUY IS A GUY—WHO, WHO, WHO
 FRANKIE LAINE 39685, 4-39685

I HEAR A Rhapsody—SILLY DREAMER
 TONY BENNETT 39615, 4-39635

LET'S HAVE A BARRY
 FRANKIE LAINE 39683, 4-39683

WHO, WHO, WHO
 DORIS DAY 39672, 4-39672

WHO, WHO, WHO
 DORIS DAY 39672, 4-39672

thanks
fellas...

for helping to make
every release
a solid
smash!



first... **"SIN"**

followed by... **"TELL ME WHY"**

AND

"A GARDEN IN THE RAIN"

Decca 27860

then **"PERFIDIA"**

AND

**"YOU BROUGHT
ME LOVE"**

Decca 27987

and Now **"MY HERO"**

AND

**"SPRING IS A
WONDERFUL THING"**

Decca (soon to be released)

Performing by Special Invitation
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**CHERRY BLOSSOM
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April 2 to 6th

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PARAMOUNT THEATRE
New York



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Personal Manager—**HERB KESSLER**

LOOK



THE TOP MONEY-MAKERS

KAY STARR

"WHEEL of FORTUNE"

and

"I WANNA LOVE YOU"

NO. 1964

ELLA MAE MORSE

"THE BLACKSMITH BLUES"

and

"LOVE ME OR LEAVE ME"

NO. 1922

LES PAUL and MARY FORD

"TIGER RAG"

and

"LONESOME OLD TOWN"

NO. 1920

RAY ANTHONY

"AT LAST"

and

"I'LL SEE YOU IN MY DREAMS"

NO. 1912

Juke Box Operators

Fill your requests for standard hits from this list of "All-Time Favorites" in



AVAILABLE ON 78 and 45 rpm

- 1600 'LOVER' and 'BRAZIL' Les Paul
- 1601 'IT'S A GOOD DAY' and 'THEM THERE EYES' Peggy Lee
- 1602 'WHY DON'T YOU DO RIGHT' and 'MANANA (Is Soon Enough For Me)' Peggy Lee
- 1603 'ON THE ATCHISON, TOPEKA AND SANTA FE' Johnny Mercer and The Pied Pipers and 'CONVERSATION WHILE DANCING' Johnny Mercer and Jo Stafford
- 1604 'HURRY ON DOWN' and 'FINE BROWN FRAME' Nellie Lutcher
- 1605 'RIP VAN WINKLE' Ella Mae Morse and 'HOUSE OF BLUE LIGHTS' Freddie Slack
- 1606 'MISSOURI WALTZ' and 'THE WALTZ YOU SAVED FOR ME' Cliffie Stone
- 1607 'I'LL SEE YOU AGAIN' and 'ZIGEUNER' Georges Tzipine
- 1608 'CANDY' and 'BLUES IN THE NIGHT' Johnny Mercer
- 1609 'THAT OLD FEELING' and 'SOLITUDE' Capitol Jazzmen
- 1610 'DANNY BOY' and 'SMOKE GETS IN YOUR EYES' Dennis Day
- 1611 'SWEET LEILANI' and 'TO YOU SWEETHEART, ALDHA' Harry Owens
- 1612 'TWO CIGARETTES IN THE DARK' and 'MOONGLOW' Skitch Henderson
- 1613 'SWEET LORRAINE' and 'KEE-MO KY-MO (THE MAGIC SONG)' Nat "King" Cole
- 1614 'IF I HAD YOU' and 'DARK EYES' Art Van Damme
- 1615 'IF I COULD BE WITH YOU (One Hour Tonight)' and 'YOU WERE ONLY FOOLING (WHILE I WAS FALLING IN LOVE)' Kay Starr
- 1616 'ARE YOU LIVIN' OLD MAN' and 'THE SPIDER AND THE FLY' Stan Kenton
- 1617 'BLUE DANUBE WALTZ' and 'TALES FROM THE VIENNA WOODS' Sam Freed
- 1618 'ONE FOR MY BABY (And One More For The Road)' and 'ST. LOUIS BLUES' Johnny Mercer
- 1619 'SLEEPY TIME GAL' and 'SLEEPY LAGOON' Buddy Cole
- 1620 'THE SYNCOPATED CLOCK' and 'SLEIGH RIDE' Louis Castellucci
- 1621 'NOLA' and 'JEALOUS' Les Paul
- 1622 'STAROUST' and 'THE MAN WITH THE HORN' Ray Anthony
- 1623 'I'LL NEVER BE FREE' and 'AIN'T NOBODY'S BUSINESS BUT MY OWN' Kay Starr and Tennessee Ernie

- 1624 'SOUTH' and 'I WANT TO LINGER' Pete Daily
- 1625 'LOVE FOR SALE' and 'OPUS IN PASTELS' Stan Kenton
- 1626 'SHOT GUN BOOGIE' and 'ANTICIPATION BLUES' Tennessee Ernie
- 1627 'LOST APRIL' and 'CALYPSO BLUES' Nat "King" Cole
- 1628 'DREAM' and 'MY HAPPINESS' The Pied Pipers
- 1629 'JEALOUS HEART' and 'GREEN GROW THE LILACS' Tex Ritter
- 1630 'ONE HAS MY NAME (THE OTHER HAS MY HEART)' and 'I LOVE YOU SO MUCH IT HURTS' Jimmy Wakely
- 1631 'RYE WHISKEY' and 'BLOOD ON THE SADDLE' Tex Ritter
- 1632 'I'VE GOT A HUMPTY DUMPTY HEART' and 'GREEN LIGHT' Hank Thompson
- 1633 'HOT ROD RACE' and 'I'LL SAIL MY SHIP ALONE' Ramblin' Jimmie Dolan
- 1634 'SLIPPING AROUND' and 'WEDDING BELLS' Margaret Whiting and Jimmy Wakely
- 1635 'FISHTAIL BOOGIE' and 'COCAINE BLUES' Roy Hogsed
- 1636 'ARTISTRY IN RHYTHM' and 'ARTISTRY JUMPS' Stan Kenton
- 1637 'EARLY AUTUMN' and 'LEMON DROP' Woody Herman
- 1638 'TWELFTH STREET RAG' and 'THE CHARLESTON' Pee Wee Hunt
- 1639 'CIGAREETS, WHUSKEY, AND WILD, WILD WOMEN' Red Ingle and 'TEMPTATION (TIM-TAYSHUN)' Red Ingle and Jo Stafford
- 1640 'DEEP PURPLE' and 'ETUDE (Opus 10 #3 in E Major)' Paul Weston
- 1641 'SUGAR BLUES' and 'GOOFUS' Johnny Mercer
- 1642 'WHISPERING HOPE' and 'I'LL STRING ALONG WITH YOU' Jo Stafford and Gordon MacRae
- 1643 'SLAUGHTER ON TENTH AVENUE' 'BODY AND SOUL' Diana Lynn
- 1644 'PEG O' MY HEART' and 'JALOUSIE' Clark Dennis
- 1645 'HOW DEEP IS THE OCEAN (HOW HIGH IS THE SKY)' and 'IT MIGHT AS WELL BE SPRING' Margaret Whiting
- 1646 'CHICAGO' and 'BACK IN YOUR OWN BACK YARD' Benny Goodman
- 1647 'I'LL REMEMBER APRIL' and 'GET HAPPY' June Christy
- 1648 'THE LORD'S PRAYER' and 'A PERFECT DAY' Clark Dennis
- 1649 'I'M THE LONESOMEST GAL IN TOWN' and 'YOU'VE GOT TO SEE MAMMA EV'RY NIGHT' Kay Starr

- 1650 'EMBRACEABLE YOU' and 'IT'S ONLY A PAPER MOON' Nat "King" Cole
- 1651 'TUMBLING TUMBLEWEEDS' and 'ON THE SUNNY SIDE OF THE STREET' Jo Stafford
- 1652 'BONAPARTE'S RETREAT' and 'HONEYMOON' Kay Starr
- 1653 'ONCE IN A WHILE' and 'BRAZIL' The Dinning Sisters
- 1654 'TENDERLY' and 'AUTUMN NOCTURNE' Ray Anthony
- 1655 'GREEN EYES' and 'BARCLAY'S BOOGIE' Barclay Allen
- 1656 'STUMBLING' and 'STREET OF DREAMS' Ernie Fejce
- 1657 'YIELD NOT TO TEMPTATION' and 'WE SURE DD NEED HIM NOW' St. Paul Church Choir of L.A.
- 1658 'HE'S A FRIEND OF MINE' and 'IN THE GARDEN' St. Paul Baptist Church Choir of Los Angeles
- 1659 'WUNDERBAR' and 'BEYOND THE SUNSET' Jo Stafford and Gordon MacRae
- 1660 'SO TIRED' and 'WABASH CANNON BALL' Kay Starr
- 1661 'AFTER YOU' and 'ACROSS THE ALLEY FROM THE ALAMO' Stan Kenton
- 1662 'BLUE MOON' and 'BEWITCHED' Mel Torme
- 1663 'NATURE BOY' and 'FOR ALL WE KNOW' Nat "King" Cole
- 1664 'HARLEM NOCTURNE' and 'WHAT IS THIS THING CALLED LOVE' Ray Anthony
- 1665 'OL' SHORTY' and 'DECK OF CARDS' Tex Ritter
- 1666 'DEEP NIGHT' and 'SOFT SHOE SHUFFLE' Jan Garber
- 1667 'I DON'T KNOW ENOUGH ABOUT YOU' and 'I CAN'T GIVE YOU ANYTHING BUT LOVE' Peggy Lee
- 1668 'TRAV'LIN' LIGHT' and 'THE GENERAL JUMPED AT DAWN' Paul Whiteman
- 1669 'MAKIN' WHODOPEE' and 'THIS IS MY NIGHT TO DREAM' Nat "King" Cole
- 1670 'LAURA' and 'INTERMEZZO' Paul Weston

RECORD NUMBER SHOWN IS FOR 78 RPM. FOR 45 RPM ADD PREFIX "F" TO NUMBER.





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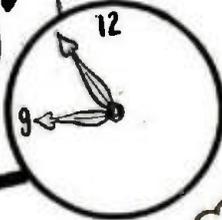
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FREDDY MARTIN

and his Orchestra... with a fast breaking **HIT!**

**"IF YOU DONT
HUG'ER BY
9:00 O'CLOCK
(YOU AINT GONNA
LOVE'ER AT ALL)"**

and
"THE COLONEL'S DAUGHTER"
RCA 20-4575-47-4575



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with a
heap big

HIT . . .

Winnipiesaukee

(the Indian River Song)

and . . .

**"I AIN'T LAZY—
I'M JUST DREAMING"**

39688
4-39688

IN THE SWING AND SWAY MUSIC OF . . .

**SAMMY
KAYE** and
his
orch.

TONY
RUSSO
and the
KAYDETS



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

Trade Marks "Columbia," "Masterworks," ©C. © Reg. U. S. Pat. Off. Music Registrars



TOPS

with

**the
OPS**

**-thru
the
years**

Guy

LOMBARDO

and his Royal Canadians

*currently on
CONCERT
TOUR*

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DECCA 28031

CRAZY HEART • WHISPERING SHADOWS

DECCA 27888

STOLEN LOVE • MARSHMALLOW MOON

DECCA 27962

BUNDLE OF SOUTHERN SUNSHINE • NOODLIN' RAG

DECCA 27971

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NBC for LUCKY STRIKE**

**MUSIC CORPORATION
OF AMERICA**

America's Distinctive

**COMPOSER
ARRANGER
CONDUCTOR...**

AND...

HIT MAKER



GORDON JENKINS

**WITH
ANOTHER
GREAT
RECORD**

CURRENTLY RIDING HIGH!

"CHARMAINE"
and
"WHEN I GROW TOO OLD TO DREAM"
Decca #27286

"WIMOWEH"
and
"OLD PAINT"
WITH THE WEAVERS
Decca #29928

"SLEEPY TIME DOWN SOUTH"
or
"IT'S ALL IN THE GAME"
WITH LOUIS ARMSTRONG
Decca #27899

"MOTHER, MOTHER"

and

"EVERY HOUR"

Decca #27933

Featured Star
of
U. S. ROYAL
SHOWCASE

**JUST OUT . . .
SPECIAL RELEASE**

**GANDY DANCERS' BALL
and AT-ROUND THE CORNER**

**WITH THE WEAVERS
DECCA 28054**



The country's Juke Box Sensation
in every Box across the Nation!!!

Tony Bennett



'BECAUSE of YOU'

"WON'T CRY ANYMORE"
39362

'COLD, COLD HEART'

"WHILE WE'RE YOUNG"
39449

'BLUE VELVET'

"SOLITAIRE"
39553

PS:
Thanks OPS
for all your
wonderful
co-operation
Tony

and NOW...

'Since MY LOVE has GONE'

Exclusively
on
**COLUMBIA
RECORDS**

"SILLY DREAMER"
39635

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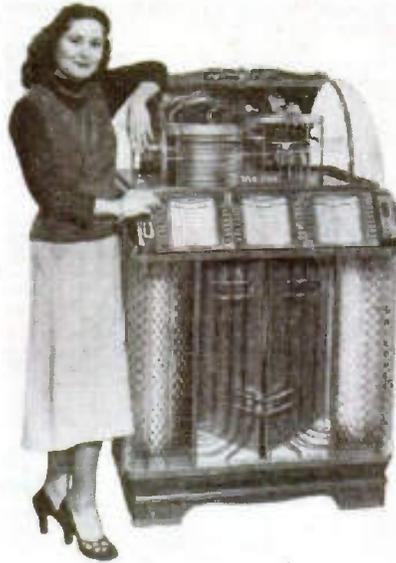
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Direction
**MUSIC CORPORATION
OF AMERICA**

She was a

Beauty

before
...but



LOOK AT HER NOW

**Wurlitzer gives its Models 1400 and 1450 terrific
new money-making magnificence**

The famous Wurlitzer 1400 and 1450 have been to the beauty salon... have had "the works" from Wurlitzer stylists... have emerged glorified and glamorized far beyond their former widely acclaimed beauty.

Concurrent with Wurlitzer's decision to continue the 1400 series in the line, it has been color engineered to blend with every location interior. The record changer compartment background now glows with the rippling radiance of moonlit waters. Pilaster lighting in new hues hits a new peak in eye appeal. The whole effect is

more attention arresting, more play stimulating, more productive of consistently higher profits.

Coupled with such money-making features as all-speed operation, high-speed cycling and lower maintenance costs, the brilliant new beauty of the Wurlitzer Models 1400 and 1450 give them the greatest potential return per dollar invested of any phonograph on the market. Only a limited number can be built. Only fast action will get you yours. The Rudolph Wurlitzer Company, North Tonawanda, New York.

**NOW ON DISPLAY AT YOUR WURLITZER DISTRIBUTOR
more than ever your best investment**

All Speed Wurlitzer

More Glamorous
More Colorful
More Gorgeous
More Profitable



THE WURLITZER 1400 AND 1450



Tops
with
Ops!

PERRY COMO

SINGS—

**TULIPS
AND
HEATHER**

**PLEASE,
MR. SUN**

**NOODLIN'
RAG**
WITH
THE FONTANE SISTERS

ON **ROCA VICTOR Records**



GENERAL ARTISTS CORPORATION

THOMAS B. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

THE BILLBOARD'S

**5th ANNUAL
JUKE BOX
OPERATOR POLL**

PART I:

Record Aspects

QUESTION 1: Which Record Companies Give You the Best All-Round Service?

(List in order of preference)

SCORING: Three places. Three points for first place; two for second; one for third.

ANSWER:	RECORD CO.	POINTS
	Decca	449
	Capitol	448
	Victor	431
	Columbia	363
	Mercury	169
	Coral	44
	MGM	34
	King	24
	Others	28

COMMENT:

For the third successive year Decca takes top position as the company giving operators the best all-round service. Decca got the nod by the narrowest of margins, beating Capitol by only one point. Capitol's showing, in fact, is extremely noteworthy and newsworthy. The Coast major last year was third, scoring 339 points and placing behind Victor. Cap's surge forward this year placed the diskery ahead of Victor. Another major diskery which has greatly improved its position with regard to servicing operators is Columbia. Last year the diskery was fifth, behind Mercury. This year it is fourth, behind Victor. Columbia's great strides forward, however, is indicated by the diskery's votes: 363 this year as against 144 in last year's poll.

Among the Indies, Coral has notably improved its position since last scoring ahead of MGM and King and just after Mercury.

QUESTION 2: Which Companies Give You Fastest Delivery Service?

(List in order of preference)

SCORING: Three places. Three points for first place; two for second; one for third.

ANSWER:	RECORD CO.	POINTS
	Capitol	391
	Decca	368
	Victor	321
	Columbia	314
	Mercury	177
	Coral	49
	MGM	43
	King	37
	Others	57

COMMENT:

Capitol, which during the year greatly improved its position with regard to all-round service, scored a clean-cut win as the company with fastest delivery service. The Coast major tallied 391 as against Decca's 368. Last year, positions were reversed, with Decca first and Cap second. Victor in the current survey retains its hold on third position. Columbia, which showed notable improvement in the previous question, has jumped ahead here too. The diskery is in fourth spot, scoring 314 points as against Victor's 321. Last year, Columbia's tally was only 108, a score which placed the diskery behind Mercury.

Mercury scores fifth this year, followed by Coral, MGM and King.

The Billboard Fifth Annual Juke Box Operator Poll is based on returns to a four-page questionnaire sent to 4,120 leading juke box operators in the country. Over 400 replies have been received, but to meet editorial deadlines only the first 362 completely filled out questionnaires were used for this tabulation.

QUESTION 3: Which Record Companies Send the Most Helpful Salesmen to See You?

(List in order of preference)

SCORING: Three places. Three points for first place; two for second; one for third.

ANSWER:	RECORD CO.	POINTS
	Capitol	251
	Decca	250
	Columbia	228
	Victor	189
	Mercury	109
	King	75
	Coral	54
	MGM	52
	London	10
	All Others	14
	None	53

COMMENT:

Here again Capitol has outpointed Decca—the operators naming the Coast major as the diskery which sends the most helpful salesmen. As in Question No. 1, the race was very close, the winner scoring by just one point—251 against 250. Last year Decca took top position. Columbia's improved service, very evident in survey returns on the two previous questions, is again indicated here. The diskery came up from a position of fifth last year to take third this year. Victor follows Columbia, with Mercury in fifth place. Later, incidentally, was second last year.

King, Coral, MGM and London follow in the order named.

QUESTION 4: How Often Does the "Most Helpful Salesmen" Come?

ANSWER:	POINTS
About once a week	33
About every other week	91
About once a month	95
Never	24

COMMENT:

Only 33 operators reported they were visited by company salesmen once a week. The usual interval between salesmen's visits ranges from two weeks to a month, according to results of the survey. Ninety-one ops stated they were visited about every other week, and 95 stated about once a month. Twenty-four said they were never visited. The figures, percentagewise, are close to those carried in the survey last year. There is a slight upturn in the number of ops reporting weekly visits by salesmen.

QUESTION 5: Which Record Companies Produce the Best All-Round Records From the Standpoint of Wearing and Reproduction Qualities?

(List in order of preference)

SCORING: Three places. Three points for first place; two for second; one for third.

ANSWER:	RECORD CO.	POINTS
	Victor	622
	Columbia	346
	Decca	330
	Capitol	262
	Mercury	159
	MGM	120
	London	28
	King	21
	All Others	23

COMMENT:

Victor again overwhelmingly leads the field in turning out the best record from the standpoint of wearing and reproduction qualities, according to the operators. The diskery scored 622 points, as against Columbia's 346, Decca's 330 and Capitol's 262. It is to be noted that here too Columbia shows a great gain in comparison to its position last year. In the 1951 survey Columbia was sixth. Decca was runner-up to Victor, with Cap, MGM and Mercury in third, fourth and fifth positions.

This year Mercury and MGM have dropped to fifth and sixth, with London and King following.

STARTING
at the
TOP!!

• 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. CALL OF THE MOUNTAIN

2. THEY LOCKED GOD OUTSIDE THE IRON CURTAIN

Wesley Tuttle

Capitol 1992

Capitol 1992

TWO HITS
ON ONE
RECORD...

WESLEY
TUTTLE
singing

'THEY LOCKED GOD OUTSIDE THE
IRON CURTAIN'
and
'CALL of the
MOUNTAIN'

Capitol
RECORDS
HOLLYWOOD

Capitol
1922

QUESTION 6: Which Companies
Have the Most Informative
Release Sheets and
Direct Mail?

SCORING: Three places. Three points for first place; two for second; one for third.

ANSWER:	RECORD CO.	POINTS
Victor	458
Decca	424
Capitol	378
Columbia	376
MGM	66
Mercury	38
King	22
All Others	14

COMMENT:

Operators voted Victor the diskery which gives the most aid and information via release sheets and direct mail. Last year Decca took the nod, but in current survey this company is runner-up. Scores are 458 and 424. Capitol and Columbia, third and fourth last year, hold the same relative positions this year.

The indies this year are led by MGM with 66, Mercury with 38 and King with 22.

QUESTION 7: Of the Record Companies,
Which Run the Most Helpful
Advertising in The Billboard?

SCORING: Three places. Three points for first place; two for second; one for third.

ANSWER:	RECORD CO.	POINTS
Decca	367
Victor	363
Capitol	302
Columbia	279
Mercury	88
King	24
Coral	19
MGM	19
Others	13

COMMENT:

According to the operators, Decca's advertising in The Billboard is the most accurate and useful to the juke box trade. The diskery beat out Victor in a very close race, 367 to 363. Capitol scored 302 points, with Columbia fourth with 279. It is to be noted again that in this survey question Columbia improved its position, coming up from fifth last year.

Mercury, fourth last year, scored fifth to lead the indies.

QUESTION 8: How Often Do You Order
Current Hit Pop Records?

ANSWER:	POINTS
Daily 15
About twice a week 56
About once each week 191
About twice a month 85
About once each month 2

COMMENT:

How alert is the operator to upcoming disks? Does he order current hit pop records fast enough? Returns on this question indicate that by far the greatest number of operators order disks about once weekly, 191 so answering. The second largest number of ops answering, 85, indicated they order twice a month. Fifty-six order twice each week. Only two are lethargic enough to order only once each month, and 15 are so trigger quick that they order daily.

QUESTION 9: Which Record Companies
Supply You With
Free Record Samples?

ANSWER:	RECORD CO.	POINTS
Capitol	106
Decca	73
Victor	72
Columbia	38
Coral	22
King	19
Mercury	18
MGM	7
London	4
Others	4
None	137

COMMENT:

Comparison with last year's survey brings out several interesting developments with regard to sampling. For one thing, many more operators than last year reported getting free sample disks. The companies named, in order of points, are Capitol, Decca, Victor and Columbia. Last year Columbia led this list, and the score was only 54. It is apparent that operators are getting more cuffo platters, either on the distributor or factory-sponsored level.

Among the indies, Coral, King and Mercury were most frequently named as giving free sample disks.

America's #1 Singer

Johnnie

EXCLUSIVELY
ON...



Ray

THANKS, OPS
for your
wonderful
cooperation



Personal MGMT
BERNIE LANG

• Most Played Juke Box Records

- Based on reports received February 20, 21 and 22
- 1. CRY J. Ray Dech/78-10440; 1457
 - 3. LITTLE WHITE CLOUD THAT
CRIED J. Ray Dech/78-10440; 1457
 - 6. PLEASE, MR. SUN J. Ray Dech/78-10440; 1457

• The Billboard Picks

- PLEASE, MR. SUN
BROKEN HEARTED Johnny Ray
- These new sides will keep the singer high on the
warm new ballad, and the flip "Broken Hearted," is a

• Best Selling Pop Singles

- Based on reports received January 23, 24
- 1. CRY J. Ray Dech/78-10440; 1457
 - 3. LITTLE WHITE CLOUD THAT
CRIED J. Ray Dech/78-10440; 1457

• Records Most by Disk Jockeys

Based on reports received January

POSITION
Last Week This
Week

- 1. CRY

• The Disk Jockeys Pick

- 1. PLEASE, MR. SUN Johnny Ray
- 2. PLEASE, MR. SUN Andy Brothers
- 3. WALKER LOVE YOU Ray Anthony Ork
- 4. LAST Ella Mae Morse
- 5. HEARTH SLAVES Ella Mae Morse

• Most Played Juke Box Re

- Based on 1951
- 1. CRY
 - 3. LITTLE WHITE CLOUD
CRIED

• Best Selling Pops by Territories

Based on reports from key dealers in or
secured via Western Union messenger

Territory	1	2	3	4	5	6	7	8
NEW YORK	1. CRY J. Ray—Okeh	2. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	3. PLEASE, MR. SUN J. Ray—Columbia	4. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	5. CRY J. Ray—Okeh	6. PLEASE, MR. SUN J. Ray—Columbia	7. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	8. PLEASE, MR. SUN J. Ray—Columbia
SEAT	1. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	2. CRY J. Ray—Okeh	3. PLEASE, MR. SUN J. Ray—Columbia	4. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	5. CRY J. Ray—Okeh	6. PLEASE, MR. SUN J. Ray—Columbia	7. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	8. PLEASE, MR. SUN J. Ray—Columbia
DETR	1. CRY J. Ray—Okeh	2. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	3. PLEASE, MR. SUN J. Ray—Columbia	4. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	5. CRY J. Ray—Okeh	6. PLEASE, MR. SUN J. Ray—Columbia	7. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	8. PLEASE, MR. SUN J. Ray—Columbia
BOSTC	1. CRY J. Ray—Okeh	2. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	3. PLEASE, MR. SUN J. Ray—Columbia	4. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	5. CRY J. Ray—Okeh	6. PLEASE, MR. SUN J. Ray—Columbia	7. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	8. PLEASE, MR. SUN J. Ray—Columbia
PITTSB	1. CRY J. Ray—Okeh	2. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	3. PLEASE, MR. SUN J. Ray—Columbia	4. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	5. CRY J. Ray—Okeh	6. PLEASE, MR. SUN J. Ray—Columbia	7. LITTLE WHITE CLOUD THAT CRIED J. Ray—Okeh	8. PLEASE, MR. SUN J. Ray—Columbia



America's
Favorite
Folk Ballad
Singer...



GEORGE MORGAN

Sings his latest and greatest
COLUMBIA RECORDING...

"ALMOST"

And

"YOU'RE A LITTLE DOLL"

COLUMBIA 20906

<p>THE GEORGE MORGAN SHOW</p> <p>Featured on 100 Radio Stations. Transcribed Exclusively for ROBIN HOOD FLOUR by RADIOZARK ENTERPRISES.</p>	<p>Featured Star of WSM GRAND OLE OPRY AND WSM-TV</p>	<p>PERSONAL MANAGEMENT ROBT. ROSS WSM NASHVILLE, TENN.</p>
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QUESTION 10: Which Record Companies Supply You With Free Title Strips?

ANSWER:	RECORD CO.	POINTS
	Mercury	68
	Capitol	29
	Coral	24
	Victor	18
	Columbia	17
	Decca	9
	MGM	7
	King	2
	Modern	2
	None	180

COMMENT:

The supplying of free title strips is one of several inexpensive methods used by disk manufacturers and distributors to promote the juke box field. It is interesting that first place goes to Mercury, indie which has always been alert to juke box promotion. Capitol is in second place as a supplier of cuffo strips, with Coral third, Victor and Columbia are fourth and fifth, with Decca sixth. It is evident that in this phase of promotion, the majors have no stranglehold.

QUESTION 11: Check Two Sources of Information You Find Helpful When Buying Records.

ANSWER:		POINTS
	Actual machine count	142
	Location requests	109
	Trade paper editorial features	101
	Your own personal opinion	83
	Association bulletins and/or buying services	56
	Release sheets and direct mail	49
	Disk Jockeys or radio stations	49
	Trade paper advertisements	45
	Record salesman's advice	40
	The Billboard (write-in ballots)	13

COMMENT:

The importance of trade paper (and by trade paper we believe the operator overwhelmingly means The Billboard) editorial and advertising features as a source of operator information is indicated by the returns here. A total of 159 answers mention trade papers, including 13 specifying The Billboard. Actually, the figure is a very conservative one, for of the 142 ops who mention actual machine count, it is known that many ops gain their initial information from trade papers, following which disks are placed into machines for a test count. Trade papers, as a compendium of information, have become increasingly valuable operator aids.

QUESTION 12: Who Buys the Records for Your Juke Boxes?

ANSWER:		POINTS
	Others	3
	You, as owner of the route	257
	Your servicemen	68
	An office employee	36

COMMENT:

During the last few years the control of programing has strongly come to rest in the hands of the operator. Answers to Question 12 indicate that he, as the owner of the route, is the buyer of records in an overwhelming number of cases. Next largest category of buyers are servicemen (68 as against 257 operators). Thirty-six buyers are office employees.

What this all indicates is the operator's belief that a personal touch is necessary. The proper choice of disks is of fundamental importance and varies with different locations. The disk buying, therefore, requires continuous study.

QUESTION 13: Where Do You Buy Your Records?

ANSWER:		POINTS
	At wholesale from local distributors	296
	At "subjobbers" or "one stop dealers" for	
	Sc over wholesale	83
	At regular retail price from retailers	12

COMMENT:

By far the greatest number of operators purchase their records wholesale from local record distributors. A total of 296 ops indicated this method of purchasing, as compared with 83 who buy their records at 5 cents over wholesale from "subjobbers" or "one-stop dealers." Only a small fraction of the operators answering—12—buy their records at regular prices from dealers. It is obvious that whenever geographically possible, the operator relies on the distributors as his key source. However, in comparing results on this question with results on the last year's survey, it is apparent that a greater number of ops are buying via one-stop dealers, owing to convenience.



Gratefully...

Current Juke Box Favorites:

"The Gandy Dancers' Ball"

and

"When You're in Love"

39665 (78 rpm)

4-39665 (45 rpm)

"Hambone"

and

"Let's Have a Party"

(with Jo Stafford)

39672 (78 rpm)

4-39672 (45 rpm)

...Frankie Laine



CARL FISCHER at the PIANO



WELCOME BACK



ARTHUR GODFREY

your great Columbia recording of

"DANCE ME LOOSE"

is still riding high!

*** ON RADIO**

Arthur Godfrey Show—Mon. thru Fri., 10-11:30 A.M. (CBS)

Arthur Godfrey's Talent Scouts—Mon. 8:30-9:00 P.M. (CBS)

King Arthur and his Round Table—Sun. 5-5:30 P.M. (CBS)

ON TV

Arthur Godfrey Show—Mon. thru Thurs., 10:15-10:30 A.M. (CBS-TV)

Arthur Godfrey's Talent Scouts—Mon. 8:30-9:00 P.M. (CBS-TV)

Arthur Godfrey and His Friends—Wed. 8:00-9:00 P.M. (CBS-TV)

Exclusively



#39632

ERWIN-HOWARD MUSIC CORP.

501 MADISON AVE. NEW YORK 22, N. Y.

QUESTION 14: *Approximately How Many Records Do You Buy for Your Entire Operation Each Week?*

ANSWER: _____ **POINTS**

Average purchase per operator 151.7

COMMENT:

Average number of disks purchased per week by the operator is 151.7. Last year the average purchase per operator was 145.99. The slight increase is attributed to several factors. One reason, for instance, is the fact that the ratio of newer machines to older machines is changing. The increase in newer machines, with greater selectivity of tunes, tends in the direction of increased disk purchases. The newer machine not only handle more records, but also play both sides. Both sides, too, are showcased, and this in turn leads to greater consumer demand and increased purchasing.

QUESTION 15: *When Purchasing Records, Which of the Following Methods Best Describes Your Procedure?*

ANSWER: _____ **POINTS**

Go to record distributors' offices 185

Order by mail 137

Wait for salesman to call 72

Order by phone 47

Order by wire 5

COMMENT:

Most operators, when buying their disks, go to the disk distributor's headquarters. This would seem to follow naturally, particularly in view of the answers on Question 13, which indicate that the local distributor is the key purchasing source. The distrib's headquarters are undoubtedly a source of information for alert operators who are anxious to keep abreast of musical trends.

The second greatest number of operators, 137 as compared with 185, find it convenient to order by mail. This was true in last year's survey too, when 122 ops ordered by mail as against 173 who went to distrib's offices.

PART 2:

Operator Aspects

QUESTION 1: *How Many Juke Boxes Do You Currently Operate?*

ANSWER: 69.2 Average Number of Juke Boxes Per Operator.

COMMENT:

Every survey The Billboard has ever conducted to determine the average size of juke box operating companies confirms the fact that the phonograph business is composed of small firms. This year there were somewhat fewer very large operating companies participating in the Poll, with the result that the average number of boxes per operator declined from 85.5 in 1951's Poll to 69.2 this year.

QUESTION 2: *How Many of These Juke Boxes Have You Purchased New Since January 1, 1952 (Last Year)?*

ANSWER: 16.5 Average Number of Juke Boxes Purchased Since January 1, 1951.

COMMENT:

Operators participating in this year's Poll indicated they bought more new boxes during the past year than the operators who participated in the 1951 poll. Last year, operators reported they purchased an average of 10.5 new boxes.

Figuring the average number of new box purchases against the average number of phonographs reported by each operator, the percentage of new boxes added during 1951 was double the percentage in 1950. In 1950, the average operator replaced approximately 12 per cent of his route with new machines; last year, the average operator replaced approximately 23 per cent.

Part of the stimulation to buying unquestionably stemmed from the fear of new machine shortages. By mid-1951, most operators were warned that production of new boxes might be curtailed. The curtailment finally hit the industry in the last three months of the year, cutting back over-all industry production about 30 per cent.



Exclusively on
DECCA
RECORDS

Star of Prince Albert's NBC
"GRAND OLE OPRY"
WSM, Nashville, Tenn.

RED FOLEY

A GREAT NEW RELEASE...
"MILK BUCKET BOOGIE"
and
"SALTY DOG RAG"
DECCA 27901 (78) • 9-27901 (45)
... and currently riding high
"I'M IN LOVE WITH MOLLY"
and
"TOO OLD TO CUT THE MUSTARD"
Duet with Ernest Tubb
DECCA 46387 (78) • 9-46387 (45)

and thanks to
the ops for your
swell cooperation

"PEACE
IN THE VALLEY"

"ALABAMA
JUBILEE"

"NIGHT TRAIN
TO MEMPHIS"
duet with
Roberta Lee

"I Hear a Rhapsody"

THE BILLBOARD Music Popularity Charts

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

• The Billboard Picks

The selection of the Billboard charts here, should mean more than 100 million people to be interested in every new record, new record, new record.

I HEAR A RHAPSODY

The title of the record is "I Hear a Rhapsody" by Frank Sinatra. It is a beautiful ballad, with a melody that is both simple and complex. The lyrics are by Sammy Cahn and the music is by Elmer Bernstein. The record is a masterpiece of the art of the record.

BEST BETS

"I HEAR A RHAPSODY" is the best bet for the week of March 15, 1952.

DISK OF THE WEEK

"I HEAR A RHAPSODY" (3:02)
FRANK SINATRA
(Columbia 37632, 47632)



FRANK SINATRA

... given a wonderful rendition by Dick Brown and the Don Costa orchestra. This lovely ballad is sold solidly by Dick and the lid should get its share of spins."

... a lovely ballad with a big potential. (Frank) Sinatra's slice has a good feel and should propel this number fast."

• The Disk Jockeys Pick

It did not matter the chart position when it comes to disk jockey popularity. The record "I Hear a Rhapsody" by Frank Sinatra is the most popular record among disk jockeys.

TRADE PAPER RECORD REVIEWERS AGREE "RHAPSODY" IS TOPS

"Fran Warren's rich, dramatic delivery of 'Rhapsody' should help this oldie get away. It's one of Miss Warren's best jobs in some time. She projects the tune's warm mood for top effect."

"This is Brown's best waxing in some time. He delivers the oldie due for a revival push with lots of warmth and projection."

"Prysock's moving chant of the oldie being revived is tops. This version could get a large share of the action due on the song. A fine disk!"

"A first-rate dance reading by the (Ray) Anthony gang on a current plug revival spots use of a chorus to support a virile Tommy Mercer vocal... should be in the money."

ALL New RECORD RELEASES

- FRANK SINATRA (Columbia)
- ARTHUR PRYSOCK (Decca)
- DENNIS DAY (Victor)
- FRAN WARREN (MGM)
- IRVING FIELDS TRIO... (Victor)
- DICK BROWN (King)
- RAY ANTHONY (Capitol)
- HAL SINGER (Carol)
- NORMAN KAYE (Capitol)
- HELEN HUMES (Decca)

Distributed by
DECCA

JERRY WALD and
NORMAN KRASNA present
BARBARA STANWYK
PAUL DOUGLAS
ROBERT RYAN in
CLASH BY NIGHT
also starring MARILYN MONROE
with J. CARROLL NASH - KEITH ANDERSON

BROADCAST MUSIC, INC. 580 FIFTH AVENUE
NEW YORK 36, N. Y.

New York: HAROLD WALD, GEORGE FURNISS
Chicago: JIMMIE CAIRNS
Hollywood: EDDIE JANIS, BILLY WALTERS
JULIE STEARNS, Gen. Prof. Manager

QUESTION 3: How Many Brand-New Juke Boxes Do You Contemplate Purchasing in 1952?

ANSWER: 10.4 Average Number of Juke Boxes to Be Purchased in 1952.

COMMENT:

The answer to this question likewise reflects the operator's concern over the availability of new equipment. In last year's poll, operators said they planned to purchase an average of 6.2 brand new boxes.

Another unquestionable factor in the rising average is the growth of demand for 45 r.p.m. phonographs (see specific questions relating to 45's in this poll). The demand for 45 r.p.m. boxes has been rising steadily, according to the manufacturers. If operators throughout the nation follow the average disclosed in the poll, manufacturers have a minimum, guaranteed market of between 40-50,000 new phonographs during 1952.

QUESTION 4: Are You Currently a Member of an Active Juke Box Trade Association?

ANSWER: Yes 38%
No 53%
No Answer 9%

COMMENT:

Because of a higher percentage of "no answers" to this question, it is impossible to determine how much ground—if any—trade associations have been making in the industry. Last year, when only 4 per cent of the operators failed to answer this question, 32 per cent said they belonged to a trade group; the year before (1949) 27 per cent said they belonged to juke box associations.

The number of operators who said they did not belong to a trade association declined again this year as it has for the past two years. In the 1950 poll, 73 per cent were not association members; in 1951, 64 per cent said they were not affiliated with an association. Except for the higher per cent of operators who failed to reply, it would seem that trade associations are making steady progress among music operators.

QUESTION 5: If You Do Not Presently Operate 45 R.P.M. Equipment, Do You Plan To Add Such Equipment This Year?

ANSWER: Yes 35%
No 28%
No Answer 39%

COMMENT:

Last year, only 21 per cent of the operators who did not already have 45's on their routes said that they planned getting into the 45 r.p.m. field, so this year's showing—plus the large numbers who failed to respond and thus are presumably keeping an open mind on the subject—indicates a healthy, growing market. In the poll last year, 45 per cent of the operators said they did not intend to go into 45's, while 34 per cent were undecided or failed to answer.

QUESTION 6: If You Already Operate 45 R.P.M. Equipment, Do You Plan to Purchase More in 1952?

ANSWER: Yes 51%
No 19%
No Answer 30%

COMMENT:

Obviously, most of the operators who already have 45's are pleased with their performance and intend expanding. Again it could be presumed that the operators who failed to answer are keeping an open mind on the subject, may well purchase additional 45 equipment during the year. If the high replacement figure is explainable by any factor other than the operator's desire to hedge against possible new-machine shortages, the keen interest in 45's is the principal factor. A year ago, the operators were less inclined to believe that the phonograph industry was "going 45's." This year, as the answers to Questions 4 and 5 indicate, the trend is well established.

QUESTION 7: Have Commissions on Your Routes Been Adjusted in Your Favor During the Past Six Months?

ANSWER: Yes 24%
No 65%
No Answer 11%

COMMENT:

Over the past three years, rising costs—both in equipment and in service—have forced most music operating companies to change their commission schedules. Three years ago, 50-50 splits with locations were the accepted practice; today, the 50-50 split is impossible in most areas because of rising costs.

In the 1951 poll, 28 per cent of the operators reported adjusting commissions in their favor; 86 per cent said no adjustment had been made, and 8 per cent failed to reply. In 1950, the poll showed 27 per cent of the operators had been forced to adjust commission rates.

Capitol introduces...



**America's
Most Imitated
Trumpeter...**



"SUGAR BLUES" Sold over
3,000,000 Records... Now hear
CLYDE McCOY'S exclusive New
Recording

"SUGAR BLUES BOOGIE"

Capitol No. 1937

another **SMASH** on Capitol... **"HELLS BELLS"**

Capitol No. 1986

**THANKS...to the Operators,
Dealers and Disk Jockeys!**



Personal Management: **GENERAL ARTIST CORP.** NEW YORK • CHICAGO • DALLAS
CINCINNATI • HOLLYWOOD

NOT SIX OF ONE ... 1/2 DOZEN OF ANO

JUST RELEASED!

He Put His "SIN" To Shame With A Magnificent Version Of A Beautiful New Ballad That's Destined To Be A Smash Hit!

"BE ANYTHING"

(BUT BE MINE)

COUPLED WITH

"SHE TOOK"

EDDY

HOWARD

MERCURY 5815 • 5815X45



NOT ONE, BUT TWO HITS!

"WHEEL OF FORTUNE"

AND

"HEART OF A CLOWN"



BOBBY WAYNE

MERCURY 5779 • 5779X45

IT'S NEW! IT'S DIFFERENT!

An Exciting Latin-American Treatment Of

"AY-ROUND THE CORNER"

COUPLED WITH

"CHIU CHIU" XAVIER CUGAT



AND HIS ORCHESTRA

MERCURY 5813 • 5813X45



MERCURY RECORDS, CHICAGO

HER ... BUT ALL SURE HITS!

JUMP ON THE BANDWAGON

... and Ride With A Winner to Hitdom!

"JUMP THROUGH THE RING"

COUPLED WITH

'MY FUNNY VALENTINE'

VIC DAMONE

MERCURY 5785 • 5785X45



JUST RELEASED!

... and Heading for the Top!™ (As Usual)

"LOVE, WHERE ARE YOU NOW"

COUPLED WITH

"WHISPERING WINDS"

PATTI PAGE

MERCURY 5816 • 5816X45



A GREAT BALLAD! A GREAT ARTIST!

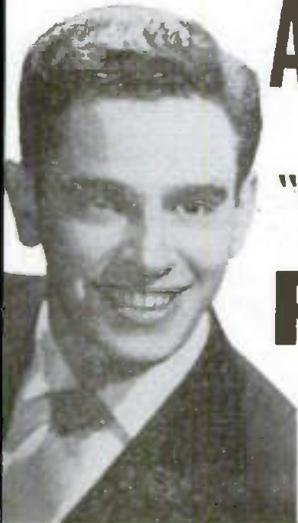
"I'LL WALK ALONE"

COUPLED WITH

"TATTLETALE"

RICHARD HAYES

MERCURY 5821 • 5821X45



Continued from page 74

THE NOVELTY THAT IS GOING OVER WITH A BANG!
TOPS FOR OPS!

HENRY JEROME

'HOMING PIGEON'
b/w
"LET ME DREAM"

MGM 11174-78 rpm
K-11174-45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 14, N.Y.

KEEP M-G-MINDED—IT'S GOOD FOR YOUR BUSINESS

QUESTION 8: Since September 1, 1951, What Has Been Your Weekly Share of the Take Per Phonograph?

ANSWER: \$9.78 Average Take Per Machine.

COMMENT:

In the past 12-month period, there has been no significant change in the gross amount of money music operators are taking from their equipment despite the fact that 28 per cent of the group have made favorable adjustments in commission. Last year's poll showed the average take per phonograph came to \$9.20 per week—\$3.24 under the 1949 gross.

Out of this \$9.78, of course, come all of the items of expense: Depreciation of equipment; records; taxes; routemen's salary; cars or trucks for servicing the machines; rent.

QUESTION 9: How Do You Dispose of Used Records?

ANSWER: Sell Them to the Public Yourself 177
Sell Them to Used Retail Record Stores 119
Give Them to Charitable Institutions 75
Scrap Them 32
Other Means of Disposal 60

COMMENT:

Looking to realize as much income as possible, juke box operators began selling their used records direct to the public in numbers a year ago. At that time, 170 operating companies said they followed this practice as compared with 89 in the previous year. There was a small increase, too, in the number of music operators selling used disks to used retail record stores—from 102 a year ago to 119 this year. Obviously, some of the operators follow more than one practice in disposing of used records—sell some of them, scrap some, give some away to orphanages, boys' clubs and similar institutions.

QUESTION 10: Do You Operate a Retail Record Store?

ANSWER: Yes 22%
No 72%
No Answer 6%

COMMENT:

Approximately one out of four juke box operators now have a retail record outlet in addition to their phonograph business. This year's poll showed a slight increase in the number of operators with stores (from 18 per cent). Currently, the operators are handling a wide variety of new disk lines in addition to their used records.

QUESTION 11: Are Any of Your Juke Boxes Set for Dime Play?

ANSWER: Yes 15%
No 79%
No Answer 6%

COMMENT:

Altho dime play has had some notable successes, particularly in certain metropolitan areas, most juke boxes are still operating at a nickel. Apparently, the juke box operating business will continue as a "split price" proposition for the foreseeable future. In Chicago, for example, most of the juke boxes have long since been converted to dime, three for a quarter play, and operators report the conversion has been successful. But when Texas operators tried dime play, they met such resistance most of them went back to the nickel.

QUESTION 12: If None of Your Boxes Are Currently on Dime Play, Do You Plan Going to the Higher Price During 1952?

ANSWER: Yes 9%
No 62%
No Answer 29%

COMMENT:

Keep in mind that the Office of Price Stabilization has yet to give operators a free hand in setting per-play prices, altho the operators have petitioned for decontrol. As of now, an operator who wants to raise the price of a phonograph play from a nickel must file with his regional OPS office which will then grant or deny his request. (See separate feature in this section covering 10-cent play).



HANK WILLIAMS

5 BIG HITS IN '51

"HEY, GOOD LOOKIN'" • "COLD, COLD HEART"
"HOWLIN' AT THE MOON" • "I CAN'T HELP IT"
"CRAZY HEART"

AND GOING INTO '52 WITH 3 BIG HITS STILL GOING BIG
"CRAZY HEART" • "COLD, COLD HEART" (42 weeks on The Billboard Pop Charts)
"BABY, WE'RE REALLY IN LOVE"...

and NOW

"HONKY TONK BLUES"

and
"I'm Sorry for You My Friend"

MGM 11160 78 rpm • K11160 45 rpm

Exclusive **MGM** recording artist

THE YEAR'S TOP COUNTRY & WESTERN RECORDS

... according to
JUKE BOX PLAYS

Cold, Cold Heart	791
Hey Good Lookin'	762
I Can't Help It	409
Howlin' at the Moon	400
Crazy Heart	275

Thanks to the Music Operators for the cooperation on all these songs and records.

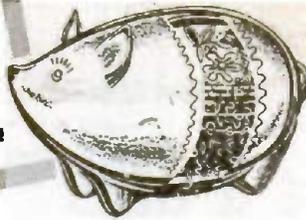
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Featured Star of WSM "Grand Ole Opry"

FOR INFORMATION ON AVAILABLE DATES AND TOURS
JAMES DENNY
WSM ARTIST SERVICE BUREAU, NASHVILLE, TENN.

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QUESTION 13: What Other Types of Coin Machines Do You Currently Operate?

ANSWER:

Amusement Games	67%
Cigarette Venders	16%
Venders Others Than Cigarette	9%
No Answer	8%

COMMENT:

The majority of phonograph operators are diversified. Few of them operate music machines exclusively since amusement games and juke boxes, by and large, are located in common outlets.

Competitive reasons put many an operator into both music and games, and economy in operating methods keeps him there—one man can service both the phonograph and the game, thus making a direct saving in servicing costs. Competition and economy of service likewise explain the relatively high percentage of music operators who have cigarette venders. The majority of the nation's cigarette venders, like the nation's juke boxes, are installed in taverns.

QUESTION 14: If You Do Not Currently Operate Other Types of Coin Machines, What Types Do You Plan Adding During 1952?

ANSWER:

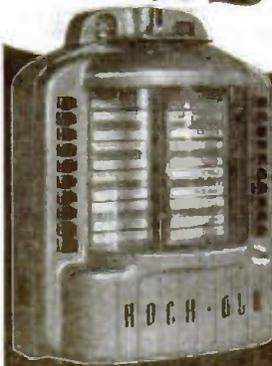
Amusement Games	8%
Cigarette Venders	4%
Venders Other Than Cigarette	1%
No Answer	87%

COMMENT:

If operator plans jell, the end of 1952 will find 75 per cent of the music companies in the amusement games business as well, and one-fifth of the firms will be in cigarettes. At one time in the 1946-50 period, music operators took a long, hard look at automatic merchandising machines other than cigarettes, and it appeared that many of them might branch into the merchandise field. This year's poll, however, indicates waning interest in vending, other than cigarettes, but an increasing interest in amusement games.

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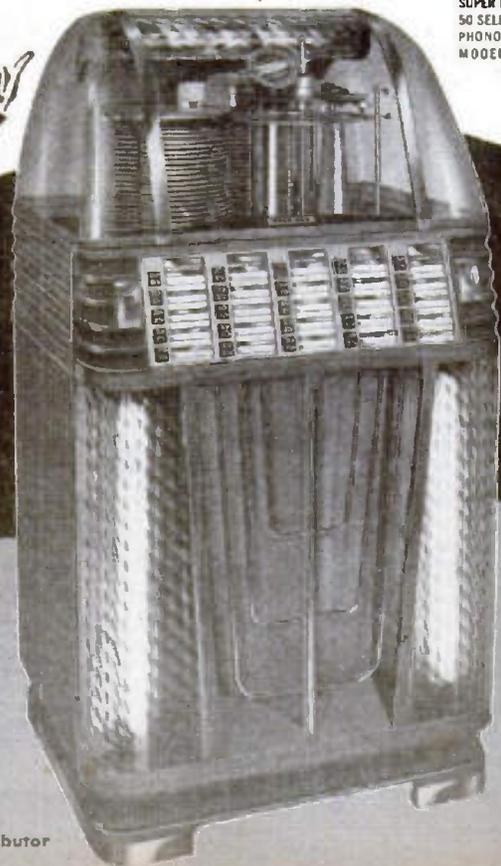


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the all star
ROCK-OLA
profit twins

BOTH: PERFECTLY MATCHED AND DESIGNED TO HELP YOU MAKE MORE MONEY



ROCK-OLA SUPER ROCKET 50 SELECTION PHONOGRAPH MODEL 1436

- ★ Both Have: Single Button Selection
- ★ Both Have: Coin Accumulator and Multi-Selective Choice After Coins are Deposited
- ★ Both Have: Dual Title Strips for Easy Program Servicing
- ★ Both New at Your Rock-ola Distributor

DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS

FORECAST

MISTAKES
by
Al Morgan
and
Frankie Truba
and His Boys
28040*

FLASH!

A GUY IS A GUY
and
THAT OLD FEELING
by
Ella Fitzgerald
28049*

TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators

TO BUILD PROFITS

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST	COUNTRY	ARTIST	DECCA NO.
13	WONDERING	NEW SILVER BELLS	46364 ¹ Webb Pierce
13	YOU OLD TO CUT THE MUSTARD	I'M IN LOVE WITH MOLLY	46387 ² Ernest Tubb and Red Foley
9	MISSING IN ACTION	A HEARTSICK SOLDIER ON HEARTBREAK RIDGE	46389 ³ Ernest Tubb
30	PEACE IN THE VALLEY	Where Could I Go But To The Lord	14573 ⁴ Red Foley
8	YOU KNOW I'M STILL IN LOVE WITH YOU	I'M GONNA SEE MY BABY	46385 ⁵ Webb Pierce
45	JUST A CLOSER WALK WITH THEE	STEAL AWAY	14505 ⁶ Red Foley
3	I AIN'T GONNA GIVE HDBODY	NONE O' THIS JELLY ROLL	46396 ⁷ Jimmie Davis
18	IT IS NO SECRET	He Bought My Soul As Colony	14566 ⁸ Andrews Sisters and Red Foley
2	SOMEONE TO CARE	I WON'T HAVE TO CROSS JORDAN ALONE	14598 ⁹ Jimmie Davis
5	LETTER FROM MY DARLIN'	RAW HIDE	46392 ¹⁰ Bill Monroe
3	LOUISVILLE LODGE MEETING	WORE, RAY, WORE	27969 ¹¹ Louis Jordan
6	A MAN AIN'T SUPPOSED TO CRY	I DIDN'T SLEEP A WINK LAST NIGHT	27871 ¹² Arthur Prycock
4	I'M GONNA JUMP IN THE RIVER	'TIL MY BABY COMES BACK	27947 ¹³ Buddy Johnson
2	I HEAR A RHAPSODY	Am I To Blame	27978 ¹⁴ Arthur Prycock
2	PEACE IN THE VALLEY	HEAR THE CROSS	46279 ¹⁵ Sister Rosetta Tharpe with Anita Kerr Singers

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

BEST BETS

... the coming hits as indicated by actual sales. Stock these fast-moving Decca Records now.

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	ARTIST	DECCA NO.
7	1	BLUE TANGO AT LAST, AT LAST	Guy Lombardo	28031 ¹
9	2	YOU'RE NOT WORTH MY TEARS HIGH AND DRY	Mills Brothers	28021 ²
3	3	FOR THE FIRST TIME Play Them Bones	Francis Craig	27937 ³
4	4	WHEEL OF FORTUNE 'Til All The Stars Fall In The Ocean	Arthur Frycock	27967 ⁴
5	5	WISHIN' GOODBYE SWEETHEART	Russ Morgan	27975 ⁵
4	6	TULIPS AND HEATHER You'll Never Walk Alone	Fred Waring	27964 ⁶
10	7	THE BLACKSMITH BLUES ANY TIME	Sy Oliver with Trudy Richards	27972 ⁷
8	8	POOR WHIP-POOR-WILL WONDERING	Andrews Sisters	27979 ⁸
—	9	HONEST AND TRULY One Little Word	Guy Lombardo	27995 ⁹
11	10	MOTHER, MOTHER EVERY HOUR	Gordon Jenkins	27933 ¹⁰
—	11	GRANADA COPACABANA	Ring Crosby with The Bando de Luu	27951 ¹¹
—	12	HONEST AND TRULY All My Life	Ink Spots	27996 ¹²
13	13	BEGIN THE BEGINNIN' BELIEVE IT BELIEVED	Cannoe Boswell	27943 ¹³
14	14	ALLECHEM FIDDLER MOUNTAIN LAUREL	Joan Turry	27949 ¹⁴
—	15	I'LL WALK ALONE THAT'S THE CHANCE YOU TAKE	Patty Andrews	28038 ¹⁵
COUNTRY				
2	1	THEY LOCKED GOD OUTSIDE THE IRON CURTAIN I CRIED AGAIN	Jim Lonnes	46403 ¹
3	2	AS LONG AS THE RIVER FLOWS ON THE WALTZ OF THE ROSES	Rex Allen	27952 ²
4	3	CHARMING BETSY HIGH HEELS	Lonzo and Oscar	46399 ³
5	4	SILVER AND GOLD THE SENATOR FROM TENNESSEE	Hardrock Gunter	46401 ⁴
—	5	HONEST AND TRULY Warm'd Over Love	Roland Johnson	46405 ⁵
—	6	I'M GOING BACK TO BIRMINGHAM DON'T TRADE YOUR LOVE FOR GOLD	Orval Prophet	46404 ⁶
SEPIA				
2	1	BOUGH RIDIN' I DON'T WANT TO TAKE A CHANCE	Ella Fitzgerald	27948 ¹
3	2	I HEAR A RHAPSODY YOU PLAYED ON MY PIANO	Helen Humes with Gerald Wiggins	48282 ²
4	3	WHEN YOU SURRENDER MY FAVORITE CHAIR	Larry Cummings	48281 ³
—	4	I NEVER LOVED ANYONE BUT YOU WOBLED OVER YOU	Joan Medlin	48283 ⁴
—	5	HONEST AND TRULY I Found A New Love	Little Denna Hightower	48284 ⁵

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

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST	POPULAR	ARTIST	DECCA NO.
7	BLUE TANGO	Belle of the Bull	27875 ¹ Leroy Anderson
3	PERFIDIA	YOU BROUGHT ME LOVE	27987 ² Four Aces
14	TELL ME WHY	A GARDEN IN THE RAIN	27860 ³ Four Aces
8	BE MY LIFE'S COMPANION	Love Lies	27889 ⁴ Mills Brothers with Sy Oliver
5	WIMOWEN	Old Point	27928 ⁵ The Weavers and Gordon Jenkins
1	MILE BUCKET BOOGIE	SALTY DOG BAG	27981 ⁶ Red Foley
1	RUNDLE OF SOUTHERN SUNSHINE	MOODLIN' BAG	27973 ⁷ Guy Lombardo
26	A KISS TO BUILD A DREAM ON	I Got Ideas	27720 ⁸ Louis Armstrong
27	PEACE IN THE VALLEY	Say A Little Prayer	27856 ⁹ Red Foley
10	WHISPERING SHADOWS	CRAZY HEART	27888 ¹⁰ Guy Lombardo
8	PLEASE, MR. SUN	If I Forget You	27946 ¹¹ Bill Kenny of The Ink Spots
9	WHEN IT'S SLEEPY TIME DOWN SOUTH	IT'S ALL IN THE GAME	27899 ¹² Louis Armstrong and Gordon Jenkins
19	ALABAMA JURISSE	Dixie	27810 ¹³ Red Foley
1	TENDERLY	Lomplight	24161 ¹⁴ Benny Bracke
15	CHARMAINE	When I Grow Too Old To Dream	27886 ¹⁵ Gordon Jenkins

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

NEW RELEASES

SINGLES	ALBUMS
<p>Two Shillings D'O' Sullivan Bing Crosby with The King's Men and Perry Beekins's Dixie Band That Turnedown Shack in Athlone Bing Crosby 28048*</p> <p>The Little Engine That Could Let's Have A Party Guy Lombardo 28047*</p> <p>A Guy Is A Guy That Old Feeling Ella Fitzgerald 28049*</p> <p>What Does It Take Lazy Day Ella Fitzgerald 28034*</p> <p>It Doesn't Matter Where I Go Sentimental Tears Don Cherry 28050*</p> <p>Lonely Wine Alone And Forsaken Bill Darnell 27994*</p> <p>At Last Beat Me Blue Buddy Johnson 27958*</p>	<p>COLEMAN HAWKINS 27959*</p> <p>CHARLIE MONROE 46408*</p> <p>NOW AVAILABLE IN 45 RPM</p> <p>It's A Great Day For The Irish A Pretty Girl Making Her Cow Judy Garland 25643*</p> <p>The Holy City—Part 1 The Holy City—Part 2 Fred Waring 24337*</p> <p>The Palm Before The Crucifix Fred Waring 27463*</p> <p>The Catsons Go Rolling Along The Army Air Corps Fred Waring 28020*</p> <p>* Also available in 45 RPM (add prefix "D" to record number) * indicates 45 RPM version</p> <p>RUDOLPH FREML Plays His Own Unforgettable Melodies Piano Solos A-907-54.15 • 9-297-53.75 • DL 5207-53.00</p> <p>NOW AVAILABLE IN 45 RPM</p> <p>GINGER ROGERS as Alice in ALICE IN WONDERLAND Stories With Songs, Sound Effects and Music With Supporting Cast 9-114-53.00 81m available in 948-721-53.75 • DL 5240-53.00</p> <p>BARBER SHOP BALLADS Sung by the outstanding quartet in the country, including national champions and other leading contenders for the National Championship for Barber Shop Quartets at the New York World's Fair, 1940. 9-171-53.75 Also available in 6-782-54.15 • DL 5147-53.00</p> <p>NEW CHILDREN'S SETS THE LITTLE ENGINE THAT COULD and LET'S HAVE A PARTY by GUY LOMBARDO and His Royal Canadians E-571-51.00 • 1-113-51.00</p> <p>THEY'RE HO and WHISTLE WHILE YOU WORK by FRANK LUTHER and ZORA LAYMAN and THE CLUBMEN Both from Walt Disney's Production "Snow White and The Seven Dwarfs" E-547-51.00 • 1-113-51.00</p> <p>THE MERRY MAILMAN by RAY HEATHERTON E-567-51.00 • 1-113-51.00</p> <p>* Availability—Unobtainable under normal use</p>



SOMETHING NEW!
HEAR IT!
SELL IT!

BILL DARNELL

LONELY WINE and ALONE AND FORSAKEN

Decca 27994 (78 RPM) and 9-27994 (45 RPM)

- The Billboard Editors Review the Artist and Record Ends of the Juke Box Industry. Old and New Faces, Novelty Tunes. Play Important Roll.

HIT TUNES AND GOOD TALENT ARE

keeping the boxes busy

THE POPS

By JOE MARTIN

IN CHECKING thru the best-selling retail popular record lists of the past few years and comparing those lists with the most-played-in-juke-boxes listings for the same years, one point makes itself clearly evident. The disks which do the best business in retail outlets are not always the disks which will get the nickels in coin machines. To many in the trade this is common knowledge, yet it is worthy of analysis. Typical example of strong juke box numbers which were somewhat less important to retailers are "Forever and Ever" and "Powder Your Face With Sunshine" in 1949 or "If I Knew You Were Coming I'd've Baked a Cake," "I Can Dream, Can't I?" and "Dear Hearts and Gentle People" in 1950. The reasons for this disparity are often obvious—as is the disparity itself. Juke boxes can very often keep a record alive long after the big retail sales activity has subsided. Secondly, some disk artists are better juke box draws than retail sellers. Thirdly, there are always those records which are destined to become nickle-nabbers because of their basic appeal to group audiences rather than to solitary listeners. In any case, it is certain that the operator won't always do best with those records which are on the best-selling retail charts. It is, of course, equally certain that for the most part, the coin machine users and retailer buyer will most often want and use the very same recordings.

Specialized Need

During this past year record manufacturers, distributors, artists and even music publishers have taken ever-greater cognizance of the operators' need for special records. Apparently, the industry is now convinced that records can be made which have a specific appeal to juke box audiences and which can be financially successful records for the manufacturer to produce. Again, the examples which can be pointed out are usually obvious. There are those records classified as honky tonkers, the gang-sing recordings and the rag-time instrumentals—all are aimed at the coin machine industry. In another instance, the artists and repertoire brass have often seen fit to "cover" a hit on another label by turning out a short, coin-catching rendition in hopes of getting the juke box business in lieu of some of the retail sales already gobbled up by the original hit platter.

Another observation which can be clearly drawn from checking the most-played lists for the past few years is the rise and fall of "one record" artists. It was just a few years ago that such disk names as Jon and Sandra Steele, Ken Griffin, etc., were important factors in the record business. At this moment, there are other new names in the same status. It appears, however, that the current trend points to a

longer disk life for the out-of-powhere artists; artists who suddenly come thru with a hit seem able to remain juke box names of some stature for longer and longer periods. Many who heard the very first Les Paul-Mary Ford disk were certain that it was a freak item which would have only a short life. The comment was made about The Four Aces, Johnny Ray and others. Most recent sales figures, however, have disproved the original belief. And while not every one of the new stars has definitely proven to be a lasting disk entity, enough statistics and activity are available to indicate a new trend.

Other Categories

The year 1951, too, was the year of country and Western songs spilling over into the pop field. For more than 12 months the same movement of material has been going on. Last year also was the year in which some rhythm and blues items made the grade in the pop market. While it seems as the line of demarcation among the various types of music are not as clearly defined

as they used to be, it is not a certainty yet whether the line has permanently been breached and, perhaps, erased. It is fairly certain, however, that the operator cannot eliminate country artists or rhythm and blues artists or their songs only because they do not fit into what has been called the pop category. Any song and at anytime can make a strong juke box record.

As for the labels, the major diskeries are obviously still coming up with the largest share of the hits in juke boxes. This, of course, is to be expected. But it is still the kind of record industry in which the smaller—even the smallest—Independent label can come thru with the big record. In 1948 it was Rondo, Damon, Regent, Ballet, Majestic and Tower. The next year was one in which the major firms dominated. But in 1950, National, for example, came thru with "If I Knew You Were Coming I'd've Baked a Cake." Last year the indie firms racked up their share of hits and this current year—well, there's already Derby and Abbey showing their ability to find the coin catchers.

It may not be any great revelation to remind operators that gold is where you find it, but it's as true as it ever was.

COUNTRY & WESTERN

By JOHNNY SIPPPEL

WITH major and indie diskeries getting more hep to the ever-burgeoning interest in h.b. and Western diskings, waxeries have added important promotional impetus to the drive during the past year. Columbia has acquired Vic McAlpin, young songwriter and publisher, while Capitol has just added Marvin Townsend from its Cincinnati branch to plug the rustic wax. Victor has added Al Miller, who is almost continually weaving across the oastune belt pushing country talent. King Records brought in Jim Wilson from its Detroit branch to flock its country talent roster full time. In addition, Acuff-Rose Music, an important publisher in the country field, acquired Murray Nash, veteran salesman and later Mercury's a.&r. chief in charge of country music, as head of its new promotion department. While the bulk of the effort of this personnel is aimed at the d.j., the juke box op feels most directly the work of these key men because d.j.'s offer the greatest single promotion in the rustic disk field.

A round-up of The Billboard's important weekly surveying of h.b. and Western platter pilots indicates that 1,200 of these wax whirlers are averaging at least two hours per day in spinning country wax. Not only is the West Coast and Southwest represented heavily, but areas like New England (The Billboard, January 12) and the Western portion of the Midwest States have many platter shows starting country talent.

This concerted plugging by diskeries and d.j.'s has, during the past year, built up a solid group

of country artists, who, unlike their pop and r.&b. brethren, continue to maintain high priority on the weekly sales orders of juke ops. The important nucleus of this group is located at WSM, Nashville, where they are able to capitalize on their weekly appearances on "The Grand Ole Opry" via the 50,000-watt transmitter. These artists almost weekly make strategic junkets into all portions of the 48 States, where they work almost exclusively in auditoriums and arenas, insuring their being seen by big audiences. Their personal further establish their popularity in a vicinity where they appear, for it's long been a tradition in the record business that a disk in a box gets better play after an artist has made a p.a. in the territory. By packaging a hot artist or two with a couple of artists who don't currently have a number among the top 10 most played in the juke, a large number of WSM artists are continually exposed to prospective nickle-droppers.

Television has played an increasingly important part in projecting the country talent. Most local TV weekly programing in any area features at least one, and, in some cases, as many as 15 different rustic talent shows per week. Los Angeles and environs probably tops all coasts in this TV promotion of country waxes with 15 shows, featuring one, and in some cases, as many as 10 artists on a one-hour show. A major test currently facing country talent will occur May 26 at the exclusive Astor Roof, New York, when a group of WSM art-

ists start a 16-week engagement there. If country artists pull at this prominent showcase, their future in the more commercial pop-type bistros is assured.

All of the above promotion will certainly increase juke play of country talent, for it will expose new audiences to the allure of the country ballad and novelty.

During the past year several outstanding newcomers have entered the country wax field to create new demand, along with the standard pull of the established warblers. Highlighting the rise is Lefty Frizzell, the Beaumont, Tex., unknown, who in 16 months has crashed thru with seven Columbia hit disks, according to the Year's Top Country and Western Record Round-Up (The Billboard, January 12). Johnny and Jack, who recently moved from KWKK, Shreveport, to WSM, put two new Victor hits into the best seller classification. Carl Smith, another WSM novice from Maynardville, Tenn., has clicked on three Columbia disks straight.

While it's important that any facet of the record business come up with newcomers, country music has kept a solid group of

established artists pouring out more hits. Hank Snow (Victor) had four numbers that stayed weeks on the most played juke classification; Hank Williams (MG) seven, Eddy Arnold (Victor) five, Tennessee Ernie (Capitol) one, Jimmy Wakely (Capitol) one and Red Foley (Decca) two. In addition, Coral, the new Decca subsidiary, contributed a hit by the Pinetoppers, while the Tennessee diskery, operated by the Bubbie family out of Nashville, had a clickeroo in Del Wood.

Any field needs new competition to keep the established contenders on their toes, and country music saw a number of novice efforts on the part of diskeries. Dot, Randy Wood's label out of Galatin, Tenn., contributed John Maddox, Leo and Eddie Messer, of Aladdin and Scorr, r.&b. veterans, set up Intro, a country label, with Fleming Allen at the helm. Leonard and Phil Chess, who operate a r.&b. label, Chess, Chicago, have added their second country artist recently and intend to go more into the rustic field. Art Ruper, of Specialty, a r.&b. contender, are considering entry into the oastune competition, along with the Bihari brothers of Modern. Bill McCall, of 4 Star, the Pasadena indie which has been in the country classification for five years, added another h.b. subsidiary in the Gilt Edge label.

RHYTHM & BLUES

By BOB ROLONTZ

AMONG the important developments that have been taking place in the rhythm and blues field over the past year, one of the most prominent is the increasing importance of the country or southern style blues and country style singer in this market. Another noticeable aspect is the tremendous influence of r.&b. styles on the pop market.

At one time there was a wide gulf between the sophisticated big city blues and rocking novelties waxed for the northern market, and the country or delta blues that were popular in the southern regions. Gradually the two forms intermingled and the country blues tune, now dressed up in arrangements palatable to both northern and southern tastes, have been appearing on disks of all r.&b. labels. It is true that the largest market for the country blues tune is still in the South and West, especially in places like Dallas, Memphis, Atlanta, New Orleans and Los Angeles, but even the northern cities have felt their influence. (L. Detroit.)

This is not to say that the majority of tunes being waxed for r.&b. markets are country, since the sophisticated items is still more important, but that many diskings have the country tinge. Along with this country kick, some exclusively country artists have achieved popularity of late, including Howlin' Wolf, B. B. King, Muddy Waters and others. Modern Records has noted the importance of this southern country market by forming a label called Rhythm and Blues Records which is recording artists from the Delta area almost exclusively.

Pop Influence

The influence of the r.&b. disks on the pop market, both as to tunes and artists has been of great import over the past year. Johnny Ray, at present a "hot" personality in the pop field, with a singing style close to r.&b. vocalists, sells just as well in both fields. The same can be said of Ray Starr. In addition to this many r.&b. ditties have become very important as pops. A recent example is "Wheel of Fortune," which started on a Derby platter and was quickly covered by a number of pop artists. "Hambone," a new novelty item, was originally waxed on the Oken label by the Red Saunders Ork, and is now being pushed in the pop markets via Columbia, RCA Victor, Capitol and Decca waxings.

Talent Turnover

The r.&b. field has always had a large turnover in top-selling artists. Many performers get one or two hit diskings and then fade out of sight. However, even in this active market, a number of artists are still able to stay on top just as in other record fields. Such stars as Dinah Washington, the Ravens, Roscoe Gordon, Jimmy Witherspoon, John Lee Hooker, T-Bone Burnett, Fredline, Freddy Mitchell, Louis Jordan, Savannah Churchill, Charles Brown, Amos Milburn, the Dominoes, Roy Brown, Wynonie Harris, Little Esther, Lucky Millinder, Earl Bostic, Percy Mayfield, Roy Milton, Joe Liggins, Camille Howard, Johnny

Otis, Mel Walker, Ruth Brown, Joe Turner, the Clovers, Joe Morris, the Griffen Brothers and the Orioles have retained a large following.

Other important artists in the r.&b. field include Peppermint Harris, Buddy Lucas, Varetta Dillard, H-Bomb Ferguson, Lightnin' Hopkins, Lloyd Fulson, Sonny Boy Williamson, the Cardinals, Allan Bunn, the Larks, Lonnie Johnson and many more.

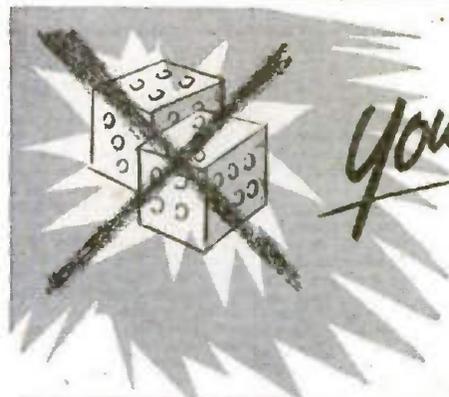
From the r.&b. field have come many artists who have become big stars in the pop division. Outstanding among these are such fine performers as Sarah Vaughan, Billy Eckstine, Nat Cole, the Mills Brothers, Ella Fitzgerald, Lionel Hampton and to go way back, Louis Armstrong. Some of these artists occasionally sell as well in r.&b. as they do in pops.

An artist who makes a hit disk in the r.&b. field becomes an important personality, and usually is able to obtain many club and theater dates on the strength of his waxing. These one nighters and weekly personal appearance dates in turn help the sale of his newer disks. The great number of r.&b. packages that continually tour the country indicate the great interest in records in this market.

Another indication of the importance of r.&b. waxing is the great number of radio disk jockeys who concentrate only on this field. A few years back the number of r.&b. jocks were few, but now they are on almost every station that plays records.

The spiritual field, tho not the same as r.&b., is closely allied to it. In the spiritual division quartets and individual gospel singers, as well as large vocal groups, always are in demand on waxings, tho the popularity of one type or the other may vary from time to time. Among the important labels in this field are Peacock, Specialty, Gotham, Apollo and Decca, as well as others. Some of the outstanding stars in spirituals are Sister Rosetta Tharpe, Mahalia Jackson, Marie Knight, Reverend Kelsey, the Ward Singers, the Martin Singers, the Anita Kerr Singers, the Blind Boys, Brother Joe May, the Soul Stirrers and the Pilgrim Travelers.

In the r.&b. market it has been known for many years that the label does not in itself make the hit disk. It is fairly true in the pop and folk markets that a waxing on a major label has more chance of hitting the best seller charts than on an indie label. This is not so in the r.&b. field. In this department it is the Indies who are important with the major diskeries not often represented on the top selling lists. At present, however, the majors are making a strong effort to regain a hold on the r.&b. market. Columbia (thru its waxery Okeh), Victor, Mercury, Coral and Decca records, recently have strengthened their r.&b. staffs and have signed up new artists for this field, and these companies are out promoting their new r.&b. releases. Among the active indie labels in the r.&b. fields are the following: Atlantic, Chess, Savoy, Dot, Federal, United, Jubilee, Regent, Cadillac, Modern, RPM, Imperial, De Luxe, King, Derby and Aladdin.



You take no chances with this great

RECORD

'THAT'S THE CHANCE YOU TAKE'



EDDIE FISHER

'FORGIVE ME'

RCA VICTOR
20-4574
47-4574

RCA VICTOR RECORDS

- ABC Music Maintains Library of 25,000 Disks; Buys 1,000 New Records a Week. Here's How Bob Gnarro, Its Owner, Keeps Tab on the All-Important Disk Side of His Business.

PERPETUAL INVENTORY KEY TO efficient record system

WHEN you handle more than a thousand new records a week and maintain a library of some 25,000 disks . . . when you have nine route men servicing equipment and are accepted as one of the largest juke box operators in Chicago, you must have a fool-proof system of keeping tab on your records or go broke.

Bob Gnarro, head of the Chicago's ABC Music Service Company, has such a system. Based on a perpetual weekly inventory—a debit and credit system he's worked out—Gnarro can tell you any time of the day exactly how many records he has and where they are.

Gnarro's present system has been in operation now for some two and a half years. But it is the product of many changes and experiments, and it still is being changed occasionally as the need arises.

How System Works

Here's how his system works: It is built around a new record library room in which are hundreds of bins constructed both around the walls and in several rows, like large bookcases, down the middle. Each bin is numbered, has a 40 to 60 record capacity, and may contain all the same record or several different records.

The Index

Operating in conjunction with

the bins is a card index system. Each card contains the title of a song. Beneath the title and running horizontal across the card is listed the number of the bin, the name of the recording company, the artist and how many records in this recording there are in stock. If more than one company and artist has recorded the song, the others are listed in the same manner on the card.

For example, here is how the following song would look on a card: "Can't Help Loving Dat Man."

78	Vic	Tommy Dorsey	1
275	Dec	Frances Langford	4
355	Col	Teddy Wilson	1
102	Cor	Connie Haines	2
192	Maj	Thelma Carpenter	1
419	Mer	Patti Page	2
450	Cap	Margaret Whiting	1

If a route man wants a record of "Can't Help Loving Dat Man" by Frances Langford, the librarian merely pulls out that card, goes to bin 275 and gets the record. Then she scratches out the number 4 and puts in 3 to indicate that now there are only three of this recording left in stock.

No Route Men Allowed

At one end of the room is a large window and counter at which the route men make their requests and receive their records. Alongside this window are individual bins for each of the route

men into which their records are put. None of the route men enters the library, thus minimizing the chance of confusion and errors.

Each of the nine route men in Gnarro's company does his own buying of new records for his route each week. Gnarro feels that the men know their different locations best and have developed an ear for judging what new records would be good in them.

8 Per Cent Allowance

This buying again is subject to a system of checks and balances. Each route man is allowed 8 per cent of his total collections for the week to buy new disks. A chart listing each operator, his total collections and how many new records at 55 cents each he is entitled to buy, is made up each week.

Thus a man who collects \$600 would be allowed \$48 for new records. At 55 cents a record, this would allow him some 88 new records. Because of his route, a man might be allowed to order 10 to 20 per cent additional a week or two in a row. One reason is to enable the serviceman to order more than his percentage of records because he won't always be shipped his full order by the record firms. This, too, is carefully noted, and if a man has overbought one week he is cut down the next. Thus this system.

Gnarro knows at all times how many records each of his men actually has.

Occasionally as a double check, Gnarro may call for an actual physical inventory of what and how many records each route man has in his car. In this way he can make certain his system is working as it should.

Meet Salesmen

The route men meet with the record salesmen on Saturday mornings in a room set aside for them. Here they can listen to the new records and place their own orders. As the orders for each route man come in during the week, they are put in his bin in the library for pick-up whenever he comes in.

During the week the route men turn in discarded records. They are encouraged to do this as regularly as possible. These are kept in the library and are gone over by the librarian. A certain number of those still usable might be kept and the others are discarded.

Location Requests

Special location requests are handled in the same systematic order. All possible effort is made to meet these requests because Gnarro feels they really pay off in satisfied customers.

As a route man receives these requests, he enters them on a special slip designed for this purpose. On the slip is a place for the route man's number, the day the request was made, whether one or both sides of the record are wanted and the address of the location. Beneath this data the route man lists the titles of the various requests, the artist, record company, etc. Gnarro double checks these requests, first to make sure they are legitimate and not merely from an occasional visitor to the location, and second, to make sure they are fulfilled. If a large number of requests

are received from one location, the play meter is checked to see if the requests are getting the play to warrant this service. Then if there are any complaints the route man can face the location owner with all the facts of the situation.

Generally, however, there are very few complaints. Gnarro reports, and the utmost is done to see that the requests are filled, even when this requires buying records from retail stores. As an indication of how much trouble Gnarro will undergo to see that these special demands are met, one of his route men recently went to seven different retail stores to find the record for which he was looking.

The route men must report to Gnarro on the disposition of all these special requests. It is part of the follow-thru methods which prevail through his entire operation, for it is a Gnarro fetish to always know what was done and if it wasn't, why.

Foreign Disks

Complicating Gnarro's library problem is the number of foreign records his company must keep. These are kept in special bins and include songs from such countries as Turkey, Poland, the Ukraine and many others.

Because of the big demand for polkas, Gnarro maintains a special set of bins and card file for these songs. Special bins also are maintained for records of birthday songs, the "Star-Spangled Banner" holiday specials and others which the company buys.

The fundamental principle behind all of Gnarro's operations is efficiency with the idea of providing faster, better service for his locations and the location's customers.

And Gnarro feels that his system does this. To prove his point, he cites the fact that it satisfies everyone from himself to his smallest location.

- 10 Merchandising Commandments for Operators Show Nothing Succeeds As Surely As Sound Application of Old Fashioned, Honest Approach to Juke Box Business.

IT'S THE DETAILS THAT COUNT IN a sound service program

SHARP, sound, sincere merchandising practices constitute the prime principle behind any successful music machine route. Surveys taken by The Billboard show that operators have continued to build successful juke box operations on the foundation of good merchandising.

Here are the "10 merchandising commandments" for operators:

1. Cleanliness—sparkling equipment means satisfied location owners and a satisfied public.
2. Title strips uniformly printed or typewritten—people want to know what they are paying to play.
3. Special requests—tremendous public relations value and often the difference between keeping or losing a location.
4. Diplomacy and tact—vital to good working relations with a location owner and his customers.
5. Good programing—keeping abreast of the public which knows top tunes and also wants variety.
6. Regular service calls—a must, but make them brief and business-like.
7. Up-to-the-minute bookkeeping—an operator should be able to tell at any time where and how he stands.
8. Locations—make your juke boxes "easy to play" by spotting them where customers can see and get to them.

9. Sound volume—must be adjusted to the level of "pleasing play."

10. Working machines—non-working machines are a liability; they have to play to pay.

These and many other factors have been emphasized repeatedly by successful operators throughout the years. Many of them are tied in with each other. But, however, one looks at them, operators say these 10 rules contain the ingredients for swelling profits.

Cleanliness more than any one thing was pointed out as a basic must. Juke boxes are designed and built as objects of beauty and often they are the most attractive of any object in a location. But as Bob Gnarro, of the ABC Music Service in Chicago, says, "They must be kept that way."

Gnarro and other operators point out that it takes only five minutes to dust a machine, and they emphasized that the inside of the machine is as important as the outside. A dirty gummed-up juke box cannot be expected to play properly and usually doesn't.

Many operators reported they carry special kits for cleaning machines. The kits contain cloths, brushes, wax and polish and a cleaning solution. Raymond Cohen, of the Cohen Amusement Company, Montgomery, Ala., for instance, has one man detailed just to keep machines clean.

Uniformly printed or typewritten title strips are another factor contributing to general appearance, but more than that, operators say, they are a must if customers are to be able to choose what they want to play.

Bill Lucasen and his partner, Chester Smith, of the L. & S. Novelty Company, Kaukauna, Wis., found a steady growth in profits from the time they instituted typewritten title strips on the advice of a manufacturer's representative.

As to special requests, most operators regard them as one of the most important items of service an operator can perform. Jack Gushall, of San Luis Obispo, Calif., reported "spending as much as \$5" trailing a single record. Other operators told of sending route men to seven different retail stores in an effort to fulfill a request.

All reported that although such efforts are costly, they pay huge dividends over the years in satisfied locations and customers. It emphasizes the service an operator is giving, Gushall said.

Paramount to any successful route is the relationship established by an operator with his location owners. Diplomacy and tact count, operators pointed out. For instance, Abe Fish, president of the Connecticut State Coin As-

sociation, Inc., said many operators do not show enough courtesy. He stated that route men must "use common sense in dealing with his locations" and that "a pat on the back goes a long way."

Charlie Cataldo, Torrington, Conn., reported having success with location owners "because I've met their talk and thinking. Put your cards on the table, get along with the location and see your profits improve."

Many operators feel good programing is one of the hardest things to achieve and that this feature is becoming more and more important in these days of 100-selection machines. A top aid in this respect, they reported, are The Billboard's charts.

Most successful operators stated they change records regularly and frequently and that the charts provide them with an accurate weekly guide on going tunes.

They added that this is one area where a shrewd operator can be helped by the location owner. Most location owners know the type of music preferred by their customers and can be of real assistance to operators. Many said they also had found that this makes a location owner feel a part of the operation and stimulates him to help promote the juke box.

Regular service calls, of course, are a necessity. Operator after operator pointed out that it indicates the operator's approach to the business. As one Chicago operator said, "Why should a location owner take any interest in a machine if the operator never gives it any attention."

Besides the public relations value of such calls, many operators pointed out that often it was possible to anticipate trouble in a machine thru frequent inspections and avoid extra service calls.

Good bookkeeping records are fundamental to any business, and successful operators pointed out that juke box operations are no different in this respect. Most op-

erators reported learning the hard way to determine where they stand, profit-wise, in any phase of their business.

Prior to instituting and maintaining accurate records, many operators said they were losing money without being aware of it. With this data they immediately become aware of weak points, they pointed out, and could remedy many defects.

Most operators emphasized the importance of a proper site for a juke box within a location—probably one of the most important factors in the success of a machine. A machine must be accessible if it is to be played.

Here again the type of relations established with a location owner may depend on the operator getting the most advantageous spot in a given location. And in line with this, operators pointed out that the proper adjustment of sound volume plays an important part. No matter how good a machine is placed, if it is tuned too low, some customers probably will not hear it. Conversely, most operators said there is nothing so detrimental as a blaring machine.

But of all blots in music machine operation, the worst is the machine that does not work and is left for long periods in that condition, according to operators. They stated over and over that machines must be kept working, even in the poorest location, if patronage is to be maintained.

To insure sustained functioning of their machines, most operators said they periodically pull in all of their juke boxes for a thorough overhauling. They pointed out that no matter how attentive an operator is, if equipment is to last over a long period of time, it must be given a complete check-up at least once a year.

Thus operator after operator detailed the kind and amount of effort he puts into his business. Underlining all of the statements was the touchstone of "service." All indicated in one way or another that the entire juke box business is based on the successful performance of service.

It is by following the "10 commandments" that successful operators have been able to harvest the rewards of continuous and mounting profits.

1 BY 4
ON 4

HERE THEY ARE!

GREAT SONG!

BY 4 GREAT ARTISTS!

ON 4 GREAT ^{New} DECCA RECORDS!



GUY LOMBARDO'S
Great New Record of
HONEST and TRULY
DECCA RECORD No. 27995 (78RPM)
and 9-27995 (45RPM)



THE INK SPOTS'
(featuring Bill Kenny)
Great New Record of
HONEST and TRULY
DECCA RECORD No. 27996 (78RPM)
and 9-27996 (45RPM)

HONEST and TRULY



LITTLE DONNA HIGHTOWER'S
Great New Rhythm and Blues Record of
HONEST and TRULY
DECCA RECORD No. 48284 (78RPM)
and 9-48284 (45RPM)



ROLAND JOHNSON'S
Great New Country and Western Record of
HONEST and TRULY
DECCA RECORD No. 46405 (78RPM)
and 9-46405 (45RPM)

To all Dish Jockeys, Juke Box Operators, and Record Retailers:
WE BELIEVE that HONEST AND TRULY is so memorable a song that it can be a simultaneous success in all fields: POP, country and western, rhythm and blues.
ACTING ON THAT BELIEF, we have recorded HONEST AND TRULY four ways: two in the popular idiom, one country and western style, and one rhythm and blues.
WE THINK each is a standout.
ALL FOUR VERSIONS go on release the same day—March 10, 1952.
WE BELIEVE that when you hear these four records you will agree that they are all candidates for the best-seller lists.
Honest and Truly, DECCA RECORDS



- Location Research Shows Some Areas Firmly Entrenched at Top Level But After Much Experimenting Others Decide Nickel Is Here to Stay.

DIME PLAY DEBATE RESULTS IN a "split-price" business

THE JUKE box industry today is a split-price business and indications are that it is going to continue as such for the foreseeable future.

There are numerous areas where dime play has become firmly established and other areas where it seems completely unfeasible or has been tried and failed. In still other sections the pricing picture seems hopelessly mixed—one side of the street adhering to the basic nickel-play and the other to the dime-a-tune. Numerous variations, depending on the locality and the stop, run the gamut from one play for a nickel, six for a quarter, to five plays for a quarter, and one for a dime, three for a quarter.

The current situation centered around "should we or should we not" have dime play is at least two years old and its roots are in the lazily spiraling inflation which followed World War II and which since has leaped under the impetus of the Korean conflict.

However, dime play was established on a limited basis within some sections more than 10 years ago. Norfolk is a striking example of this. A long standing port city and an expanding naval cen-

ter in recent years, Norfolk has long attracted customers willing to spend freely. Consequently it is possible to find on a single street in Norfolk, one type of location with dime play juke boxes and another catering to a different patronage, with nickel play.

The annual poll of juke box operators by The Billboard showed this year that out of a cross-section of 357 operators, 54, or 15 per cent, said some of their boxes were on dime play. Two hundred and eighty-one, or 79 per cent, said none of their boxes were on dime play, and 22, or 6 per cent, gave no answer.

Thirty-two, or 9 per cent, of the same operators said they planned to convert to dime play this year. Of the remainder, 223, or 62 per cent, said they did not plan to change, and 102, or 29 per cent, gave no answer.

These statistics indicate that before the year has ended, a possible total of 24 per cent of the music machine operators will have part or perhaps all of their juke boxes on dime play. From this it would seem that the question of dime play has moved from the questionable stage to a fact for

a good portion of the industry.

What are the reasons for the agitation toward dime play? Basically most operators point to the enormously increased cost of new machines. The price of new equipment has practically doubled since the end of World War II. Piled on top of this increase, is the mushrooming influx of the 45 r.p.m. machine. Now operators are faced with the almost certainty of not merely replacing worn out equipment, but changing all their machines to the new speed.

Operator after operator, from all parts of the country, who attended the recent Coin Machine Institute convention, in Chicago, emphasized that in view of rising costs, dime play is a necessity.

However, it must be pointed out that altho far in the minority, there were several operators at the CMI show who disclaimed any interest in dime play and felt it possibly could kill the industry. Reports from various sections of the country, Central Texas for example, would indicate that probably at this time there are as many operators against dime play as are for it.

Costs of new machines are not

the only factors stirring the clamor for dime play. Increased cost of records, of labor, of parts, of gasoline and transportation, and of all the other overhead items add up to a need for greater income in the minds of some.

Also when compared to other industries, Coca-Cola for example, there again is seen a precedent for dime play. While in some locations, a Coke may be had for a nickel, in others it might go as high as 30 cents. The same holds true for cigarettes and consequently the juke box industry. What may work in one location is not good for another, these facts would indicate.

Over the entire picture government controls loom big—controls over what the operator may charge and controls over the materials necessary to make new equipment.

At least for the present, any increase in the price per play must depend on the government.

In a recent ruling, the Office of Price Stabilization apparently softened or liberalized the effect of the first controls it wrapped around juke box operators last year. Altho not in any way throwing open the door to wholesale price increases, the ruling did specify it was the intent of OPS to provide "relief to the fullest practicable extent."

Because of the language used in the ruling, a spokesman in the Chicago District OPS office commented that it probably would be much easier now for operators to get increases. Any operator desiring to increase his price per play must file with his regional OPS office and each such case will be considered on its merits. In practice, however, it usually follows that once such an increase has been won by one or a few

operators, a pattern is set that becomes nation-wide.

What has been the result of dime play in areas where it is now in effect? Chicago has had dime play for more than a year and key operators report it has been an unqualified success and probably their salvation. These operators said that because of a fall-off in tavern trade and generally uneasy business conditions they probably would have lost money this year if dime play had not been effected.

Altho the increased price cost Chicago operators a definite loss of customers, most feel that this has been offset by larger collections dollar-wise, less overhead, less service calls, and less wear and tear on machines, needles and records.

The success of dime play in Chicago, however, was the result of much ground work to convince the public, location owners and the operators. Such devices as news releases explained to the public the reasons. Conversion equipment was bought and made available to all operators so they could put the new price into effect as soon as possible and a large scale public relations program was launched to show the value of the new price to location owners.

However, despite the successes in Chicago, there still are many areas where the public and location owners refuse to increase prices. And in many of these areas, operators still are making a profit on the nickel play. Thus it seems that until OPS generally recognizes dime play and until the public accepts such thinking, the juke box business is to continue on a split-price basis.

- Parallel Modes of Operation Continue to Mushroom Despite Admitted Handicaps of Record Buying, Filing and Added Costs of Duplicity.

JUKE BOX RAIN MAKERS BUSY making a two-speed trade

SOME 18 months ago a small cloud which had all the indications of growing into a large thunderhead loomed over a juke box industry geared to 78 r.p.m. phonographs. The cloud was the new 45 r.p.m. record speed juke box. Almost immediately the juke box industry began churning in the problems of evolution.

Now, a year and a half later, the juke box industry definitely is a two-speed business. The process of evolution—or conversion—has advanced to the point where most operators are substantially involved in two parallel or duplicate modes of operation. Those operators who have not started changing to 45's soon will.

What has this two-speed type of operation meant to the individual operator?

Basically four main points stand out, according to two Chicago operators, Vincent Angeleri, of the Swingtime Music Company, and Frank Padula, of the Melody Music Shop.

1. Most operators will be completely changed over to 45 r.p.m. juke boxes within five years and

all operators probably will be changed over within 10 years.

2. The No. 1 problem under the two-speed operation is record buying.

3. The No. 2 problem is record filing.

4. The increased problems of handling and processing records of two different sizes and speeds has been reflected in added costs of operation.

Both Angeleri and Padula reported they now are definitely running a two-speed business. Seven to 8 per cent of Angeleri's machines and one third of Padula's are 45's. Both are typical in many ways of operators across the nation.

Taking the points listed above in order, here's what Angeleri and Padula think:

Point 1—Both men feel they now are well under way toward a complete change-over to 45 speed equipment and that most operators are in the same position. Both expect that for them and other operators this change-over will be finished within five years.

Reports from other major metropolitan centers and regional

areas tend to support this conclusion. Surveys taken by The Billboard indicate that the pace of the change-over to 45 equipment has speeded up considerably the last few months.

Limiting this conversion, both men said, is the fact that they and many operators purchased large quantities of postwar 78 speed machines. It will take a number of years, they said, for these machines to depreciate to the point where they can profitably be replaced with new equipment.

Regarding the industry as a whole, both explained that some operators in non-metropolitan areas do not feel the necessity to change as rapidly with the times and that many of these operators purchase used equipment which at the present time is mainly 78 speed equipment. However, as more 45 machines are thrown on the used market and as these operators slowly add new equipment, both men feel that practically the entire industry will be 45 geared in another 10 years.

Point 2—Both men said without

reservation that record buying was the one "big headache." As Angeleri's firm buys 300 to 400 new records weekly and Padula's company 800 to 1,000, it is easy to understand their problem.

Basically their troubles in this area boiled down to the following: The same song often is not obtainable in both speeds; what kind and how many of each speed to order; the added bookkeeping burden and greater problems of handling and processing the records.

The buying in Angeleri's firm is done by his routemen. Charts are kept of how much and what kind of records each man buys. This bookkeeping problem has now increased with the addition of 45 records. Angeleri also pointed out that some record companies use different numbering systems for their different speed records and others use the same system for both speeds. This is an added bookkeeping problem.

The record buying at Padula's company is handled by one man, Sammy Faruggia, who collaborates with the routemen as to suggestions. Now with two speeds Faruggia has to decide how many of each kind of record to buy and then see if the records are available. When the records are delivered, the problems of distributing and sorting so that each routeman gets what he wants, have jumped tremendously.

Point 3—As Angeleri's firm stocks some 8,000 records and Padula's some 20,000, the addition of 45 speed records has added new filing problems. These, of

course, are a projection of the problems found under Point 2. Both firms not only have to decide how many records of a given song to stock but how many at each speed.

So far, both men reported they have been able to incorporate the 45 records into their present system with a minimum of trouble and changes. The problem of filing the different speed records will become more acute, however, as the two firms continue their change-over.

Point 4—Both men said that the added burdens cited above naturally were reflected in increased costs of operation. They reported this was particularly true in the increased work load that now has to be carried by their office staffs. However, both feel that as they progress more and more toward a one-speed operation the present situation will remedy itself.

In summing up their views, both men stated emphatically that "the hand writing is on the wall." The 45 speed machines are taking over the industry and the industry will have to bear with the problems that crop up during the change-over from 78's.

Both men expressed confidence and optimism that the problems involved will be satisfactorily solved and with a minimum of trouble. And they pointed to the benefits that will accrue from the change-over. Both said they have found the 45's are longer wearing, sound better, are easier to store, easier for routemen to carry, and require far fewer service calls.

FRAN HITS THE JACKPOT!



MGM'S
GRACIOUS
Lady of Song



FRAN WARREN

Singing

THE DISK
THAT'S IN THE
SPOTLIGHT!



and "MOTHER, MOTHER"

Thanks Ops..
for being so nice
Fran

MGM-11190 (78rpm)
K-11190 (45rpm)



KEEP M-G-MINDED—IT'S GOOD FOR YOUR BUSINESS

- House Group Mulls Merits of Bill Which Would Make Jukes Subject to Royalties, Cost Ops Heavy Fees

COMMITTEE WEIGHS THE ISSUE *should jukes pay license?*

IN WASHINGTON this week, the House Judiciary Subcommittee on Copyrights, Trademarks and Patents is weighing the merits of a bill which would make juke boxes subject to performance right royalties—a flat fee per week which could cost music operators as much as \$52 per machine annually.

The fight is an old one. It dates back the better part of two decades. But nearly 20 years of battle have only increased the intensity of the arguments on both sides.

Basically, the argument revolves around a short section of the Copyright Act of 1909, which reads:

"The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

Specifically, the bill now being studied by the House Judiciary Subcommittee is H. R. 5473, introduced September 28, 1951, by Rep. Joseph Bryson (D., S. C.) and co-sponsored by Sen. Estes Kefauver (D., Tenn.) Kefauver introduced a similar bill in the Senate on May 28, 1951. The Kefauver bill was read twice, then

For latest developments in Washington on the Bryson Bill, see news story in the Music Department of this issue.

referred to the Senate Judiciary Committee where it has remained inactive. Meantime, Kefauver has thrown his support to Bryson's bill, appearing recently in public hearings to urge its success.

Who Stands Where?

Backing up Bryson and Kefauver is the American Society of Composers, Artists and Publishers which seeks to bring juke boxes under its licensing wing.

Aligned against the bill are the nation's juke box operators, manufacturers and distributors, as well as many of the major recording companies.

The seriousness with which the juke box industry views the current legislative proposal can best be seen in the fact that all segments of the phonograph industry have united in a common front to defeat the bill. In an industry where manufacturer, distributor and operator are more frequently at loggerheads than in harmony, this year's common effort to defeat the bill was a remarkable showing

What Bill Does

The Bryson-Kefauver proposal to exact license fees from juke boxes would:

1. Amend Section 1 of the Copyright Act of 1909 by deeming the public playing of a composition on a juke box to be a public performance for profit regardless of whether or not the location charges admission fees.

2. Cause juke box operators to pay 2 cents per record weekly for each record placed in the phonograph. A 50-record, 100-selection juke box would thereby pay \$52 annually.

3. Require juke box operators to furnish a sworn report each month detailing the amount of royalties due. The royalty fee would have to be paid within the next following month.

Juke box operators estimate the proposal would cost them a total of approximately \$12,480,000 a year.

In essence, the Bryson bill proposes exactly what scores of other congressional bills have proposed since 1936.

ASCAP fired the opening guns in the current battle, appearing before the subcommittee last October to charge that the exemption section of the copyright law should be removed. During its

testimony, ASCAP spokesmen referred to the "mysterious activities" of the juke box industry. Enactment of the Bryson bill, ASCAP said, would provide a check on these activities.

Answer "Mystery" Charge

Juke box representatives did not appear before the subcommittee in October, but they got in the opening word February 4 when the hearings were resumed, and set about to set the issue straight. An attorney representing the four major phonograph manufacturers stated the juke box industry "is much less mysterious than the ASCAP organization which is the sponsor of this bill."

This charge of "mystery" was the reason underlying the hearing's adjournment from October to February. During that time, the juke box industry worked to marshal facts to show in detail how the phonograph business operates and who the people are who make, sell and own juke boxes.

To secure this information, the juke box companies retained Price, Waterhouse & Company, a national public accounting firm.

Price, Waterhouse received replies to a mail questionnaire from 1,588 juke box operators. These operators had 98,375 (of an estimated total of 400,000) juke boxes which produced \$31,539,742 for the owner-operators. Each machine averaged about \$644, from which the operator received a gross of \$322 per year. The survey indicated the nation's average juke box operator has approximately 50 juke boxes, grossed \$402.92 per month during 1950.

Did Congress Know?

ASCAP's Herman Finkelstein brought forth an argument proponents of juke box licensing have used since the battle began many years ago. Congress could not

have foreseen in 1909, Finkelstein said, the rise of the juke box industry. Juke box representatives answered this charge by pointing out that juke boxes date back to pre-1890, were popular in 1909. Certainly, the juke box spokesmen declared, Congress knew full well the current and potential numbers of juke boxes.

ASCAP charged that juke box operators get a "free ride," do not pay composers what they are entitled to. The opponents of the measure countered by saying that juke boxes pay the composers (thru the 4-cent statutory royalty agreement between composers, publishers and disk manufacturers) more than the composers receive from ASCAP. Each year, they argued, juke boxes use 50,000,000 records—thus pay \$2,000,000 in royalties, twice the sum paid by motion picture interests to ASCAP and nearly as much as the entire TV industry expects to pay the Society.

For a week, the House subcommittee listened to both sides of the argument, assured both proponents and opponents that it would make a "careful study" of the matter before taking action.

Four Alternatives

The subcommittee's alternatives were these:

Report the Bryson Bill out favorably in its present form; report it without a recommendation (tantamount to an unfavorable report); work out a revised version of the bill, or simply let the bill die in committee without a vote.

Of the alternatives, there was a 50-50 chance the committee would go to work on a modified version of the bill in an effort to reach a compromise with both groups. But there seemed to be less than a 50-50 chance that any kind of compromise would satisfy either group.

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• National Production Authority Allotments Still Lag Far Behind the Industry's Requirements and Still Are Less Than Quotas Granted the Last Three Months of 1951.

**MORE METAL FOR JUKES BUT
demand still tops supply**

DEMAND will exceed the supply of brand new juke boxes at least until July 1, despite the fact that the National Production Authority has allowed phonograph manufacturers larger quantities of critically short copper and aluminum in the second quarter (April thru June). The increased allotments still run well under the industry's normal requirements and are still less than NPA granted the manufacturers during the last three months of 1951.

Here's the outlook for the operator who wants to buy new phonographs:

1. Manufacturers won't have enough equipment on hand to satisfy everyone.
2. Where a manufacturer is building both a 45 and a 78 r.p.m. juke box, chances are the 45 will be more readily available than the 78 during the next three months.
3. Alternate materials will continue to be used in non-functional parts. They won't affect the working quality of the phonographs, but some of the models' outward appearance may be changed.
4. Distributors aren't going to be making the kind of deals—on trades or otherwise—they were making a year ago. They won't have to dispose of their quotas.
5. The operator who needs a large quantity of new machines in a hurry to clinch a deal probably

won't be able to get the machines in one order.

In the second quarter of this year, NPA granted manufacturers of juke boxes 30 per cent of their base period usage of copper, 25 per cent of aluminum and 50 per cent of steel. This brings the juke box industry up to the level granted radio and TV set manufacturers, helps ease the pinch somewhat but is still a long way from giving manufacturers all they need.

After July 1, NPA said, the industry can expect to keep to current levels of production. But many seasoned Washington observers expect materials controls to be relaxed barring the outbreak of a total war.

In granting the juke box manufacturers an increase in metals, NPA spokesmen said the increase was prompted by (1) a desire to keep the manufacturers intact and producing in the event a total emergency would require their

services, and (2) the total amount of metals allotted all juke box makers was a relatively small bite of the total metal supply.

The controlling factor in the production of new phonographs, of course, is copper. In the base period—the first six months of last year—the juke box makers used 119,303 pounds of copper. In the October-December, 1951, period they were cut back to 65,572 pounds; in January-March they got only 17,134 pounds and in the April-June period they are to receive 35,891 pounds.

Manufacturers will fare better with aluminum. This quarter they received 96,946 pounds, but in the second quarter they are scheduled to get approximately 122,623 pounds. Steel remains unchanged. The manufacturers will receive 50 per cent of their base period usage—646 tons, compared with the 816 tons they received the last three months of 1951.

Despite the fact that metal quo-

tas for the third quarter are substantially below normal, the picture is not nearly as gloomy as it was last fall. At that time NPA said it did not see any relief prior to July 1.

In a normal year, according to information supplied by the Juke Box Advisory Committee composed of the major manufacturers, some 60,000 phonographs are built. Most of these, the committee said, are replacements. The average life of a juke box is figured at seven years. Currently, there are some 400,000 juke boxes on location.

With the cutbacks that hit the industry late in 1951, juke box manufacturers turned out approximately 45,000 finished units—15,000 under the previous year. What kind of total production the industry will be able to muster during 1952 is a question which no one can answer. NPA itself has declared the manufacturers have done a remarkable job conserving critical materials by using alternate, non-controlled materials. But the juke box companies themselves are unable to determine from quarter to quarter what kind of output they will have. NPA allocations are simply a "ticket" to buy; they don't guarantee delivery. As a result, the major companies have expedited on the road constantly scaring up the materials they are allowed and the alternate materials they have designed into their new production.

On numerous occasions, spokesmen for NPA have pointed out that they want to make certain juke box manufacturers stay in business, keep their factory force together, and are ready in the event their facilities and talents are needed for defense or war work.

The Juke Box Advisory Committee told NPA that 2,500 people are directly employed in the manufacture of phonographs. Many

of these are skilled in electronics, as the companies demonstrated in World War II when they went into war work 100 per cent with notable success.

Actually, the juke box manufacturers have been plagued with shortages for longer than the government has had metals under allocations. For most of the major companies, shortages of some component parts date back to early in 1951. Speakers were especially troublesome in that period, since cobalt—a necessary element to speaker production—was being drained off by jet plane production and other vital defense uses. Later, a shortage of tubes developed, so that the manufacturers have found themselves in the position of scrabbling for one part or another for at least 12 months.

As a result of these spotty shortages, manufacturers set up materials conservation programs of their own. Many of them began working with alternates—albeit a satisfactory alternate to copper, as a conductor of current, has still to be found. When the government clamped down on stainless steel, most switched to carbon steel. In place of bronze and aluminum, juke box designers began working in steel and plastics.

Long-range, juke box manufacturers have been told the shortage in copper and aluminum will continue through 1952. Steel—important to the production of phonographs, but not nearly so vital as copper—is expected to be relatively plentiful this summer. Until NPA releases its quota figures for each succeeding three-month period, the manufacturers are unable to determine how many units they can produce. But as of now, it appears fairly certain they won't hit a production figure approaching normal for at least the next nine months.

COMPARATIVE METAL ALLOCATION FOR JUKE BOX MANUFACTURERS

	Base Period	Oct-Dec '51	Jan-Mar '52	Apr-June
Steel	1,292 tons	816 tons	646 tons	646 tons
Copper	119,303 lbs.	65,572 lbs.	17,134 lbs.	35,891 lbs.
Aluminum	490,495 lbs.	233,303 lbs.	96,946 lbs.	122,623 lbs.

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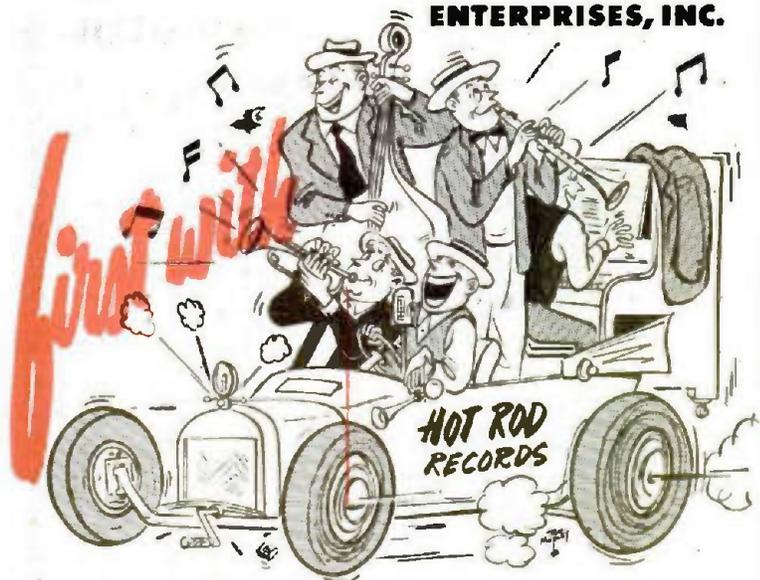
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Last
Week

This
Week

3. 1. Wheel of Fortune

... By Bonnie Dojzels and George Wechs—Published by Laurel (ASCAP)

RECORDS AVAILABLE: Bell Sisters—M. Rene, V 20-4520; Cardinals, Atlantic 958; F. Carle, V 20-4540; A. Castello—W. Scott, Crescendo E 104; Four Flames, Specialty 423; J. Harman, V 20-4939; H. Hayes, Dec 4489; S. Kaye, Col 3767; S. McDonald, Cap 1443; A. Prysock, Dec 27967; J. Scott, Coral 60450; R. Starr, Cap 1764; J. Thomson, King 1051; D. Washington, Mercury 8267; B. Wayne, Mercury 5774; E. Wilcox—S. Gale, Derby 787; B. Williams, MGM 21174.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dave Terry, Associated.

1. 2. Cry

... By Churchill Kohlman—Published by Mellow (BMI)

RECORDS AVAILABLE: E. Barton, Coral 68597; R. Casey, Cadillac 103; P. Chaomin, Dec 27837; B. Farrell, MGM 11115; Four Knights, Cap 1875; S. Franklin, International 101; B. Gibb, Mercury 5748; J. Gray, Dec 27306; E. L. Hill, D. Hightower, Dec 48254; A. Holmes, King 15145; Lou Tres Diamonds, V 23-5624; V. Lyle, London 1169; B. McLaurin, Derby 785; J. Ray, Okeh 6840; G. Simpson, Atlas 1003; C. Taylor, Mercury 8262; J. Valli & M. Winterhalter, V 20-4385; B. Williams, V 20-4405.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Tressart; Jerry Gray, Standard; Glenn Oser, Associated.

2. 3. Tell Me Why

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

RECORDS AVAILABLE: H. Bailey, Coral 60625; F. Carle, V 20-4530; E. Fisher & M. Winterhalter, V 20-4444; Four Aces—A. Alberts, Dec 27640; Four Tones, V 20-4427; T. Glenn, Royal Roof 545; N. Kaye, Cap 7779; R. Lee & G. Martin, Dec 27024; B. Martinie, Mercury 9767; S. McDonald, Cap 1767; Sealibwa, King 4913; D. Washington, Mercury 8267.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Sirova, Associated.

4. 4. Any Time

... By Herbert Mervy Linton—Published by Will & Ramp (BMI)

RECORDS AVAILABLE: E. Arnold, V 20-2700; F. Carle, V 20-4530; E. Fisher & M. Winterhalter, V 20-4350; A. Haley, Mercury 6099; D. Hayes, Dec 24508; Lee & Trio, Intro 8006; M. O'Connell, Cap 1837; S. Oliver, 27672.

ELECTRICAL TRANSCRIPTION LIBRARIES: Slim Bryant and Wild Cats, Thesaurus; Space Cooley, Standard; Lenzy Herman, Lamp-Worth; Alan Holmes, Associated.

5. 5. Little White Cloud That Cried

... By Janette Ray—Published by Larry Spier (ASCAP)

RECORDS AVAILABLE: L. Duvivier, Dec 3192; T. Glenn, Royal Roof 943; H. Lanza, Mercury 5761; R. Lee, Dec 27843; J. Ray, Okeh 4840.

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

6. 5. Slow Poke

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

RECORDS AVAILABLE: R. Flanagan, V 20-4373; A. Gotfrey-Chardettes, Columbia 37362; J. Cory Senterle—J. Shook, Bullet 1094; H. Hawkins, King 498; Tim Hill, Mercury 5749; Pee Wee King, V 21-0488; J. Lee, Dec 27702; A. Maoney, MGM 11115; M. O'Connell, Cap 1837; J. Watson, Rich-R-Tone 1025; B. Villa, Ideal 710; B. Villa & Rosita & Laura, Ideal 676.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade Cooley, Standard; Pee Wee King, Standard; Vincent Lopez, Ode, Thesaurus; Glenn Oser, Associated.

8. 7. Blue Tango

... By Leroy Anderson—Published by NWH Music (ASCAP)

RECORDS AVAILABLE: L. Anderson, Dec 27871; L. Bester, Cap 1764; F. Carle, V 20-4541; D. Hayman, Mercury 5790; G. Lombardo, Dec 28033; J. Thomas, Mercury 8268; M. Winterhalter, V 20-4518.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth.

7. 8. Please, Mr. Sun

... By Ray Gilton and Sid Frank—Published by Weiss and Barr, Inc. (BMI)

RECORDS AVAILABLE: G. Auld, Coral 60447; L. Bester, Cap 1764; F. Carle, V 20-4519; P. Camb, V 20-4453; T. Edwards, MGM 11114; B. Kemp, Dec 27440; J. Rae, Col 37616.

ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Long-Worth; Jo Ann Greer, Standard; George Sirova, Associated.

9. 9. Bermuda

... By Cynthia Strother—Published by Godey (BMI)

RECORDS AVAILABLE: R. Anthony, Cap 1756; Bell Sisters—M. Rene, V 20-4422; R. Lee, Dec 27802; J. Palmer, Mercury 5774.

ELECTRICAL TRANSCRIPTION LIBRARIES: Alan Holmes Ode, Associated; Henry Jerome Ode, Long-Worth.

10. Be My Life's Companion

... By Bob Hilliard and Milton De Lugo—Published by E. M. Morris (ASCAP)

RECORDS AVAILABLE: H. Carson & M. Griffin, V 20-4454; R. Cloney & P. Faith Ode, Col 37613; G. Gibbs, Mercury 5759; H. Hawkins, King 1031; A. Land, MGM 11133; S. McDonald, Cap 1767; Mills Brothers, Dec 27889.

ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ode, Standard; George Sirova Ode, Associated.

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	QUANTITY			QUANTITY	
	78	45		78	45
"WHEEL OF FORTUNE" "I WANNA LOVE YOU" Kay Starr		1964	"DON'T BUY OFF CHASING WOMEN." "YA SURE, PLEASE EXCUSE ME" Vogt, Varigason		1972
"THE BLACKSMITH BLUES" "LOVE ME OR LEAVE ME" Ella Mae Morse		1922	"I HEAR A RHAPSODY." "FOR DANCERS ONLY" Ray Anthony		1953
"TIGER RAG" "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford		1920	"ROCK CITY BOOGIE" "STREAMLINED CANNON BALL" Tennessee Ernie and the Drifting Sisters		1911
"AT LAST" "I'LL SEE YOU IN MY DREAMS" Ray Anthony		1912	"TRA-LA-LA-LA WALTZ" "OLD TIMER'S POLKA" Johnny Peacor		1953
"UNFORGETTABLE" "MY FIRST AND MY LAST LOVE" Nat "King" Cole		1808	"ALWAYS" "THERE IS NO GREATER LOVE" Billy May		1995
"BLUE YANCO" "PLEASE, MR. SUN" Les Baxter		1966	"WHEN YOU'RE SMILING" "ALL I HAVE TO GIVE YOU" Dean Martin		1975
"HERRING BOATS" "SIN" Mickey Katz		1961	"STINGY." "THERE'S BEEN A CHANGE IN ME" Helen O'Connell		1976
"YOU WILL NEVER GROW OLD" "YOU WEREN'T THERE" Nat "King" Cole		1988	"BERMUOA." "BROKEN HEARTED" Ray Anthony		1956
"WHEN YOU'RE SMILING" "MUSIC MAKIN' MAMA FROM MEMPHIS" Joe "Fingers" Carr		1924	"WHEN I TAKE MY SUGAR TO TEA." "CHARMAINE" Billy May		1919
"UNFORGETTABLE" "SILVER AND GOLD" Billy May		1955	"ALWAYS LATE" "HELL'S BELLS" Clyde McCoy		1966
"TRY ME ONE MORE TIME" "FOGGY RIVER" Margaret Whiting		1964	"LE FIACRE" "TUM-POCKET TUM POCKET" Gleeke MacKenzie		1907
"SUGAR BLUES BOOGIE" "I JUST LOVE AFFECTION" Clyde McCoy		1937	"CRY." "CHARMAINE" The Four Knights		1875
"LET OLD MOTHER NATURE HAVE HER WAY" "GIVE ME MORE, MORE, MORE" Margaret Whiting and Jimmy Wakely		1965	"SAILOR'S POLKA." "NEVER BEFORE" Dean Martin		1901
"DOWN YONDER." "IVORY RAG" Joe "Fingers" Carr		1777	"THE DOLL WITH THE SAWDUST HEART" "THE MORE I GO OUT WITH SOMEBODY ELSE" The Four Knights		1998
"EASTER SUNDAY MORNING." "SUMMER IS A-COMIN' IN" Nat "King" Cole		1994	"I'M HURTIN'." "WALKIN'" Nat "King" Cole		1863
"EGGERTY, THE EASTER EGG." "BENNY THE BOB TAILED BUNNY" Gleeke MacKenzie		1997			

TOP COUNTRY and WESTERN

	78			78			45	
	78	45		78	45			
"THE WILD SIDE OF LIFE." "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson		1942	"THEY LOCKED GOD OUTSIDE THE IRON CURTAIN." "CALL OF THE MOUNTAINS" Wesley Tuttle		1992			
"SATISFIED." "HIDE ME, ROCK OF ACES" Martha Carson		1900	"TIME." "I WANT YOU SO" Terry Preston		1947			
"BE MY LIFE'S COMPANION." "TELL ME WHY" Skeets McDonald		1947	"VICIOUS LIES." "ALONE WITHOUT YOU" Carl Butler		1994			
"BOGGER BLUES." "YOU'RE A LOVIN' WOMAN" Leon Chappel		1954	"HOLY LIFE INSURANCE." "WHEN THE BOOK OF LIFE IS READ" Jimmie Skinner		1935			
"LET YOUR PENDULUM SWING." "MEAN, MEAN WOMAN" Roy Hedges		1987	"TEARDROPS AND TEA LEAVES." "I'LL BE YOUR SWEETHEART" Hank Thompson		1870			
"ROADSIDE RAG." "CRACKER JACK" Speedy West		1997	"YOU SURE DO NEED HIM NOW." "WEIGHED IN THE BALANCE" Martha Carson		1982			
"CAROLINA WALTZ." "DEAD END STREET" Cliffie Stone		1960	"STINGY." "TRADE WINDS NEVER LIE" Rambolin Jimmie Dolan		1970			

TOMORROW'S HITS—TODAY

	78	45
"WON'T YOU SURRENDER." "PRETTY AS A PICTURE" Dean Martin		2001
"MOONLIGHT SAVING TIME." "THERE ARE SUCH THINGS" Ray Anthony		2002
"FESTIVAL." "INVITATION" Les Baxter		2005
"IT'S OUR GOODBYE." "WOMEN BEWARE" Jimmie Skinner		2007
"WISHIN'." "GOODBYE SWEETHEART" Gleeke MacKenzie		1983
"ALWAYS LATE." "HELL'S BELLS" Clyde McCoy		1986
"WINE, WOMEN AND SONG." "A WEAVER OF DREAMS" Nat "King" Cole		1925
"COME WHAT MAY." "BABY, WE'RE REALLY IN LOVE" Helen O'Connell		1944
"UNTIL." "MY HEART HAS FOUND A HOME NOW" Dean Martin		1938
"CALL HER YOUR SWEETHEART." "NINE HUNDRED MILES" Gordon MacRae		1990
"FUNDLE OF SOUTHERN SUNSHINE." "ALL NIGHT LONG" Jeanne Cayle		1985

NEW RELEASES

	78	45
"HOODLIN' RAG." "YES! YES! YES!" Joe "Fingers" Carr		2009
"GENTLE HANDS." "THESE THINGS SHALL PASS" Gordon MacRae		2010
"BE ANYTHING." "RIGHT OR WRONG" Helen O'Connell		2011
"LOVE, WHERE ARE YOU NOW?" "MY INTUITION" Jan Carter		2012
"SICK, SAD, SORRY AND BLUE." "JUST FRIENDS" Lou Diamond		2013
"KINFOLKS IN CAROLINA." "RAINY DAY FEELIN'" Merle Travis		2014
"C-JAM BLUES." "DID THE MAN IN THE MOON COME FROM TEXAS?" Ole Rasmussen		2015
"OH REVIVAL DAY." "BOUND FOR THE KINGDOM" The Statemen Quartet		2016
"HAMBONE." "THE CANDY DANCER'S BALL" Tennessee Ernie, Bucky Tobby, Cliffie Stone		2011

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THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard For Reviews and Ratings of Radio Section.

Records Most Played by Disk Jockeys

Based on reports received March 5, 6 and 7

Records listed here in numerical order are played over the greatest number of record shows...

Table with columns: POSITION, Weeks Last This to date/Weeks/Weeks, Record Title, Artist, and Record Label/Code.

VOX JOX

By JUNE BUNDY

Gab Bag

"I'm sure that every other deejay will 'amen' the suggestion that the top five selections by various small-station deejays should be listed under their names every week...

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Ray Perkins, KFEL, Denver, is 100 per cent sold out sponsorship thru March 31...

Gimmix

Bill Gordon, WHK, Cleveland, has concluded a contest which asked listeners to guess the number of freckles on Katharine Hepburn's face...

(Continued on page 130)

Best Selling Sheet Music

Based on reports received March 5, 6 and 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/Weeks/Weeks, Record Title, Artist, and Record Label.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audience on program heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peterson's Audience Coverage Index...

(F) Indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records...

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers...

Table with columns: Record Title, Artist, and Record Label.

Top Ten in Television

Table with columns: Record Title, Artist, and Record Label.

England's Top Twenty

Table with columns: POSITION, Weeks Last This to date/Weeks/Weeks, Record Title, Artist, and Record Label.

*Publisher not available as The Billboard goes to press.

Materials printed as copyright

Spike Jones

*hits the Nail
on the HEAD...*

with His
COUNTRY COUSINS

on . . .



“**Down South**”

and

“**I'VE TURNED
GADABOUT**”

RCA 20-4568 (78 RPM) • 47-4568 (45 RPM)



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).

Best Selling Pop Singles

Based on reports received March 3, 6 and 7

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

POSITION	Weeks (Last This to date/Weeks/Week)	Record	Artist	Label
5	2	1. WHEEL OF FORTUNE	K. Starr	Capitol
17	1	2. CRY	J. Ray	Decca
10	3	3. BLUE TANGO	L. Anderson	Decca
15	4	4. ANY TIME	E. Fisher-H. Winterhalter	Mercury
15	5	5. TELL ME WHY	Four Aces-A. Alberts	Capitol
8	6	6. PLEASE, MR. SUN	J. Ray	Capitol
5	11	7. BLACKSMITH BLUES	E. M. Morse	Capitol
11	8	8. BERMUDA	Bell Sisters-H. Rene Ork	Mercury
11	10	8. TELL ME WHY	E. Fisher-H. Winterhalter	Mercury
17	2	10. LITTLE WHITE CLOUD THAT CRIED	J. Ray	Decca
8	9	11. (HERE AM I) BROKEN HEARTED	J. Ray	Capitol
4	16	12. PERFDIA	Four Aces-A. Alberts	Capitol
9	15	13. TIGER RAG	L. Paul M. Ford	Capitol
4	13	14. WHEEL OF FORTUNE	B. Wayne	Mercury
20	12	15. SLOW POKE	Pee Wee King	Mercury
2	19	16. HAMBONE	J. Stafford-F. Laine	Capitol
7	14	17. THREE BELLS	Les Compagnons De La Chanson	Capitol
5	19	17. TULIPS AND HEATHER	P. Como	Mercury
5	18	19. COME WHAT MAY	P. Page	Mercury
11	23	20. SLOW POKE	A. Godfrey	Capitol
1	—	20. PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol
2	29	22. BLUE TANGO	H. Winterhalter	Mercury
4	28	23. KISS TO BUILD A DREAM ON	H. Winterhalter	Mercury
1	—	23. GUY IS A-GUY	Doris Day-P. Weston	Capitol
12	12	25. DANCE ME LOOSE	A. Godfrey	Capitol
4	22	26. WIMOWEH	G. Jenkins-Weavers	Decca
1	—	27. AT LAST	R. Anthony	Capitol
18	23	28. CHARMAINE	Mantovani	London
5	25	28. STOLEN LOVE	E. Howard	Mercury
6	21	30. BE MY LIFE'S COMPANION	Mills Brothers	Decca
1	—	30. HAMBONE	R. Saunders-Hambone Kids-D. Hawkins	Decca
10	—	30. KISS TO BUILD A DREAM ON	L. Armstrong	Decca

Best Selling Classical Titles

POSITION	Weeks (Last This to date/Weeks/Week)	Record	Artist	Label
1	1	1. Debussy: La Mer; NBC Symphony, A. Toscanini, conductor	V (33) LM-1221	Vocalion
2	1	2. Verdi: La Traviata (Complete Opera); L. Albonese, E. Condustry, P. Dezas, J. Carris, R. Merrill, J. Montford, J. Pierce, M. Stellan, NBC Symphony Ork & Chorus; A. Toscanini, conductor; Wiltony, director	V (33) LM-6003	Vocalion
3	5	3. Monty Python Pictures at the Exhibition; Chicago Symphony Ork, Kubelik, conductor	MC-50000	Mercury
4	1	4. Verdi: Requiem Mass; M. Campiella, E. Siligiani, B. Gogh, E. Piner, Ork & Chorus of Rome Royal Opera, T. Savini, conductor	V (33) LCT-6003	Vocalion
5	1	5. Caruso in Opera and Song; E. Caruso, Metropolitan Opera Chorus & Ork	V (33) LCT-1034	Vocalion
2	2	2. Tchaikovsky: Swan Lake Ballet, St. Louis Symphony Ork, V. Godeanu, cond.	V (45) WDM-1028	World
1	1	1. Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork, P. Monteux, conductor	V (45) WDM-920	World
3	1	3. Strauss: Music of Johann Strauss; Minneapolis Symphony Ork, E. Ormandy, conductor	V (45) WDM-262	World
4	1	4. The Great Caruso; M. Lanza, RCA Victor Ork; C. Callinicos, conductor	V (45) WDM-1506	World
5	1	5. Rachmaninoff Concerto for Piano & Ork, No. 2; A. Robinson, St. Louis Symphony Ork	V (45) WDM-1075	World

DEALER DOINGS

News and Views

Aaron Appelbaum, of Bergenfield Music, Bergenfield, N. J., writes: "My hat is off to Times Columbia, our local Columbia distributor. After a crippling month-long strike, its deliveries are almost back to normal. Perhaps the firm could set up a school to teach other distributors how to be the best. Ned's Records Shop, Berlin, Md., drops us a note: "Record distributors are taking a nasty attitude on mistakes in orders and on return of broken records. This is a bad situation. Turntable Record Shop, Columbus, O., states, "Bouquets to Capital Records for such top-grade service to RCA Victor and smart promotion of 45 r.p.m. players and disks and to Maurice Smith, of Victor, and Dick Davis, of Mercury, for helpfulness and dependable service."

Thank You Sign

Two more comments on The Billboard's "Thank You" sign. The first is from Moran Appliance, Sherman, Tex., which writes, "Thank you for our 'Thank You for Looking in Our Window' in one of our windows and have had quite a few comments about it. We have seen many people look at it and smile." Another comment comes from Town and Country Music, Westwood, N. J., stating, "Your sign 'Thank You for Looking in Our Window' is on its second tour of duty. I gave it to the owner of a dress shop who had admired it."

Trade Talk

Crawford Priest Music Shop, Shreveport, La., writes, "A big salute to Columbia Records for action taken against pirate manufacturers. This really is encouraging. However, the news of so much price-cutting is disgusting, and I sincerely hope the majors take more decisive action against it, beginning now. As yet that sort of thing is not noticed too much here." Pace Music, Saginaw, Mich., reports on 45 and 78 sales: "By keeping track of 45 and 78 pop sales separately we have found that the ratio is one to three or sometimes one to two. Now we order by this ratio and have improved sales by having 45's in stock to meet the demand. We also have been using a card file system on albums of all speeds, which improves sales and helps in ordering." Ferguson's Record Shop, Memphis, tells about a good sales idea: "I have a wonderful idea for imprinted carry-out bags. RCA Victor and Decca distributors like it, too. I'm ordering my own bags printed with a list of all-time best sellers, something like the RCA Victor all-time best sellers list, or Decca's streamer listing top standards, etc. Individual record envelopes carry such a list, so why not enlarge on the list and put it on bags? I think it is a good idea. My carry-out bags will carry the all-time hits according to my own listing."

The Richmond Record Shop, Richmond, Va., questions, "I wonder why Columbia doesn't put out its classical catalog now available on 10 and 12-inch 78 singles on 45 disks." Fred W. Reber, of Reber's Record Shop, Sunbury, Pa., sent us a copy of his latest advertisement on the Ernest Tubbs Decca platter of "Missing in Action." The item is cleverly advertised as a news story and is set in regular news type, with the headline reading "Missing in Action." The copy tells the story of the tune, who sings it, where it can be purchased, etc. It is a good piece of promotion and a good disk ad.

Best Selling Children's Records

Based on reports received March 3, 6 and 7

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

POSITION	Weeks (Last This to date/Weeks/Week)	Record	Artist	Label
42	4	1. DONE RANGER VOL. I (He Became the Lone Ranger) (One Record)	C. Trenble	Decca
25	7	2. TWEETY'S PUDDY TAT TROUBLE (Two Records)	M. Blanc	Capitol
109	2	3. CINDERELLA (Two Records)	J. Woods & Others	Victrola
24	5	4. HENRY HAWK (One Record)	M. Blanc	Capitol
26	9	4. SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Decca	Decca
69	6	6. BOZO ON THE FARM (Two Records)	P. Chevy-B. May	Capitol
1	—	7. PETEY COTTONTAIL (One Record)	C. Astor	Capitol
33	2	8. ALICE IN WONDERLAND (One Record)	M. Braunman-E. Wynn	Victrola
36	9	8. LONE RANGER VOL. II (The Fins Silver) (One Record)	C. Trenble	Decca
65	3	10. TWEETY PIE (One Record)	M. Blanc-B. May	Capitol
51	8	10. LITTLE ENGINE THAT COULD (Two Records)	J. Mercer	Victrola
1	—	12. BRER RABBIT AND TAR BABY (One Record)	J. Mercer	Capitol
173	—	14. LITTLE TOOT (One Record)	Decca	Decca
1	—	14. WINNIE THE POOH AND THE HEFFALUMP (One Record)	J. Stewart	Victrola

Best Selling Pop Albums

Based on reports received March 3, 6 and 7

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

POSITION	Weeks (Last This to date/Weeks/Week)	Record	Artist	Label
1	1	1. AN AMERICAN IN PARIS	C. Kelly-G. Gostly-J. Green	MGM
2	2	2. I'LL SEE YOU IN MY DREAMS	Decca Day-Original Cast	Decca
3	1	3. SHOW BOAT	Original Cast-M. Grayson-A. Gardner-H. Keel	MGM
4	1	4. GLENN MILLER CONCERT	C. Miller	Victrola
5	1	5. LEGEND OF THE SUN VIRGIN	Yma Sumac-L. Bauer	Capitol
6	1	6. HONKY TONK PIANO	C. Miller	Victrola
7	1	7. SOUTH PACIFIC	Mary Martin-Ernie Pine	Capitol
8	1	8. KING AND I	Original Cast	Decca
9	1	9. TODAY'S TOP HITS VOL. I	Capitol Artists	Capitol
10	1	10. PAINT YOUR WAGON	Original Cast	Victrola
11	1	11. CAROLINE WALL JAZZ CONCERT VOL. I & II	B. Goodman	Capitol

POSITION	Weeks (Last This to date/Weeks/Week)	Record	Artist	Label
2	1	1. I'LL SEE YOU IN MY DREAMS (Four Records)	Decca Day-Original Cast	Decca
3	2	2. AN AMERICAN IN PARIS (Four Records)	C. Kelly-G. Gostly-J. Green	MGM
4	1	3. SHOW BOAT (Four Records)	Original Cast-M. Grayson-A. Gardner-H. Keel	MGM
5	1	4. GLENN MILLER CONCERT (Four Records)	C. Miller	Victrola
6	1	5. HONKY TONK PIANO (Three Records)	F. Carl	Victrola
7	1	6. LEGEND OF THE SUN VIRGIN (Four Records)	Yma Sumac-L. Bauer	Capitol
8	1	7. TRIBUTE TO GLENN MILLER (Four Records)	J. Gray	Decca
9	1	8. SOUTH PACIFIC (Seven Records)	M. Martin-E. Pine	Capitol
10	1	9. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)	M. Lanza-RCA Victor Ork	Victrola
11	1	10. NEW SOUND VOL. II (Three Records)	L. Paul M. Ford	Capitol

Classical Reviews

TEN TENSORS TEN AREAS — Bopling; Caruso; Di Stefano; Gagli, Lanza, M.; Cornack; Melton; Pierce; Svanholm; Tajmuni (1-12) V (33) LM-1202

There is a wealth of local treasure at this one Victor dealer that will be of interest to every opera fan and practically every other classical collector. Victor has had the great idea of placing on one 10-inch record several operatic arias by the 10 most famous tenors of the past three decades. Every one is a singer of first rank, from the great Caruso to Mario Lanza. (The latter, incidentally, the only singer on this collection who has not sung in an opera house.) Anyone who has ever wanted to listen to and compare different tenors, their styles and voice qualities, will be able to do it with the aid of this one LP. It is true that there is a variation in the quality of the different recordings, since they were made in various studios at different times, but this is not so noticeable on the Caruso and McCormack sides, which were issued many years ago. All in all, it is a set with powerful name appeal, and one that could become a collector's treasure.

MURT BAUM SINGS FAMOUS JEMOR 77

AREAS — Kurt Baum-Austrian Symphony Ork-Victoria Library, Cond. (1-12) Armstrong (33) RLP-199-63

Considering the \$2.19 price tag, this is an excellent buy for lots of people. First, Baum has a fine voice, and second, the orchestra is excellent and thrills. The selections are the best-known operatic songs, and they are all excellent. The recording is excellent, it is good—having a concert hall sound. Selections are "La Forza del Destino," "999 Treasury," "Ecco," "Turandot," "Pagliacci," "La Gioconda," "Carmina," "Manon Lescau," "Andrea Chénier," and "Aida." It all Baum handles the 12 sides on this disk with skill.

F.P.Q. ON THE AIR — First Piano Quartet (1-12) V (33) LM-1227

Musart: "Air With Variations," "Turkish March"; Schubert: "Friede"; Beethoven: "Scherzando"; "Trauermusik"; "Tränenregen"; Wagner: "Liebestod"; Saint-Saens: "Danse Macabre"; "The Swan"; Rimsky-Korsakov: "Capriccio Espagnol."

The quartet, one of the most popular concert ensembles, performs here the type of short works which hit best in the listening room. The recordings are superb, but especially, have been made in various studios at different times, but this is not so noticeable on the Caruso and McCormack sides, which were issued many years ago. All in all, it is a set with powerful name appeal, and one that could become a collector's treasure.

KHACHATURIAN VIOLIN CONCERTO 72

ALBUM — David Oistrakh-Pittsburgh Symphony Ork-Columbia (33) CLCP-001

This is the same performance that produced a host of excited comments in musical circles when it was issued several years back by Mercury. Now, Columbia claims a "technically superior" edition, in many ways, it rates as an unusual effort. The concerto is one of the most interesting and beautiful among modern efforts in the form and the performance by Oistrakh is superb. If he's not the "richest" concert soloist in the world, as claimed in the extravagant liner notes, he's definitely close to it. There's strong competition, however, in a recent disk of the same by Louis Kaufman on Concert Hall.

PHIL HARRIS and the BERMUDA SISTERS
 (BELL SISTERS, that is)
BANG thru with another Hit !!!
"HAMBONE"
 and ...
"MAMA'S ON THE WARPATH"

20-4584
47-4584

**This week's
New Releases
... on RCA Victor**

Ships Coast to Coast, Week of March 16

POPULAR

- DOM ESTES**
 Be Anything
 We're Here 20-4576 (47-4576)*
- THE PROMENADE BAND**, directed by Philip Lang
 I Like You
 I Love a Parade 20-4578 (47-4578)*
- HUGO WINTERHALTER'S Orchestra and Chorus**
 What Dem It Talk
 Blue-Gazing 20-4586 (47-4586)*
- HENRI RENE and his Orchestra**
 Step the Music
 Beware 20-4587 (47-4587)*
- DENNIS DAY with the Arcadians**
 The Shrine of Saint Anne de Beaupre
 Wonder Boy From Fern 20-4592 (47-4592)*
- SAYANNAH CHURCHILL**
 My Affair
 I'm So Lonesome I Could Cry 20-4593 (47-4593)*
- SIX FAT DUTCHMEN**
 Grain Belt Polka
 The Lady Slipper Waltz 20-4594 (47-4594)*

COUNTRY — WESTERN

- WADE RAY**
 I Was Just Walkin' Out the Door
 The Fiddlin' Rag 20-4590 (47-4590)*
- LOME PINE and his Mountaineers**
 Tom-Tom Yodel
 I'll Be Waiting Patiently 20-4581 (47-4581)*

RHYTHM-BLUES

- LITTLE RICHARD**
 Thelma! Best My Mother
 Got Rich Quick 20-4582 (47-4582)*

SACRED

- THE DARNELL FAMILY**
 Dears of My Heart
 Let's Live in Peace for Evermore 20-4579 (47-4579)*

RED SEAL SPECIAL

- JASCHA HEIFETZ with the RCA Victor Symphony
 Orch. conducted by William Steinberg**
 Zigeunerweisen, Op. 20, No. 1 (Part 1 &
 Conclusion) 20-4580 (47-4580)*

NEW ALBUMS

- PERRY COMO with Mitchell Ayres' Orchestra**
 TV Favorites P-351 (WV-351)* LPM 3013**
- ST. PATRICK'S CATHOLIC CHOIRESTERS**
 Hymns of Catholic Devotion—Series I
 (In Honor of Our Blessed Lord) 2-536 (WV-456)*
- Hymns of Catholic Devotion—Series II**
 (In Honor of Our Blessed Lady) 2-537 (WV-457)*
- *45 rpm cat. nos. **33 1/3 rpm cat. nos.

Going Strong...

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

- \$ **Any Time/Never Before**
 Eddie Fisher 20-4359—(47-4359)*
- \$ **Blue Tango**
 Hugo Winterhalter 20-4518—(47-4518)*
- \$ **Tell Me Why/Trust in Me**
 Eddie Fisher 20-4444—(47-4444)*
- \$ **Bermuda**
 The Bell Sisters and Henri Rene 20-4422—(47-4422)*
- \$ **Tulips and Heather/Please, Mr. Sun**
 Perry Como 20-4453—(47-4453)*
- \$ **Hambone**
 Phil Harris and The Bell Sisters 20-4581—(47-4584)*
- \$ **Slow Poke**
 Pee Wee King 21-0489—(48-0489)*
- \$ **Noodlin' Rag**
 Perry Como 20-4542—(47-4542)*
- \$ **The Gold Rush Is Over**
 Hank Snow 20-4522—(47-4522)*
- \$ **A Kiss to Build a Dream On**
 Hugo Winterhalter 20-4455—(47-4455)*
- \$ **Poor Whip-Poor-Will/Wheel of Fortune**
 The Bell Sisters 20-4520—(47-4520)*
- \$ **Three Ways of Knowing/When You Want a Little Lovin'**
 Johnnie and Jack 20-4555—(47-4555)*
- \$ **Down South**
 Spike Jones 20-4568—(47-4568)*
- \$ **Robert the Easter Egg**
 Ray Rogers 45-5336—(47-0306)*
- \$ **Got You on My Mind/Woman Is a Five Letter Word**
 John Green 20-4348—(47-4348)*

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.

- ★ **SILVER AND GOLD**
 Pee Wee King 20-4458—(47-4458)*
 Most Played Juke Box Records, Billboard, March 8th issue.
- ★ **MOUNTAIN LAUREL**
 Vaughn Monroe 20-4478—(47-4478)*
 Records Most Played by Disc Jockeys, Billboard, March 8th issue.
- ★ **IT'S GOODBYE AND SO LONG TO YOU**
 Lome Pine 20-4482—(47-4482)*
 Country and Western Disc Jockey Pick
 Billboard, March 1st issue.

TIPS WHAT DOES IT TAKE Hugo Winterhalter and His Orchestra 20-4586—(47-4586)*

**DEE-JAY
DOIN'S**



JIM LOUNDSBURY
 Radio Station WIND
 Chicago, Illinois

Thought you would be interested in somewhat of a "glimpse" I used the past week on Hugo Winterhalter's sticking of BLUE TANGO.

"Not a super-duper, world-beating gimmick but the simple fact that I on all my shows during the week of February 10th to 16th. This involved a play during the 3:30-4:00 segment of my daily 2:05-4:00 PM show, bringing it the best commercially and musically of the new releases for that week, and frequent plays on my 8:05-8:00 AM and 10:05-11:00 AM shows.

"Today, Tuesday, February 19, the number showed up in our independent daily survey as Chicago's number ONE best selling Popular single record.

"The number showed signs of strength a couple weeks ago but nobody expected its rapid rise. I feel our constant plugging and spotlighting of the record speeded up its expected eventual rise to the top. Especially since the tune seemed to be standing still here in contrast to its hit status elsewhere in the country.

"The 'Record of the Week' feature is a new addition to my shows, strictly in the interest of promoting deserving records musically as well as commercially that sometimes get lost to the shuffle.

Please address all orders with photographs to:
Dee Jay Doin's
 RCA Victor Records
 630 Fifth Avenue
 New York, N. Y.

The stars who make the hits
are on

RCA VICTOR Records

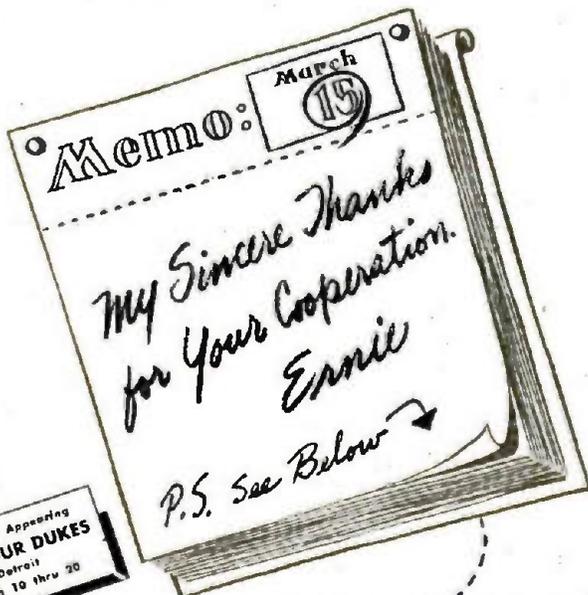
RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

Memo from TENNESSEE ERNIE



to

**Juke Box Operators
Deejays and Dealers**



Currently Appearing
THE FOUR DUKES
Detroit
March 10 thru 20

"HAMBONE"
"GANDY DANCERS' BALL"
"ROCK CITY BOOGIE"

Victor No. 1017

Victor No. 1011

CENTRAL SONGS, INC.
4527 Sunset Blvd., Hollywood, Calif.

THE BILLBOARD Music Popularity Charts

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

• Best Selling Pops by Territories

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

Each week, The Billboard in cooperation with Western Union, secures last minute sales reports from key dealers in the major record markets. After the number of items received in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the overall local picture being unduly influenced by the report of a single store.

NEW YORK

1. CRY—J. Ray—Decca
2. BLUE TANGO—L. Anderson—Decca
3. PLEASE, MR. SUN—J. Ray—Columbia
4. WHEEL OF FORTUNE—K. Starr—Capitol
5. TELL ME WHY—Four Aces—A. Alberts—Decca
6. ANY TIME—E. Fisher—H. Winterhalter—Victor
7. GUY IS A GUY—Doris Day—Columbia
8. TIGER RAG—L. Paul & M. Ford—Capitol
9. HAMBONE—J. Stafford—F. LaVoie—Columbia

CHICAGO

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. CRY—J. Ray—Decca
5. THREE BELLS—Les Chorographes De La Chanson—Decca
6. TELL ME WHY—Four Aces—A. Alberts—Decca
7. WHEEL OF FORTUNE—K. Starr—Capitol
8. PLEASE, MR. SUN—J. Ray—Columbia
9. HERRING @CATS—M. Katz—Capitol
10. PERFIDIA—Four Aces—A. Alberts—Decca

LOS ANGELES

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. CRY—J. Ray—Decca
3. BLUE TANGO—L. Anderson—Decca
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. TELL ME WHY—Four Aces—A. Alberts—Decca
6. PLEASE, MR. SUN—J. Ray—Columbia
7. HAMBONE—J. Stafford—F. LaVoie—Columbia
8. LITTLE WHITE CLOUD THAT CRIED—J. Ray—Decca
9. BLUE TANGO—L. Anderson—Decca
10. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia

PHILADELPHIA

1. CRY—J. Ray—Decca
2. INHERE AM I BROKEN HEARTED—J. Ray—Columbia
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. PLEASE, MR. SUN—J. Ray—Columbia
5. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
6. SLOW POKE—A. Geoffrey—Columbia
7. STOLEN LOVE—E. Howard—Mercury
8. BLUE TANGO—L. Anderson—Decca
9. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
10. ANY TIME—E. Fisher—H. Winterhalter—Victor

DETROIT

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. PERFIDIA—Four Aces—A. Alberts—Decca
5. BLUE TANGO—L. Anderson—Decca
6. BLUE TANGO—H. Winterhalter—Victor
7. WIMBOWEN—G. Jenkins—Webers—Decca
8. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
9. KISS TO BUILD A DREAM ON—L. Armstrong—Decca
10. SILENT DREAMER—T. Bennett—Columbia

BOSTON

1. BLUE TANGO—L. Anderson—Decca
2. ANY TIME—E. Fisher—H. Winterhalter—Victor
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. CRY—J. Ray—Decca
5. INHERE AM I BROKEN HEARTED—J. Ray—Columbia
6. TELL ME WHY—Four Aces—A. Alberts—Decca
7. PLEASE, MR. SUN—J. Ray—Columbia
8. HAMBONE—J. Stafford—F. LaVoie—Columbia
9. GUY IS A GUY—Doris Day—Columbia

PITTSBURGH

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
5. PERFIDIA—Four Aces—A. Alberts—Decca
6. HAMBONE—J. Stafford—F. LaVoie—Columbia
7. STAIRWAY TO PARADISE—A. Guitary—MGMA

ST. LOUIS

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. KISS TO BUILD A DREAM ON—L. Armstrong—Decca
3. TULIPS AND HEATHER—P. Come—Victor
4. KISS TO BUILD A DREAM ON—H. Winterhalter—Victor
5. ANY TIME—E. Fisher—H. Winterhalter—Victor
6. IT'S ALL TO THE GAME—L. Armstrong—G. Jenkins—Decca
7. HAMBONE—R. Saunders—H. Winterhalter—Victor
8. CHAMPATRE—M. Lawrence—London
9. AT LAST, AT LAST—T. Bennett—Victor

WASHINGTON, D. C.

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. TELL ME WHY—Four Aces—A. Alberts—Decca
4. CRY—J. Ray—Decca
5. INHERE AM I BROKEN HEARTED—J. Ray—Columbia
6. PLEASE, MR. SUN—J. Ray—Columbia
7. TIGER RAG—L. Paul & M. Ford—Capitol
8. SLOW POKE—A. Geoffrey—Columbia
9. BLACKSMITH BLUES—E. M. Morse—Capitol
10. PERFIDIA—Four Aces—A. Alberts—Decca

SEATTLE

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. WIMBOWEN—G. Jenkins—Webers—Decca
5. BLACKSMITH BLUES—E. M. Morse—Capitol
6. TIGER RAG—L. Paul & M. Ford—Capitol

NEW ORLEANS

1. CRY—J. Ray—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
4. PLEASE, MR. SUN—J. Ray—Columbia
5. ANY TIME—E. Fisher—H. Winterhalter—Victor
6. BERMUDA—Bert Sisters—Victor
7. BLUE TANGO—L. Anderson—Decca

ATLANTA

1. CRY—J. Ray—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. ANY TIME—E. Fisher—H. Winterhalter—Victor
4. TELL ME WHY—Four Aces—A. Alberts—Decca
5. BLUE TANGO—L. Anderson—Decca
6. BERMUDA—Bert Sisters—Victor

DALLAS-FORT WORTH

1. CRY—J. Ray—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. BERMUDA—Bert Sisters—Victor
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. BLUE TANGO—L. Anderson—Decca
6. ANY TIME—E. Fisher—H. Winterhalter—Victor

DENVER

1. ANY TIME—E. Fisher—H. Winterhalter—Victor
2. CRY—J. Ray—Decca
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. BLUE TANGO—L. Anderson—Decca
5. BERMUDA—Bert Sisters—Victor
6. PLEASE, MR. SUN—J. Ray—Columbia
7. DANCE ME LOOSE—A. Geoffrey—Columbia

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"Heaven Knows Why"
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"LOOKING FOR MY BABY"
 COUPLED WITH
"Begin the Beguine"
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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).

• Most Played Juke Box Records

Based on reports received March 5, 6 and 7

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

POSITION	TO DATE	WEEKS	THIS WEEK	LAST WEEK	TITLE	ARTIST	RECORD
16	1	1	CRY	J. Ray	Decca 7818640; 4514-6840—BMI		
13	2	2	TELL ME WHY	Four Aces-A. Alberts	Decca 78127860; 4519-27860—BMI		
15	3	3	AMY TIME	E. Fisher-H. Winterhalter	Capitol 78120-4350; 45147-4350—BMI		
4	5	4	WHEEL OF FORTUNE	K. Starr	Capitol 7811964; 45147-1964—ASCAP		
15	4	5	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Decca 7818640; 4514-6840—ASCAP		
19	6	6	SLOW POKE	Pee Wee King	Victor 78120-0490; 45148-0491—BMI		
8	7	7	PLEASE, MR. SUN	J. Ray	Capitol 78139636; 45147-39636—BMI		
10	9	8	BERMUDA	Bell Sisters	Victor 78120-4422; 45147-4422—BMI		
5	18	9	BLACKSMITH BLUES	E. M. Morse	Capitol 7811922; 45147-1922—BMI (Bill Darnold, Decca 27960; Sp. Oliver Ork, Decca 27972; Art Mooney Ork, MGM 13173; T. Maroni-H. James, Columbia 39673)		
4	16	10	BLUE TANGO	L. Anderson	Decca 78127875; 4519-27875—ASCAP		
6	10	11	BE MY LIFE'S COMPANION	Mills Brothers	Decca 78127889; 4519-27889—ASCAP		
9	8	12	TIGER RAG	J. Paul-M. Ford	Capitol 7811920; 45147-1920—ASCAP		
5	12	13	COME WHAT MAY	P. Page	Mercury 78157772; 4515772X45—ASCAP (H. O'Connell, Capitol 1944; J. Scott, Coral 60650)		
10	12	14	TELL ME WHY	E. Fisher-H. Winterhalter	Victor 78120-4444; 45147-4444—BMI		
5	14	15	(HERE AM I) BROKEN HEARTED	J. Ray	Capitol 78139636; 45147-39636—ASCAP (F. Dixon-E. Williams Trio, Savoy Time 761; Alan Dale, Decca 27960; R. Anthony Ork, Capitol 1956)		
12	11	16	DANCE ME LOOSE	A. Godfrey	Capitol 78139630; 45147-39632—ASCAP (R. Morgan, Decca 27940; M. H. Carson, Victor 20-4457; A. Trace Ork-J. Marloran Singers, Mercury 57378)		
2	23	17	WISHIN'	E. Howard	Mercury 78157794; 45157794X45—ASCAP (Clayton Lums, MGM 13173; C. Mathers, Capitol 1983; R. Morgan Ork, Decca 27975; E. Burton-P. Weston Ork, Coral 60651; T. Phillips, Bing 15256)		
3	16	18	PERFIDIA	Four Aces-A. Alberts	Capitol 78127907; 4519-27907—ASCAP (J. Amick, Mercury 5580; D. Brubaker Trio, Fantasy 513; G. Miller Ork, Victor 27-4157; B. Savage, Capitol 2019)		
2	27	18	SILVER AND GOLD	Pee Wee King	Victor 78120-4458; 45147-4458—BMI (Alan Dale, Decca 27961; T. Hill, Mercury 5789; F. Davis, Victor 20-4545; B. May Ork, Capitol 1955; J. Maxwell, Coral 60652; R. McDonald, Intero 6810)		
2	20	18	WHEEL OF FORTUNE	B. Wayne	Mercury 78157779; 45157794X45—ASCAP		
14	21	21	SHRIMP BOATS	J. Stafford-P. Weston	Capitol 78139581; 45147-39581—ASCAP (B. Beavers-L. Baxter Ork, Capitol 1873; D. Brown-E. Lawrence Ork, King 15131; B. Farrell-G. Bassman Ork, MGM 13173; D. Gray-Camarata Ork, Decca 27892; D. Schell-A. Small Ork, Victor 20-4428; F. Williams, Victor 45147-4428)		
11	19	22	GARDEN IN THE RAIN	Four Aces-A. Alberts	Decca 78127863; 4519-27860—ASCAP (P. Carr, Victor 20-4445; J. Gray Ork, Decca 27993)		
5	23	22	SLOW POKE	A. Godfrey	Capitol 78139632; 45147-39632—BMI		
2	29	22	AT LAST	R. Anthony	Capitol 7811912; 45147-1912—ASCAP (B. Johnson Ork-A. Prysock, Decca 27998; G. Lambard Ork, Decca 28331; G. Halford, Regent 1944; T. Marlin, Victor 20-4472; J. Straker Ork, MGM 1143; G. Miller Ork, Victor 27-0157)		
5	21	25	KISS TO BUILD A DREAM ON	H. Winterhalter	Victor 78120-4455; 45147-4455—ASCAP (J. Dorsey, Cal 39526; B. Eberly, Capitol 1746; J. Maxwell, Coral 60574; E. Brown, Mercury 5712; M. Lewis, MGM 11061; H. Winterhalter Ork, Victor 20-4455; E. Armstrong, Decca 27320)		
1	—	26	HAMBONE	J. Stafford-F. Laine	Capitol 78139679; 45147-39679—BMI (P. Harris-Bell Sisters, Victor 20-4334; E. Saunders Ork, Okeh 5807)		
4	22	27	WHEEL OF FORTUNE	E. Wilcox-Sunny Gale	Okeh 781787; 45145-787—ASCAP		
13	—	27	SLOW POKE	H. O'Connell	Capitol 7811897; 45147-1897—BMI		
7	23	29	STOLEN LOVE	E. Howard	Mercury 78157771; 45157771X45—BMI (M. Lewis, Mercury 5712; E. Howard, release, Mercury 5781; Three Suns, Victor 20-4312; The Larks, Aodis 1190)		
1	—	29	IF I HAD THE HEART OF A CLOWN	B. Wayne	Mercury 78157790; 45157794X45		

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and
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and
"WILD HONEY RAG"
Jam-up & Honey
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"I'M IN LOVE DEAR WITH THEE"
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and
"I CAN TELL YOU THE TIME"
Dot 1083
"MY PRAYER"
and
"COME ON TO THIS ALTAR"
Dot 1081
"PACKING EVERY BURDEN"
and
"DON'T LEAVE ME"
Dot 1080
"WAITING FOR ME"
and
"ANGELS WATCHING"
Dot 1082
"POOR PILGRIM OF SORROW"
and
"DON'T DRIVE HER AWAY"
Dot 1073

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THE BILLBOARD Music Popularity Charts

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

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received March 5, 6 and 7

Records listed here in numerical order are those played most by the nation's leading Country and Western Disk Jockey. List is based on replies from weekly survey among a select list of over 400 Disk Jockeys specializing in Country and Western tunes.

POSITION	Weeks Last This to date/Weeks/Weeks	Record	Artist
11	1	1. WONDERING	W. Pierce
			Dec(78)46364; (45)46-46364—BMI
12	2	2. GIVE ME MORE, MORE, MORE	Lefty Frizzell
			Col(78)20885; (45)4-20885—BMI
3	5	3. DON'T JUST STAND THERE	Carl Smith
			Col(78)20893; (45)4-20893
27	4	4. SLOW POKE	Pee Wee King
			V(78)21-0499; (45)46-0499—BMI
10	6	5. BABY, WE'RE REALLY IN LOVE	Hank Williams
			MGM(78)11100; (45)K-11100—BMI
6	8	6. BUNDLE OF SOUTHERN SUNSHINE	E. Arnold
			V(78)20-4413; (45)47-4413—ASCAP
21	3	7. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
			Col(78)20862; (45)4-20862—BMI
6	7	8. MISSING IN ACTION	E. Tubb
			Dec(78)46369; (45)46-46369—BMI
5	9	9. SILVER AND GOLD	Pee Wee King
			V(78)20-4458; (45)47-4458—BMI
1	—	9. WILD SIDE OF LIFE	H. Thompson
			Col(78)1942; (45)17-1942—BMI

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of over-1000 replies from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1.	YOU KNOW I'M STILL IN LOVE WITH YOU	W. Pierce
		Dec(78)46367; (45)46-46367—BMI
2.	LITTLE GIRL IN MY HOME TOWN	Carl Smith
		Col(78)20893; (45)4-20893
3.	MILK BUCKET BOOGIE	Red Foley
		Dec(78)27981; (45)9-27981

Most Played Juke Box Folk (Country & Western) Records

Based on reports received March 5, 6 and 7

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/Weeks	Record	Artist
11	2	1. GIVE ME MORE, MORE, MORE	Lefty Frizzell
			Col(78)20885; (45)4-20885—BMI
19	1	2. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
			Col(78)20862; (45)4-20862—BMI
25	3	3. SLOW POKE	Pee Wee King
			V(78)21-0499; (45)46-0499—BMI
3	4	4. DON'T JUST STAND THERE	Carl Smith
			Col(78)20893; (45)4-20893
6	6	5. BUNDLE OF SOUTHERN SUNSHINE	E. Arnold
			V(78)20-4413; (45)47-4413—ASCAP
3	5	6. HONKY TONK BLUES	Hank Williams
			MGM(78)11160; (45)K-11160
4	10	7. SILVER AND GOLD	Pee Wee King
			V(78)20-4458; (45)47-4458—BMI
7	8	8. WONDERING	W. Pierce
			Dec(78)46364; (45)9-46364—BMI
9	9	9. MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow
			V(78)20-4346; (45)47-4346—BMI
1	—	10. MISSING IN ACTION	E. Tubb
			Dec(78)46369; (45)9-46369—BMI

Coming Up

1.	CALL HER YOUR SWEETHEART	E. Arnold
		V(78)20-4413; (45)47-4413
2.	I'D STILL WANT YOU	Hank Williams
		MGM(78)11160; (45)K-11160
3.	I'M SORRY FOR YOU MY FRIEND	Hank Williams
		MGM(78)11160; (45)K-11160

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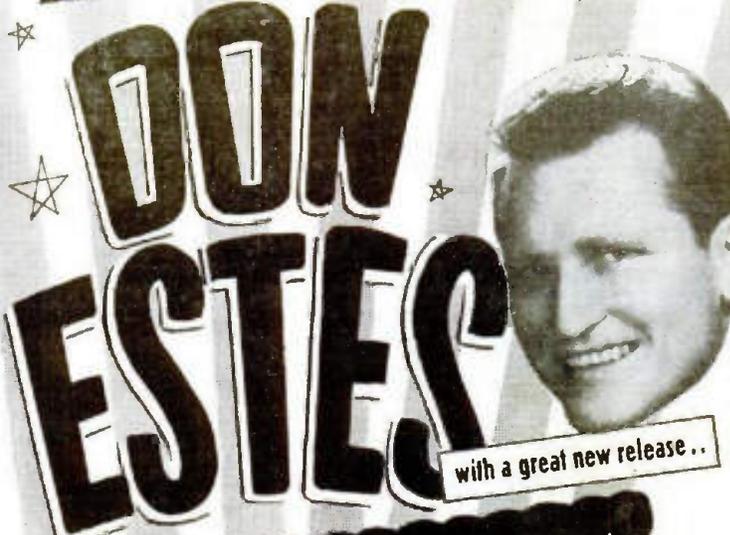
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THE BILLBOARD Music Popularity Charts

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

Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	RECORDING	SALES	CHART
EDDY ARNOLD Anything That's Part of You VICTOR 20-4550—Disk side combines well-projected lyrics and a strong swing rhythm for a country tune that has more than a touch of the blues. It's fine-sounding wax that can spin well most anywhere.		88--88--88--88			
Easy on the Eyes Arnold should have another big one here. Lyrics are clever and the character is in fine form as he leads the girl's charms.		86--86--86--86			
HANK SNOW Cold Rush Is Over, The VICTOR (45) 47-4522—The Cindy Walker number shapes up as a winner in this one-sided rendition. Even the gold digger who gets the musical brush-off here would like to sit. This can move fast.		87--89--86--86			
Why Do You Pines for Me Hank Snow arrives well in this romantic weeper. Should spin well most anywhere.		80--80--80--80			
TENNESSEE ERNIE (Bucky Tibbs & Cliffie Stone) Hambone CAPITOL 2017—Brisk treatment of the booming novelty is studded with inimitable sound effects. And Bucky Tibbs is a fine vocal mate to the character in a disk that could not be a big store for itself.		81--84--80--80			
Candy Dancers Ball, The There's good coverage here too and the attractive group-sing arrangement, with character taking an occasional solo, should make Tennessee Ernie fans happy.		80--80--80--80			
ELTON BRITT Blacksmith Blues, The VICTOR 20-4533—The Elton's strong competition on the big tune, this one ought to carve out a nice chunk of the country action. Character takes it straight with the art the main attraction.		80--82--78--80			
Five Glasses on a Texas Day Disk side is a vigorous swing-out that could make strong juke fare. It has that "good fellow" feel to it, with off-beat hand claps to support the rhythm.		78--80--75--80			
CLYDE MOODY If You Only Knew KING 1033—Moody has a slick weeper ballad here which he does in his best fashion.		77--78--76--77			
You Are the Rainbow in My Dreams A simple, retentive melody with a routine type of C.W. lyrics is handed an amiable chanting.		72--73--70--72			
JOHNNY HICKS Relay Night Blues COLUMBIA 20905—Hicks projects a moody feeling here that's ably seconded by some first-rate guitar and a vocal group.		75--78--72--76			
Are You Sorry (That You Love Me) The happy sounding ditty brims the mournful cast of the lyrics. Performance is strong and disk stacks up an good filler material.		72--72--72--72			
LEON McCAULIFFE ORK Blacksmith Blues COLUMBIA 20907—Good coverage of the big number has swing sounds supplying the basic beat.		75--75--75--75			
I'm Going Back to Birmingham Strong hand and McCauliffe saw out with a bouncy treatment of the happy, broad ditty.		75--75--75--75			
GENE AUTRY (Carl Gotcher Ork) Am I Just a Pastime COLUMBIA 20904—There's a pretty melody here and it's sung by Autry with simple eloquence. Disk is a restrained weeper with top vocal quality.		75--77--73--75			
I Was Just Walkin' Out the Door The lute-like lament penned by Cindy Walker is rendered smoothly by the cowboy chanteur. Opening and closing sound effects add a note of realism.		73--74--72--72			
WILF CARTER Goodbye Maria (I'm Off to Korea) VICTOR 20-4520—Here's a jaunzy cover effort on the patriotic novelty by the charter, with cheer and jumpy string band backing. Potential would be greater, tho, if it had been entered a little earlier.		75--77--73--75			
Driftwood on the River Carter turns in a most pleasing reading of the tuneful ballad, covering the earlier disk by Ernie Tibbs in fine style!		72--72--72--72			
"BIG BILL" LISTER Ship of Love CAPITOL 1949—Ditty is full of nautical similes and the singer handles the romantic lines with good effect.		74--76--72--74			
All I Want Is to Hear You Say You Love Me Big Bill takes one of his own for a jaunzy ride here.		68--68--68--68			
ARTHUR (GUITAR BOGIE) SMITH Fiddle-Fladdie WGM 15191—Author of Smith's first-rate instrumental items. Tune, of course, is the familiar Erny Anderson violin exercise, which turns out to be good material for the guitar and rhythm and group.		78--76--70--74			
Just Lookin' Smith handles the lyrics in folk-sing style as he tells of country store shoppers who don't buy. Guitar background is fine.		72--75--70--72			
FLOYD TILLMAN I'll Still Be Loving You COLUMBIA 20894—A creamy waltz with romantic lyrics serve to showcase Tillman's dulcimer in his own distinctive style.		72--72--72--72			
Don't Say You Love Me, Just Show It Lyrics are cute in this Tillman original, but delivery is forced. He's backed by a strong band effort.		70--74--68--68			

Advance Record Releases

Continued from page 101

Slow Pace No. 2—Homer & Jeter (When) V (45) 47-4557	Waste Paper Ball—Red Rose (Brand) Intra 6043
Sorebody's Rockin' My Broken Heart—Johnny Horton Hillbilly Barton (Betty) Abbott 108	When It's Touchback! Time is Fair Teeth Valley—Homer & Jeter (When) V (45) 47-4557
Taffy—Texas Jim (Buckner-Panhandle) Panthers (G) V (45) 47-4548	When You Want a Little Love—Johnny & Jack Tennessee Mountain Boys (When) V (45) 47-4555
That's How Much I Love You—Eddy Arnold (Charm) V (45) 47-3310	Why Do You Pines for Me—Hank Snow (Gold) Telegraph, The—Lester Lee White & His Boys (She) V (45) 47-4570
Three Ways of Weaving—Jehanne & Jack-Tennessee Mountain Boys (When) V (45) 47-4553	You Are the Rainbow in My Dreams—Clyde Moody (El) Vocal King 1031
Waltz of the Hours—Some of Pipers (Lead) V (45) 47-4571	You're a Little Doll—Gwen Morgan (Alamo) Cal 20906

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- "ALWAYS LATE"
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- "IF YOU'VE GOT THE MONEY I'VE GOT THE TIME"
- "LOOK WHAT THOUGHTS WILL DO"
Co-writer DUB DICKERSON
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- "MY BABY'S JUST LIKE MONEY"

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Co-Writer RAY PRICE

b/w

"HOW LONG WILL IT TAKE"

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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).

• Most Played Juke Box Rhythm & Blues Records

Based on reports received March 5, 6 and 7

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 register rhythm and blues records.

POSITION	Weeks (Last)	Title	Artist	Label
3	2	1. NIGHT TRAIN	J. Forest	United (78)110; (45)45-110
11	1	2. THREE O'CLOCK BLUES	B. B. King	RPM 339-BMI
6	3	3. BOOTED	R. Gordon	Chess 1487; RPM 344-BMI
7	4	4. CRY	J. Ray	Decca (78)3690; (45)4-6240-BMI
2	5	5. WHEEL OF FORTUNE	D. Washington	Mercury (78)8267; (45)8267X45-ASCAP
1	—	6. WHEEL OF FORTUNE	E. Wilcox-Sunny Gale	Decca (78)1707; (45)145-787-ASCAP
1	—	7. GOT YOU ON MY MIND	J. Greer	V-178120-4340; (45)47-4340
1	—	8. TELL ME WHY	D. Washington	Mercury (78)8267; (45)8267X45-BMI
4	6	9. LITTLE WHITE CLOUD THAT CRIED	J. Ray	Decca (78)16840; (45)14-6840-ASCAP
9	8	10. HOW MANY MORE YEARS	Howling Wolf	Decca 1479
4	9	10. GIVE ME CENTRAL 209	Lightnin' Hopkins	Starline 621-BMI

RHYTHM AND BLUES NOTES

By BOB ROLOTTZ

Arthur Prysock, Decca artist who has made a number of sides with the Buddy Johnson ork, goes out as a single about the middle of March. He has a number of night club dates scheduled including engagements in Cleveland, Philadelphia and Boston. Ella Fitzgerald into the New York Paramount starting March 12. Apollo diskery has pacted the Bill Harvey ork, formerly with Peacock Records, and d chanter Bonita Cole. Both Harvey and Miss Cole hail from Memphis. The Eddie Wilcox Ork plays the Apollo the week of March 21. The Swallows, King Records stars, were signed by Universal Artists this week. The group plays the Earle Theater, Philadelphia starting March 20, with Johnny Ray. Sarah Vaughan at birdland on March 12. Ruth Brown will be written up in Ebony Magazine, in the forthcoming May issue.

Another musical room added to the Philadelphia downtown scene with the addition of Harry Spivack's swing room called Speedie's. Kicks off with organist Bill Davis, swing guitarist Bill Jennings and drummer Joe (Chris Columbus) Morris. Beulah Frazier and her Melrow Fellows back on the Philadelphia scene for a fortnight at Spider Kelley's

• Best Selling Retail Rhythm & Blues Records

Based on reports received March 5, 6 and 7

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

POSITION	Weeks (Last)	Title	Artist	Label
6	2	1. BOOTED	R. Gordon	Chess 1487
3	5	2. NIGHT TRAIN	J. Forest	RPM 344-BMI
11	1	3. THREE O'CLOCK BLUES	B. B. King	United (78)110; (45)45-110
2	5	4. WHEEL OF FORTUNE	D. Washington	Mercury (78)8267; (45)8267X45-ASCAP
17	7	5. FLAMINGO	E. Bostic	King (78)4475; (45)45-4475-ASCAP
5	4	6. WHEEL OF FORTUNE	E. Wilcox-S. Gale	Decca (78)1707; (45)145-787-ASCAP
13	3	7. CRY	J. Ray	Decca (78)3690; (45)4-6240-BMI
5	—	8. I DIDN'T SLEEP A WINK LAST NIGHT	A. Prysock	Decca (78)17871; (45)14-17871-BMI
20	10	9. I GOT LOADED	Peppermint Harris	Atlantic (78)3097; (45)45-3097-BMI
1	—	10. WHEEL OF FORTUNE	Cardinals	Atlantic 950-ASCAP

• Rhythm & Blues Record Releases

Are You Lonesome Tonight—Dream Man (Myl) Regent 193
 As You Are—Slim Galliard Ork (1 Only) Mer 5792
 Billy Boy Bill—Monkey Tonic (Goodbye) V (45) 47-4553
 Bonnie With Red—Piano Red (Cont.) V 20-4524
 California Baby—Mervin Smith (Everybody's) V 20-4558
 Cat's Paw—Charlie Singleton Ork (Lonely) Atlas 1006
 Cent the Days I'm Gone—Piano Red (Bonnie's) V 20-4524
 Crow's Company—Red Callender Sextet (Number) V 20-4535
 Everybody's Got the Blues—Mervin Smith (California) V 20-4558
 Coast Time Cafe—H. Bone Ferguson-Charlie Singleton Ork (On) Atlas 1005
 Goodbye, My Darling, Goodbye—Sally & Eddie (Wee!) Regent 192
 Goodbye Sweetheart—Monkey Tonic (Billy) V (45) 47-4553
 Gove Five Minutes—Recalled Page (Soldier) Debonair 0-4023
 Got Nobody to Love—Terry Timmons (I Stumble) V 20-4549
 Guy With a '45—Allen Bunn (She'll) Apollo 436
 I Only Have Eyes for You—Slim Galliard Ork (All) Mer 5792
 I Should've Been in Dixie—Terry Timmons (Gals) V 20-4549
 Juke Box Caravan—Red Stone & Grave Diggers (Wreck) Oscar 0-102
 Lonesome Lover Blues—Charlie Singleton Ork (Cat's) Atlas 1006
 Love Me Long—Dolores Hawkins (Good) Decca 4857
 Lower Come Back to Me—Earl Bostic (Miami) King 4511
 Mad as a Hatter—Earl Bostic (Love) King 4513
 My Heroine—Dream Man (Angel) Regent 193
 Number Three—Red Callender Sextet (Credent) V 20-4525
 On My Way—M. Bone Ferguson-Charlie Singleton Ork (Good) Atlas 1005
 Oop Wee—Dolores Hawkins (Love) Ork 4857
 She'll Be Sorry—Allen Bunn (On) Apollo 436
 Soldier Boy—Recalled Page (Good) Debonair 4023
 Weepee Wilton—Sally & Eddie (Goodbye) Regent 192
 Wreck of the Old 97—Red Stone & Grave Diggers (Juke) Oscar 0-102

and then two more at The Web. She's added Tom Kennedy, pianist, to the fold, plus guitarist James (Skoots) Jackson and bassist Walter Kelley. James Moody to Reynolds Hall, Philadelphia, on March 29, with an all-girl show under Jazz Guild sponsorship. Gene Ammons-Sony Stitt have added two Philadelphians in trombonist Steinhardt (Gino) Murray and drummer Roland Tucker for their opening at Gamby's in Baltimore, Md. George Bannister, Trenton, N. J., deejay, continues his promotions

Broad" Singer and his ork, and The Orioles, juke box artists, will headline an all-disk artist package that will make a swing of the Eastern R&B theater route including the Apollo in New York and the Howard in Washington, D. C.

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Breaking Everywhere!
"LONELY LOVER BLUES"
 vocal: Charlie Singleton
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"Cat's Paw"
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R&B Records to Watch

In the opinion of The Billboard's music staff the following records show the best sales and performances potential among the rhythm and blues records received this week.
 I FOUND A NEW LOVE
 HONEST AND TRULY
 Little David Nightout.....Decca 48234

at the War Memorial Auditorium there with Dinah Washington and Cootie Williams on March 21. B. B. King comes in April 4, and Little Esther and Johnny Ols. April 18. Jimmy Golden, pianist, rejoins Red Rodney at the Top Hat, Philadelphia jazz spot.

Chris Powell and the Blue Flames joins the talent roster of the Jolly Joyce Agency, Philadelphia and New York, which already has a long list of R&B names including Steve Gibson and the Red Caps, Dee Lloyd McKay, Three Peppers, and others. Marty Napoleon has joined Louis Armstrong's all-star unit as pianist for the group. He will replace Joe Sullivan, who in turn replaced Earl Hines at the keyboard for Armstrong. Napoleon also inked a personal management paper with Ray Barros. Atlantic recording artist Ruth Brown has been booked into the El-Hat Club in Boston for the week beginning March 20. Slim Galliard and his vocal unit have been set for the next eight weeks with location jobs which will take them to Chicago, Columbus, Cleveland and Toronto. Swing Time recording artists Ray Charles and Lowell Fulson, Coral artist Hal "Corn

Annual Meet Held By Music Printers

NEW YORK, March 8 — National Music Printers and Allied Trades held its annual convention at the Roosevelt Hotel recently. Attendance included members throught the country. Printers unanimously voted to present a united front to cope with problems which may arise from increased costs of labor, paper, metal, and to correct abuses which have been prevalent.

Gil Clappin, exec secretary, stated that the printers' labor contract with the Amalgamated Lithographers comes up for renewal at the end of April.

The "BEST DRESSED" JUKE BOXES ...

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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)

• 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	POPULARITY	RECORDING	RELEASING
JOE TURNER-VAN WALLS ORK Sweet Sixteen ATLANTIC 960—An outstanding vocal by Turner on a moody blues item, backed by the driving piano and sax of Van Walls. A solid item for the juke.		84--84--82--86		
I'll Never Stop Loving You A slow and bluesy ballad receives a strong performance by the singer with a lot of sharp piano from Walls, also solid sax backing.		80--81--78--81		
RUTH BROWN 5-10-15 Hours ATLANTIC 947—Miss Brown gives out with a rock vocal on a fast blues item that really goes. The chorus tells this one solidly. Could catch much coin.		84--84--82--85		
Be Anything (But Be Mine) Another full size by the singer, on a pretty and attractive slow tempo ballad, which the cat treats with feeling and warmth. Disk shows off some fine alto sax.		80--80--80--80		
LITTLE ESTHER Storm, The FEDERAL 1763—The intriguing glissando of thunder and rain sound shrouds the disk makes this blues by the thrush one of the best as it shows she's turned out in a long time.		83--84--82--83		
Summertime Except for the use of a harmonica in the background and nothing special about the lyrical little Esther rearing of the Gershwin masters.		71--73--70--71		
THE CLOVERS One Mint Julep ATLANTIC 949—The Clovers come thru with a great reading of a swinging novelty item with good lyrics. The combo supports them with a strong beat. A strong juke entry.		83--83--81--85		
Middle of the Night A rocking novelty is given a solid go by the vocal group, sparked by the brass lead. The sax backs the boys with gusto.		80--80--79--81		
THE DOMINOES When the Swallows Come Back to Capistrano FEDERAL 1209—The group comes up with another lively item as they tackle the song ballad in a fine mood performance. In every way, this is B line effort.		83--83--83--83		
That's What You're Doing to Me The boys sound out a rocking, handclapper to another effective churning job.		80--80--80--80		
H-BOMB FERGUSON-CHARLIE SINGLETON ORK On My Way ATLAS 1008—The character's outly show style is particularly effective on this slow blues. The song line background turned in by the sax and the piano, rhythm and tenor sax fills and polish to the performance.		80--81--78--80		
Good Time Gal Ferguson shouts up a storm on a routine blues item while the Singleton ark pounds out a rocking background. Good wax, this.		72--77--70--70		

BUDDY JOHNSON ORK (Arthur Prysock) Root Me Blues DECCA 37998—A powerful and solid blues item with sharp lyrics is given a rock vocal by a warbler named Green! Material, Johnson ark turns in fine musical support.	80--80--80--81
At Last Fine vocal by Prysock on this r.b.b. single now enjoying a revival. Disk arrangement is solid.	77--78--76--77
ROY BRANNON & HIS MIGHTY-MIGHTY MEN Brown Angel DELUXE 3225—A swinging blues, written by Brown, is given a strong performance by the singer. The ark backs the number in a blues mood. Could catch some coin.	78--79--76--79
I've Got the Last Laugh Now Brown heads a good reading to a novelty rock, and the ark gives it a good go as well.	75--75--74--76
THE LARKS (Eugene Mumford) Stolen Love AFM 13190—A strong performance by the Larks on the ditty now showing action in the pop field. Mumford of the Larks speaks the ditty. This one could catch some coin.	78--78--77--79
In My Lonely Room The group turns in a slow, smooth ballad on this new ballad item, with the singer Mumford carrying the ball. A good disk.	73--74--71--74
TAB SMITH ORK Slow and Easy COLUMBIA 352—Smith sticks with the title says by Smith and the ark. This item could be a cold catcher for the juke.	77--77--75--79
Love Smooth vocal by Smith on this new ballad, plus some fine sax as well.	74--74--74--74
HAL SINGER I Hear a Rhapsody CORAL 12668—Excellent instrumental coverage of the currently active novelty ditty. This should follow the sales pattern of other recent saxophone via coverages.	77--80--74--76
Easy Street Good mood instrumental.	71--73--69--70
TAB SMITH ORK Echo Blues ATLANTIC 961—Smith blows a lot of fine sax on this attractive shape item. Fine backing by ark.	75--75--75--75
Moon Dream Another good side by the sax man. This one is a pretty instrumental ditty of a warm ditty.	72--73--71--72
JOE HILL LOUIS Chocolate Blonde MODERN 856—Louis is strong and forceful on a deep Southern item, with down to earth lyrics, backing himself on his own sax, playing guitar.	75--75--75--75
Peace of Mind Another come to earth, delta blues item, about a lovely guy looking for peace of mind, is well well by the singer. Fine for the market.	73--73--73--73
THE HEARTBREAKERS You're So Necessary to Me VICTOR 1431—A slow, rhythmic ballad receives an effective go by the lead singer a handsome background. Disk support is smooth.	75--76--73--76
I'm Only Fooling My Heart An adequate string rendition by the lead singer on a slow ballad with good support by the vocal group.	71--73--70--70
DANNY (RUBEN) TAYLOR Café Daddy Blues WHOLEY 105—Taylor gives us slow blues ditty a solid vocal that has style and appeal. The lyrics are good and the item could get some action if pushed. Ark backing by a strong combo is good.	75--77--71--77
Come on Home, Baby An effective vocal by the singer on a novelty blues item that features some unusual music by the ark.	69--69--69--69
TOMMY BROWN Never Trust a Woman SAVAY 928—Good vocal by the warbler on a slow, sad blues tune with some solid backing by the ark.	74--74--74--74
No News from Home The singer cuts his way thru a resting blues ballad, but he does it expertly. Band supports him nicely. A good item for the juke.	80--81--77--81
HORACE BAILEY From Now On CORAL 4244—An appealing ballad that has seen some action in the field is read with style and feeling by the warbler. Ark backs him with taste.	74--74--74--74
When I Saw You The singer turns in another strong vocal on this pretty new ballad. Ark leads smooth support.	70--71--69--70
JUNIOR BROOKS Lone Town Blues EPIC 348—Beats the material and the performance and up to a strong item for the Southern market. Recreative guitar figure adds interest.	73--75--70--73
She's the Little Girl for Me More of the same here.	73--75--70--73
BOYD CILMORE Ramblin' on My Mind MODERN 860—A driving boogie item receives a strong reading from the singer plus solid piano backing through, and effective rhythm support. It's for the Southern market.	73--74--70--74
Just an Army Boy Cilmore turns in another good vocal on a boogie blues that rocks all the way. Combo backing is strong.	70--70--69--71



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OUT YONDER
YOU'RE NOT WORTH MY
TEARS
15161 and 45-15161

* MARY SMALL
ROMANCE ME
RIVER, GET A ROLLIN'
15157 and 45-15157

* ALAN HOLMES
GOODY, MARIA, I'M OFF
TO KOREA
THAT'S WHEN YOUR HEART
ACHES BEHIND
15166 and 45-15166

* DICK BROWN
I HEAR A RHAPSODY
THE UNSEEN RIDER
15159 and 45-15159

FOLK-WESTERN

* HAWKSHAW
HAWKSHAW
SLOW POKE
TWO ROADS
908 and 45-908
IF MY LIFE'S COMPANION
EVERYBODY'S GOT A GIRL
BUY ME
1039 and 45-1039

* YOKI BROTHERS
WHEN DO YOU WANT A
LITTLE LOVIN'
LOVE SWEET LOVE
1042 and 45-1042

* EDDIE SMITH &
THE "BEEF"
DEER BARREL POLKA
MOURNING BLUES
1041 and 45-1041

* COWBOY CAPAN
THOSE COME AND LEFT ME
BLUES
COPY CAT
1034 and 45-1034

SEPIA-BLUES

* EARL BONTIC
FLAMINGO
I'M GETTING SENTIMENTAL
OVER YOU
4475 and 45-4475

SLEEP
SEPTEMBER SONG
4444 and 45-4444

* SONNY THOMPSON
MELLOW BLUES
Part 1 & 2
4428 and 45-4428

* TINY BRADSHAW
THE TRAIN KEPT A-ROLLIN'
KNOCKIN' BLUES
4497 and 45-4497

* WYNONIE HARRIS
LOVIN' MACHINE
LUSCIOUS WOMAN
4485 and 45-4485

MY PLAYFUL BABY'S COME
HERE COME THE NIGHT
4507 and 45-4507

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M	Ragged But Right	270	Ball Bottom Trousers	73
L	Fishing Song	400	Buster Aster	72
L	Balls, Banquets & Parties	77	How the Money Rolls In	71
F	Canter Song	76	The California Song	70

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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).

• **Record Reviews**

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

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

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

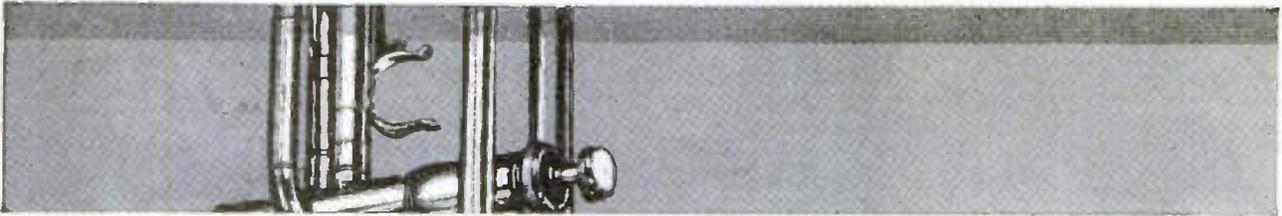
Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
NAT (KING) COLE (Nelson Riddle Ork)		
Summer Is A-Comin' In	Summers is a big one for Cole as he reads off the excellent lyrics to a brand new ditty with an easily-remembered melody. With the public thinking of summer from here on out, this should get lots of spins. The fitting beat and Cole's easy way with the words are strong.	88--88--88--88
Easter Sunday Morning	Cole's warm and musically singing makes this a fine seasonal item. A lush and bodeshim on the attractive new ditty written by Ervin Drake, Jimmy Shirl and Cole himself.	84--85--83--84
PHIL HARRIS & THE BELL SISTERS		
Hambone	VICTOR 23-6986—Singer and female duo let go on an unbridled rendition of the rocking novelty. Disk is full of pizzicato that make it a powerful entry, and one that could rather a large share of the loot.	86--88--83--87
Mama's on the Wapath	Mama's turns in a strong rendition of a light novelty ditty that should appeal to the merrier's fan. Disk suggests him with a big beat.	77--78--76--77
EDDIE FISHER		
Forgive Me	VICTOR 23-6976—The singer comes thru with a very persuasive warble of this pretty ballad. The chorus is fine and the solo breaks turn tastefully with a smooth arrangement. Disk could be a big one for Phil Fisher.	85--86--83--86
That's the Chance You Take	Fisher gives out with a strong, warm vocal on the light and appealing item. Chorus and Winterhalter and Francis excellent support. This winning could get a lot of spins.	80--80--80--80
PATTY ANDREWS		
I'll Walk Alone	DECCA 28038—Patty's stand-out reading of the title getting renewed activity via the Jam Frankel Flick, will continue for top honors with the other strong versions of the song. Her expressive reading and the fine Nelson Riddle backing combine for a superior sounding.	84--84--84--84
That's the Chance You Take	An attractive new ballad is done with warmth and persuasion by the singer. Could create some stir with the proper exploitation.	80--80--80--80
AL MORGAN-FRANKIE FROESA ORK		
Mistakes	DECCA 28006—A nice vocal by the winner on this fitting waltz of many years ago. Chorus, including some fine piano, supports the singer strongly. This could be a coin collector.	82--83--78--84
My Castle in Spain	A pretty, old-fashioned ballad is sung effectively by Morgan with good backing from the Frankel Ork.	73--74--72--73
BILLY MAY ORK		
Always	CAPITOL 1899—the glib and passionate in their, clean brass balladistics of the May's are here in fine little ball. The male group turns in a strong vocal. In all, this is another fine Billy May ditty.	81--83--80--81
There Is No Greater Love	The May style is just instrumentally here on one of the finest standard ditties.	80--83--78--80
FRANKIE LAINE (Paul Weston Ork)		
One for My Baby	COLUMBIA 38581—Laine turns in a strong, sentimental reading of this title by Mercer and Stiles. Disk is from the new Laine album of the same name. A good one for the jacks.	81--82--79--81
Tomorrow Mountain	Lulu Lums from the singer "Breaker's Holiday" is sung with gusto and spirit by the warbler, with good chorus and ork support.	73--73--73--73
RAY BLOCH ORK (Lily Ann Carol)		
Goodnight My Love	CORAL 60648—the full-blown Bloch strings deliver the title with a lead of ear appeal. The throat's reading of the lyrics is way. The string should insure this of plenty of spins.	80--82--79--80
Power Whip-Pop-Will	This is the radio-TV conductor's first solo "making for the label. He hands the currently active entry a lush setting while the go-Louis Prima thrush runs down the lyrics casually.	77--79--75--77
NEAL HEFTI ORK-FRANCES WAYNE		
Always	CORAL 60665—Miss Wayne sings stark with a vocal group here as the ork features a first-rate dance reading of the Berlin ballad.	80--80--80--80
Don't Be That Way	More of the same here, the Mrs. Hefti gets the chance to display her vocal talents in solo passages.	80--80--80--80
FRANKIE LAINE (Paul Weston Ork)		
Necessary Evil	COLUMBIA 38588—Stiles novelty ditty is given an exciting reading by the warbler, with the Weston ork doing a solid job. A strong disk for the jacks.	80--82--78--80
To Be Worthy of You	Slow tempo ballad gets a tender, warm rendition from Laine. This one is to the old "That's My Desire" style. The disk is from the same album by Laine.	75--76--74--75
XAVIER CUCAT ORK		
Ap-Bowling the Carpet	MERCURY 5813—The Cucat ork comes thru with a striking Latin type version of the ditty that is now seeing action in the pop field. Strong vocal by Abba Laine and chorus, plus musical fireworks make this a strong coming.	80--80--79--80
Chin Chin	Through Abba Laine does a good job on the title backed by an exciting Cucat arrangement.	78--78--78--78

(Continued on page 107)



another Anthony Juke Box Hit!

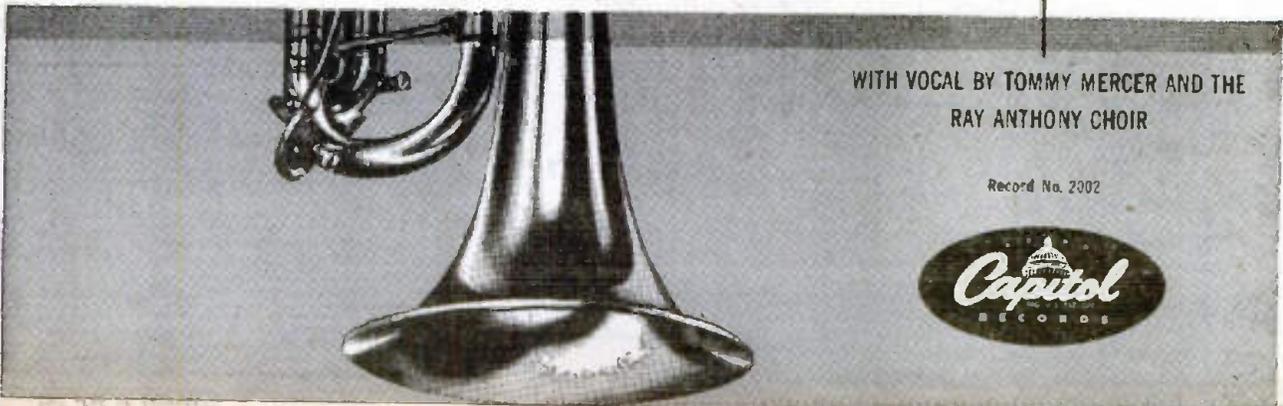


"There are Such Things"



by America's No. 1 Band

RAY ANTHONY and his Orch.



WITH VOCAL BY TOMMY MERCER AND THE
RAY ANTHONY CHOIR

Record No. 2002



"LITTLE" (Old Gold Tater)

JIMMY DICKENS

and his
COUNTRY
BOYS

"They Locked God Outside
The IRON CURTAIN"

and
"BROTHER, DO YOU
TAKE TIME TO PRAY"

Columbia 20905 (78)
4-20905 (45)

Thanks

to the Juke Box Operators of
America for the play given our
records thru the year . . .

- "I'm Little But I'm Loud"
- "Bessie the Heifer"
- "It May Be Silly But Ain't It Fun"
- "Poor Little Darlin'"
- "I've Just Got To See You Once More"

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Grand Ole Opry
and
WSM-TV
★

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 106

ARTIST LABEL AND NO.	TUNES COMMENT	C	B	G	P
POPULAR					
BOB SANDS (Sid Feller Ork) Love Me Now CAPITOL 2160—The singer is strong, forceful, tender and warm in turn in his rendition of this pretty ballad, played impressively by the ork with Latin beat.	79--80--77--80				
I Am Music A fine vocal by Sandy on this classically styled stony ditty. The singer shows qualities similar to Laine and Doree Day. The Feller ork supports him strongly.	77--78--76--78				
BILL DARNEL (Danny Mendelohn Ork) Alone and Forsaken DECCA 2799—Darnel hands a strong performance to a minor but folk type ballad written by Hank Williams. A powerful musical backing and the singer's fine reading, plus the arresting sound, could get this item many sales.	79--82--76--78				
Lonely Wine A pretty and attractive ballad is sold well by the singer, aided by solid backing from the Mendelohn ork.	76--77--74--77				
JIMMY PALMER ORK Toot, Toot, Tootsie MERCURY 5014—The evergreen is performed in exciting style by the Palmer ork and chorus. The band plays it in a snappy tempo all the way behind a lively gang vocal. This one is fun for the juke.	78--79--75--81				
Dancin' Shoes A solid, fast tempo arrangement of a happy ditty gets a fine performance from the chorus and ork. Rhythmic and lively. This one too is a good one for gathering coin.	76--78--72--79				
FRAN WARREN (Nelson Riddle Ork) I Hear a Rhapsody MGM 11380—The tune now being revived via the current "Clash by Night" flick proves a good item for the charter who sells it with warmth and feeling. However, this item faces a lot of competition. If the tune makes it this ditty could gather some of the coin.	77--78--76--77				
Mother, Mother An arresting and moving story ballad about a lost love is given a powerful performance by Miss Warren. The tune is interesting and could get spins, but may be too arty to make it big.	75--78--73--74				
IRVING FIELDS TRIO Wishing Will Make It So VICTOR (45) 434537—Another artist is handed a slick interpretation by Fields. He does it in the style of Francis Craig's "Near You" hit. A good try.	77--80--74--77				
I Hear a Rhapsody Fields reads the combo thru a lovely instrumental reading of the title in a Latin-American beat.	70--73--67--68				
ELLA FITZGERALD (Sonny Burke Ork) Lazy Day DECCA 25034—More fine chanting by Ella; this time on an earlier, the first-rate, ballad.	77--81--74--75				
What Does It Take? No matter the material, Ella will make it sound like something special. Here is further proof that she can take an ordinary bouncer and turn it into a fine disk.	76--80--73--75				
JOE (FINGERS) CARR (The Carr-hops) Noodin' Rag CAPITOL 2008—Fine coverage for juke box operators by Carr's hard-core piano and the vocal group.	76--77--72--80				
Yes! Yes! Yes! Yes! Another heavy item here which should draw some coin.	76--77--72--80				
BILL FARRELL (LeRoy Holmes Ork) Heaven Knows Why MGM 11383—The ballad started via a Rambler Records version is delivered here by Farrell and male group for one of the charter's better efforts in many a disk.	76--79--73--76				
Sincere Farrell's exaggerated chanting style lacks another new ballad with the aid of a vocal group.	73--75--70--73				
HOAGY CARMICHAEL Monkey Song, The DECCA 2803—A heavy novelty tune from the forthcoming flick "The Las Vegas Story" is sold strongly by Carmichael, who also wrote the ditty, in his own unique talking and singing style. Could get spins.	76--77--75--76				
Drip Drip The disk contains another novelty item, lively and zany, which is warbled by the writer-singer in effective style.	69--71--67--69				
ALAN DEAN (LeRoy Holmes Ork) Be Anything (But Be Mine) MGM 11387—Dean gives a persuasive warble to this new attractive ballad with fine backing by the Holmes Ork.	75--77--72--76				
All My Life The title is sold by the singer with lots of feeling. One arrangement is effective.	72--73--70--73				
DON RODNEY Little Boy I Knew, The MGM 11188—A simple and poignant ballad about a boy who has put his days away for good is laid impressively by the warbler.	75--75--75--75				
You Haven't Missed a Thing A sentimental ditty with a warm set of lyrics receives an effective reading from Rodney.	69--70--68--69				
JAN CARBER ORK Whistle While You Work CAPITOL 2008—The Disney flick ditty getting renewed action these days is performed impressively by the Carber ork and singers.	73--73--73--73				
Heigh-Ho Ork.	73--73--73--73				
LENNY HERMAN ORK I Remember When DECCA 2804—Herman's whistling voice traces the vocal title in an Edip Howard type of reading of an attractive waltz.	72--75--70--72				
Would You Dance With a Stranger? Okay coverage on the new Latin-American ditty getting a little disk action. Herman handles the vocal capably.	67--70--65--67				
GISEL MACKENZIE (Buddy Cole Ork) Egbert, the Easter Egg CAPITOL 1907—Miss Mackenzie delivers the kiddie in a stately-forward reading which could do business with the neopets trade. This, however, is the "two-G" Egbert ditty which has been less recorded than the "one-G" effort here.	72--75--70--71				
Benny, the Bob Tailed Bunny Another cute kiddie is done with charm by the thrush and a vocal group. Good seasonal item.	72--75--70--71				
TEX BENEKE ORK Singin' in the Rain MGM 11188—Beneke gives out with a good vocal, closely supported by the chorus, on the evergreen now being revived via the flick of the same name. Ork arrangement is lively and effective.	70--71--70--70				
Wedding of the Painted Doll, The The Beneke ork, no longer on the Miller lick, comes thru with a purely and interesting instrumental etching of the oldie, now being featured in the pic "Mister in the Rain."	70--71--70--70				
MACKLIN MARROW ORK Faithfully Yours MGM 10842—The lovely Ramsey Jamis ditty of years back is given a big, rich-sounding instrumental reading by the large ork.	70--70--70--70				
Waltz of the Puppets Tune from ballet genre "Ballet Drame" is handed a warm, lush instrumental waltz by the precise Marrow ork.	70--70--70--70				

Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	GRADE
POPULAR		
KAY ARMEN (Larry Clinton Ork) Love Me a Little Bit Less MGM 15168 (V) (re-ASCAPI)—Miss Armen still impresses as one of the better singers in the business, tho she might have greater popularity to break thru on wax with stronger material.		69--70--67--69
I Can't Afford Another Broken Heart Ditty here it is—a well-sung not particularly strong. Miss Armen, tho, continues to display her vocal warmth.		69--70--67--69
BILLY COTTON ORK (Alan Bruce) Tippitary Samba LONDON 1033—The English ork covers, with a hokey version, the same ditty introduced on the same label by Edna Ferber. Don't figure to do much in this country except around St. Patrick's Day in some areas.		64--68--60--64
Camb and Paper Polka. The The two-sound gimmick fails to lift this above the ordinary. Recalling its success.		63--65--60--63
ROSALIND PAIGE Cone Five Minutes DUBONNET D-4023—An attractive new ballad suffers from poor recording as Miss Paige duets with herself on the lyrics.		57--60--55--56
Soldier Boy Paige ball songs well enough with the assistance of a male group and a small instrumental combo. Ditty, tho, has little merit.		56--60--53--54

Advance Record Releases

POPULAR

All My Life—Alan Dean-Larry Holmes Ork (84) MGM 11387	How White-Poor Will—Ray Bloch Ork-Lily Ann Clark (Goodright) Coral 60608
Always and Forever—Bill Daniel-Danny Mendelsohn Ork (Lunch) Dec 27994	St. Patrick's Day Parade—Doris Day-Meeri Rose Ork (84) V (45) 47-4061
Always—Neal Hefti Ork-Frances Wayne (Don't) Coral 60665	Sincerely—Bill Farrell-Larry Holmes Ork (Hawaii) MGM 11193
An Old Old Story—Bill Brown's Dignity-Jimmy MacDonald Ork (Ester) Kern 2732	Singin' in the Rain—Tex Beneke Ork (Wedding) MGM 11189
As Luv—Glen Miller Ork-Ray Eberle (Parlida) V 27-0517	Stolen Love—The Larks-Eugene Munford (In My) Apollo 8190
Back in the Good Old Days—Eileen Sutton-Sir Hubert Pimm (Broken) Kern 2731	That's the Chance You Take—Patty Andrews (111) Dec 28038
Be Anything (But be Mine)—Win Brown-Mer Boyfriends (Hawaii) Mer 8270	To be Worthy of You—Frankie Laine-Paul Weston Ork (Hawaii) Coral 39590
Be Anything (But be Mine)—Alan Dean-Larry Holmes Ork (LH) MGM 11387	Tomorrow Mountain—Frankie Laine-Paul Weston Ork (LH) Coral 39597
Be Anything (But be Mine)—Don Estes (Erythine) V 20-4576	Waltz of the Puppets—Macklin Marrow Ork (Fantasy) MGM 30462
B'Gone, B'Gone, B'Gone—Doris Day-Meeri Rose Ork (St. Patrick's) V (45) 47-4061	Wedding in the Rain—Tex Beneke Ork (Single) MGM 11189
Broken Engagement—Eileen Sutton-Sir Hubert Pimm (Back) Kern 2731	What Does it Take—Ella Fitzgerald-Sonny Burke Ork (Lark) Dec 28034
Burny on the Range—Rosemary Clooney-Percy Faith Ork (Foghorn) Col 90145-V	Wondering—Rena Goffe-Les Baxter Ork (God's) Cap 2018
Colonel's Daughter—Freddie Martin Ork (I'll) V 20-4578	World You Dance With a Stranger—Lenny Herman Ork (I Remember) Dec 28041
Confetti—Bob Savage-Buddy Cole Ork (Parlida) Cap 2019	Yea! Yea! Yea! (Fingers) Carr-Carr-hops (Moodin') Cap 2009
Confetti—Billy Williams Quartet (Don't) MGM 11384	You Haven't Missed a Thing—Don Rodney (Listed) MGM 11188
Don't be That Way—Neal Hefti Ork-Frances Wayne (Always) Coral 60665	
Don't Grieve, Don't Sorrow, Don't Cry—Billy Williams Quartet (Goodright) MGM 11385	
Drive Drop—Hoagy Carmichael (Money) Dec 28033	
Enter Lilies—Bill Brown's Chorus—Jimmy MacDonald Ork (An Old) Kern 2732	
Easy Street—Hal Singer (I Hear) Coral 60649	
Foghorn, the Entire Cast—Rosemary Clooney-Percy Faith Ork (Foghorn) Col 90145-V	
Erythine—Don Estes (Be Anything) V 20-4576	
Faithful You—Macklin Marrow Ork (Waltz) RCA 30462	
Festival—Frankie Carle Ork (Yes) V (45) 47-4577	
Flapporette—Paul Weston Ork-Norman Luboff Choir (Lark) Col 39666	
Golf's Little Candy—Jesse Garle-Les Baxter Ork (Wondering) Cap 2018	
Goodnight My Love—Ray Bloch Ork-Lily Ann Carol (Poor) Coral 60648	
Hambone—Frankie Laine-Jay Stafford Paul Weston Ork (Let's) Col 39672	
Heaven Knows Why—Win Brown-Mer Boyfriends (Be Anything) Mer 8270	
Heaven Knows Why—Bill Farrell-Larry Holmes Ork (Sincerely) MGM 11193	
I Am Music—Bob Sands-Sid Feller Ork (Love) Cap 1990	
I Hear a Rhapoddy—Betty McLaurin-Rex Keaney Ork (I Map) Derby 790	
I Hear a Rhapoddy—Hal Singer (Easy) Coral 60649	
I Hear a Rhapoddy—Frank Warren-Nelson Beale Ork (Hawaii) MGM 11190	
I Like Me—Promenade Band (I Love) V 20-4578	
I Love a Parade—Promenade Band (I Like) V 20-4578	
I May Hate Myself in the Morning—Betty McLaurin-Rex Keaney Ork (I Hear) Derby 790	
I Remember When—Lenny Herman Ork (World) Dec 28041	
If You Don't Hug'er by Nine O'Clock (You Ain't) Comea Laver at All—Freddie Martin Ork (Comea) V 20-4575	
I'll Walk Alone—Patsy Andrews (That's) Dec 28038	
In My Lonely Room—The Larks-Eugene Munford (Stolen) Apollo 1190	
I've Tried a Million Times—Frankie Carle Ork (Frisch) V (45) 47-4277	
Larry Daley—Ella Fitzgerald-Sonny Burke Ork (What) Dec 28034	
Little Boy I Know—Don Rodney (You Haven't) MGM 11188	
Lonely When—Bill Daniel-Danny Mendelsohn Ork (Always) Dec 27994	
Love Me Now—Bob Sands-Sid Feller Ork (I Am) Cap 1990	
Love in the Lush Valley—Paul Weston Ork-Norman Luboff Choir (Flapporette) Col 39666	
Johnny Madras Remo—Johnny Madras-Rhythm-masters (Hear) Dec 15008	
Melancholy—Al Morgan-Frankie Froba Ork (My) Dec 28040	
Money Song—Hoagy Carmichael (10th) Dec 28033	
Mokey, Mokey—Frank Warren-Nelson Beale Ork (I Hear) MGM 11190	
My Castle in Spain—Al Morgan-Frankie Froba Ork (Mistake) Dec 28040	
near You—Johnny Madras-Rhythm-masters (Johnny) Dec 15008	
Necessary Evil—Frankie Laine-Paul Weston Ork (The) Col 39598	
Needle's Edge—Joe (Fingers) Carr-Carr-hops (Yes) Cap 2009	
One for My Baby—Frankie Laine-Paul Weston Ork (Tomorrow) Col 39597	
Parlida—Glen Miller Ork-Ray Eberle (AL Lark) V 27-0157	
Parlida—Bob Savage-Buddy Cole Ork (Confetti) Cap 2019	

POPULAR ALBUMS

Page Caravan's Trio Album (1-10)—Page Caravan's Trio—Don't Stand a Ghost of a Chance With You; One for My Baby; Astoria in New York; Body and Soul; I'll Remember Again; Moonlight in Vermont; Don't Storm Me; The Man I Love. (MGM) (33) 12-124
Carmine's Girl Crazy Album (1-12)—Mary Martin-Louise Carter-Eddie Deppert-Lehman Engel, cond.—Col (33) ML-4475
Creative Show an Early Album (4-7)—Pavement Studio Band-Ivan Tabor, cond.—V (45) WP-335
Top Pop Album (1-10)—Frankie Carle—Any Time, When of Fortune; Until; Tell Me Why; Please, My Son; Be My Life's Companion; Blue Tango; Tulips and Hearts.—V (33) LPH-3024

CLASSICAL ALBUMS

Bach: Cantata No. 6 and Cantata No. 13 Album (1-12)—Nelly Pflanzner-Werner Helmreich-Bruno Mayer-Claus Sternhagen-Gebel-Statistik Choral Society-Toniolo Ork-Han Grischkat, cond.—Nonesuch (33) X-36
Bach: Cantata No. 9 and Cantata No. 137 Album (1-12)—Claire Fossbender-Lary-Claus Sternhagen-Bruno Mayer-Statistik Choral Society-Statistik Bach Ork-Han Grischkat, cond.—Nonesuch (33) X-37
Annie Bruckner: First Symphony in C-Minor Album (1-12)—Austria State Symphony-Dr. Volkmar, cond.—Milestone (33) MW-46
Alexander Glazounov: Ballet Suite from the Seasons Op. 67 Album (1-12)—French National Symphony Orchestra-Roger Desormier, cond.—Cap (33) P-8137
Haydn: Missa Solemnis in B Flat Major Album (1-12)—Orchestra Society of Vienna-Alex Laren, cond.—Parlo (33) SP-P-543
Haydn: Seven Last Words of Christ Album (1-12)—Hilda Goeder-Jules Patzak-Salzburg Dome Choir-Mozartium Ork-Josef Westner, cond.—Remington (33) RLP-199-66
Haydn: Requiem in F-Minor Album (1-12)—Austria State Symphony-Erich Wolfgang Korngold, cond.—Milestone (33) MW-46
Haydn: Seven Last Words of Christ Album (1-12)—Austria State Symphony-Erich Wolfgang Korngold, cond.—Remington (33) RLP-199-63
Liszt: Album (1-12)—Earl Wild-Hungarian Philharmonic No. 22: Dance of the Gnomes; Ballade in B Minor; Polonaise in E Flat Major; Berceuse; Etude in D Flat—Strawinsky (33) STR-607
Mozart: Overture in F-Minor Ork 424 and in G-Minor (Ork 916) Album (1-12)—Eduard Szonyi Quartet-Milnes Katims—Col (33) ML-466
Mozart: String Quartet in D Major (K 575) and String Quartet in D Major (K 499) Album (1-12)—Sequentia String Quartet—Fisher-mona (33) PH-105
Piano Recital of Chopin Album (1-12)—Mary Jo-John—Col (33) ML-4476
Schumann: Sonata in D Minor for Violin & Piano, Op. 121 Album (1-10)—George Enescu-George Cluyton-Viel—Remington (33) RLP-49-50
Strauss's Presents: Turlow-Henrich-Hazel-Willa Lohm Album (1-12)—Louis and Rolf Perloff—Stradmart (33) STR-609
Tchaikovsky: Rhapsody Album (1-12)—Ivan Petroff-Orchestra Orchestra-Gino Sarri-Maggio Musicale-Florentino-Ermano Ork, cond.—Remington (33) RLP-199-58-60

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And His Orchestra

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(Fly Away, Fly Away Back Home)

b/w "LET ME DREAM"

MGM 11174 78 rpm — K-11174 45 rpm

MGM's

BEST SELLERS

TOMMY TUCKER ★ **BABY DOLL**
b/w **WITH NO ONE TO LOVE TONIGHT**
MGM 11162 78 rpm • K11162 45 rpm

TOMMY EDWARDS ★ **FORGIVE ME**
b/w **THE BRIDGE**
MGM 11170 78 rpm • K11170 45 rpm

FRAN WARREN ★ **I HEAR A RHAPSODY**
b/w **MOTHER, MOTHER**
MGM 11190 78 rpm • K11190 45 rpm

CINDY LORD ★ **GOODBYE SWEETHEART**
b/w **WISHIN'**
MGM 11173 78 rpm • K11173 45 rpm

LIONEL HAMPTON ★ **OH, ROCK**
b/w **LOVE YOU LIKE MAD**
MGM 11176 78 rpm • K11176 45 rpm

BARBARA RUICK ★ **DON'T STOP NOW**
b/w **MAMBO ON MY MIND**
MGM 11183 78 rpm • K11183 45 rpm

GEORGES GUETARY ★ **I'LL BUILD A STAIRWAY TO PARADISE**
MGM 30400 78 rpm • K30400 45 rpm

DANNY DAVIS ★ **DEEP WATER**
b/w **PLEASE BRING BACK THE SUNSHINE**
MGM 11175 78 rpm • K11175 45 rpm

CARSON ROBISON ★ **SQUARE DANCE POLKA**
b/w **PROMENADE INDIAN STYLE**
MGM 11159 78 rpm • K11159 45 rpm

IVORY JOE HUNTER ★ **LAUGH**
b/w **WHERE SHALL I GO**
MGM 11165 78 rpm • K11165 45 rpm

HANK WILLIAMS ★ **HONKY TONK BLUES**
b/w **I'M SORRY FOR YOU MY FRIEND**
MGM 11160 78 rpm • K11160 45 rpm

NEW RELEASES

FAITHFULLY YOURS ★ **MACKLIN MARROW**
b/w **WALTZ OF THE PUPPETS**
MGM 30482 78 rpm • K30482 45 rpm

BE ANYTHING (BUT BE MINE) ★ **ALAN DEAN**
b/w **ALL MY LIFE**
MGM 11187 78 rpm • K11187 45 rpm

(I Stood and Threw) CONFETTI ★ **BILLY WILLIAMS QUARTETTE**
b/w **DON'T GRIEVE, DON'T SORROW, DON'T CRY**
MGM 11184 78 rpm • K11184 45 rpm

SUNDAY IS MY DAY WITH YOU ★ **ROBERT O. LEWIS**
b/w **MOODLIN' RAG**
MGM 11185 78 rpm • K11185 45 rpm

BLACK AND WHITE RAG ★ **FRANK PETTY TRIO**
b/w **SHE WAS JUST A SAILORS SWEETHEART**
MGM 11186 78 rpm • K11186 45 rpm

SINGIN' IN THE RAIN ★ **TEX BENEKE**
b/w **THE WEDDING OF THE PAINTED DOLL**
MGM 11189 78 rpm • K11189 45 rpm

HEAVEN KNOWS WHY ★ **BILL FARRELL**
b/w **SINCERE**
MGM 11193 78 rpm • K11193 45 rpm

THE LITTLE BOY I KNEW ★ **DON RODNEY**
b/w **YOU HAVEN'T MISSED A THING**
MGM 11188 78 rpm • K11188 45 rpm

JUST LOOKIN' ★ **ARTHUR SMITH**
b/w **FIDDLE-FADDLE**
MGM 11191 78 rpm • K11191 45 rpm and His Cracker Jack!

JUST AN OLD FARM FOR SALE ★ **ALLEN VAUGHAN**
b/w **MORE THAN SATISFIED**
MGM 11192 78 rpm • K11192 45 rpm

ALBUMS

EASTER HYMNS AND CHORUSES
THE CANTERBURY CHOIR Conducted by MACKLIN MARROW, ERNEST WHITE, Organist.
MGM 20 78 rpm • E-20 33 rpm

KEYBOARD KINGS

Page Casanough Trio
MGM 124 78 rpm • K-124 45 rpm • E-124 33 rpm

M-G-M RECORDS

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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.

FORGIVE ME THAT'S THE CHANCE YOU TAKE Eddie Fisher - Victor 20-4574
Hugo Winterhalter Ork.

Private Fisher has another likely disk here to add to his string of recent best sellers. "Forgive Me" is the ballad side. "That's the Chance" gets a bouncier reading, albeit a fine one.

HONEST AND TRULY Guy Lombardo Ork. - Decca 27995

Here's one of the best platters turned out by the Lombardo crew in a long time. The ballad is a well-known standard which is perfectly suited to the Lombardo style.

WHISPERING WINDS LOVE, WHERE ARE YOU NOW? Patti Page - Mercury 5816

Patti duets with herself on "Winds," a retentive and attractive verse-chorus walk. "Love" is handed a strong emotional po. Both stack up as first-rate efforts.

BE ANYTHING (BUT BE MINE) Eddy Howard - Mercury 5815

Currently riding high with some sales-healing diskings, Howard should rack up another winner with this one. This version should lead the list of good disks on the tune by other artists. Flip, "The Tool" is an effervescent bounce item.

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 their disk jockeys think tomorrow's hits will be:

1. A GUY IS A GUY..... Boris Day..... Columbia 39673
2. HAMBONE..... Red Saunders Ork..... Okeh 6862
3. I HEAR A RHAPSODY..... Ray Anthony Ork..... Capitol 1973
4. GOODY, GOODY..... Jane Grant..... Ode 15009
5. LET'S HAVE A PARTY..... Jo Stafford-Frankie Laine..... Columbia 39672

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 their record retailers think tomorrow's hits will be:

1. HAMBONE..... Bill Sisters-Phil Harris..... Victor 20-4584
2. GANDY DANCERS' BALL..... Frankie Laine..... Columbia 39665
3. MOODLIN' RAG..... Perry Como..... Victor 20-4542
4. AROUND THE CORNER..... Jo Stafford..... Columbia 39673
5. WHEN YOU'RE IN LOVE..... Frankie Laine..... Columbia 39665

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. CANDY DANCERS' BALL..... Frankie Laine..... Columbia 39665
2. BLUE TANGO..... Hugo Winterhalter Ork..... Victor 20-4518
3. HAMBONE..... Red Saunders Ork..... Okeh 6862
4. TWO LITTLE KISSES..... Four Aces..... Flash 103
5. AROUND THE CORNER..... Jo Stafford..... Columbia 39673

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. MILK BUCKET BOOGIE..... Red Foley..... Decca 27981
2. SALTY DOG RAG..... Red Foley..... Decca 27981
3. EASY ON THE EYES..... Eddy Arnold..... Victor 20-4569
4. BLACKSMITH BLUES..... Lewie McArthur..... Columbia 20987
5. I'VE TURNED GADABOUT..... Spike Jones Ork..... Victor 20-4568

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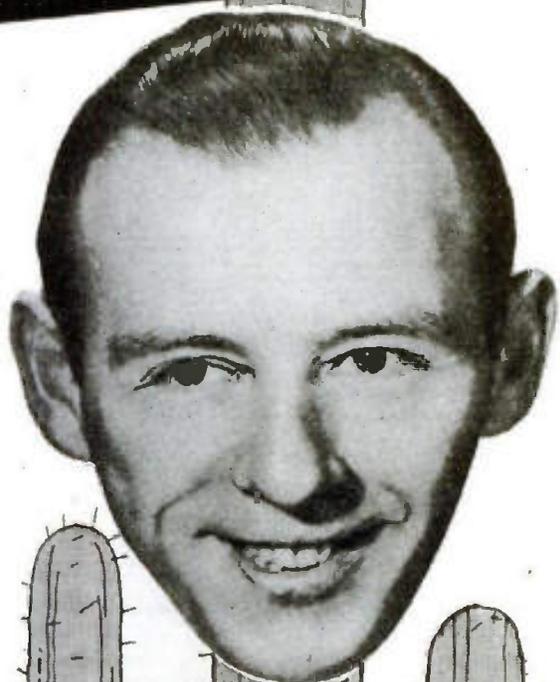
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414 Washington Ave.
Houston 7

TEXAS

General Appliance Co.
1201 East Houston St.
San Antonio 6

UTAH

Salt Lake Hardware Co.
P. O. Box 810
Salt Lake City 9

VIRGINIA

Virginia Dist. Corp.
141 West Broad St.
Richmond

HAWAII

Hawaiian Electric Co., Ltd.
900 Richards St.
Honolulu

Diamond

CALIFORNIA

Record Merchandising Co.
248 West Pico Blvd.
Los Angeles

FLORIDA

Pan American Dist. Corp.
58 Riverside Ave.
Jacksonville

GEORGIA

Southland Dist. Co.
441 Edgewood Ave.
Atlanta

ILLINOIS

United Record Dist.
1004 West Grand Ave.
Chicago

INDIANA
Lowery-Mugman Enterprises, Inc. 805 North Delaware St. Indianapolis

LOUISIANA
Delta Music Sales Co. 104 Bourbon St. New Orleans

MARYLAND
General Dist. Co. 1 North Gilmore Baltimore

MICHIGAN
Fortune Record Dist. 11829 Linwood Ave. Detroit 8

NEW YORK
Consul Record Dist. Co. 218 West 47th St. New York

NORTH CAROLINA
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A & I Record Dist. Co. 821 West 51st St. Cincinnati
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TENNESSEE
Music Sales Co. 1117 Union Ave. Memphis

TEXAS
South Coast Amusement Co. 177 Glass St. Dallas
Gramophone Enterprises 1402 Lealand St. Houston

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WASHINGTON
Artist Record Dist. 2416 Third St. Seattle

California
Central Record Sales Co. 2228 West Pico Blvd. Los Angeles
Chilton Dist. Co. 1221 Grove St. Oakland

FLORIDA
Pan American Dist. Corp. 50 Riverside Ave. Jacksonville

GEORGIA
Southland Dist. Co. 439 Southeast Edgewood Ave. Atlanta

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Artichard Dist. Co. 710 East 49th St. Chicago
James Martin, Inc. 2014 West North Ave. Chicago

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LOUISIANA
Delta Music Sales Co. 104 Bourbon St. New Orleans

MARYLAND
Mangold Distributing Co. 216 South Eutaw St. Baltimore

MASSACHUSETTS
William Greenblatt 12 Nichols St. Lynn

MICHIGAN
Pan American Record Dist. 3731 Woodward Ave. Detroit

MISSOURI
Robert's Record Dist. 1918 Pine St. St. Louis

NEW YORK
Consul Dist. Co. 218 West 47th St. New York

NORTH CAROLINA
Mangold Dist. Co. 147 West Morehead Charlotte

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Bernat Dist. Co. 327 Frankfort Ave. Cleveland

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Buma Dist. Co. 828 North Walnut Oklahoma City

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Lou Sowa Dist. Co. 1628 Fifth Ave. Pittsburgh

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Cosantine Dist. 824 North Fifth Nashville

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M. B. Krupp Dist. 309 South Santa Fe St. El Paso
South Coast Dist. Co. 318 East 11th St. Houston

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Allen Distributing Co. 470 West Broad St. Richmond

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Lou Sowa Record Co. 711 Bigler St. Charleston

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Melody Sales Co. 444 Sixth St. San Francisco

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Frumkin Sales 2234 Fullerton Ave. Chicago

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Gramophone Enterprises 604 Baronne St. New Orleans

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Miller Record Sales Co. 3850 Olive St. St. Louis

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Tempo Record Co. 457 West 45th St. New York

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Lou Sowa Dist. Co. 1628 Fifth Ave. Pittsburgh

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Southland Dist. Co. 441 Southeast Edgewood Atlanta

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Ted Dicus 817 North 19th St. Boise

ILLINOIS
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Pan American Record Dist. 3731 Woodward Ave. Detroit

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Jaher Distributing 22 East Hennepin Ave. Minneapolis

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Griffin Record Co. 241 North Parish St. Jackson

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Robert's Record Dist. 1918 Pine St. St. Louis

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Music Service Co. 204 South Fourth St. Great Falls

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Mangold Dist. Co. 147 West Morehead Charlotte

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MARYLAND
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Miller Record Sales Co. 2639 Olive St. St. Louis

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Zurich
- King**
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Birmingham
- FLORIDA**
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Minneapolis

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Kansas City 9

Northfield Co.
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F. O. Box 291
Nashville

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Dallas

Acme Dist. Co.
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Houston

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C & S Dist. Co.
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Seattle

WISCONSIN

Major Dist., Inc.
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Milwaukee

MGM

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Los Angeles

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San Francisco

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Detroit 2

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Buffalo 3

Zenith Radio Corp.
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Mangold Dist. Co.
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Charlotte

OHIO

Mid States Record Co.
139 West Fourth St.
Cincinnati

Fisher Dist. Co.
234 Northwest Superior
Cleveland 4

OKLAHOMA

Wolfe Dist.
710 Northwest Second St.
Oklahoma City 2

OREGON

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St.
Portland

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Pat-Bee & Co.
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with

"WHO"

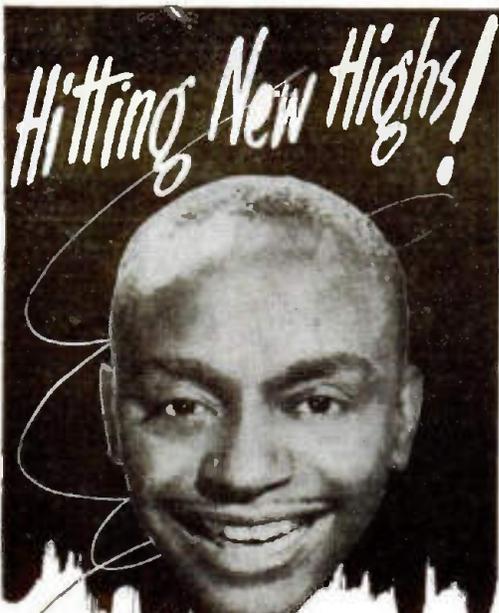
backed with

"It's a Lonesome Old Town"
MERCURY RECORD NO. 5786

and be sure to hear . . .
"TOOT TOOT Tootsie"
backed with

"DANCING SHOES"
MERCURY RECORD NO. 5814

Thanks to Ben Lajcar, Melody Mill, and Frank Schreiber, WGN
Direction: General Artists Corporation



Hitting New Highs!

BILLY WILLIAMS

QUARTETTE

Singing...

"I STOOD and THREW CONFETTI"

coupled with

"DON'T GRIEVE, DON'T SORROW, DON'T CRY"

MGM-11184

going Strong...

"WHEEL of FORTUNE"

coupled with

"WHAT CAN I SAY (AFTER I SAY I'M SORRY)"

MGM-11171

Appearing Every Saturday Night
NBC-TV NETWORK
Your Show of Shows
with
SID CAESAR and IMOGENE COCA

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PARAMOUNT THEATRE
NEW YORK

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Indianapolis

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647 Bienville St.
New Orleans
Rian's Record Shop,
728 Texas St.
Shreveport

MARYLAND
General Dist. Co.
2 North Gilmore St.
Baltimore

MICHIGAN
Pan American Record Dist.
2721 Woodward Ave.
Detroit

MISSOURI
Roberts Record Dist. Co.
1615 Main St.
Kansas City
Roberts Record Dist.
1615 Main St.
St. Louis

NEW JERSEY
Rexer Record Dist. Co.
91 Springfield Ave.
Newark

NEW YORK
Harlem Hit Parade, Inc.
977 McDonald Ave.
Brooklyn
Tempo Record Co.
437 West 46th St.
New York

NORTH CAROLINA
Y & P Enterprises
1234 Clarkson St.
Charlotte

OHIO
Renart Dist. Co.
127 West Franklin Ave.
Cleveland

OKLAHOMA
Burns Dist. Co.
638 North Walnut
Oklahoma City

PENNSYLVANIA
Cotnam Record Corp.
1426 Federal St.
Philadelphia
Lee Bova Dist. Co.
125 Fifth Ave.
Newburgh

SOUTH CAROLINA
Fox Music House
315 Elm St.
Charleston

TENNESSEE
Randy's Record Co.
Gallatin
Music Sales Co.
1117 Union Ave.
Nashville
The Record Mart
178 North Third Ave.
Nashville

TEXAS
South Coast Amusement
127 Glimco St.
Dallas
M. B. Krupp Dist. Co.
P. O. Box 861
Houston
United Record Dist.
3443 Leeland Ave.
Houston

ARKANSAS
President Record Dist.
105 Main St.
Little Rock

NEW JERSEY
Progressive Dist.
131 South Woodland St.
Englewood

RCA Victor

ALABAMA
R. P. McDavid Co., Inc.
1438 South Second Ave.
Birmingham

CALIFORNIA
Leo J. Meyberg Co., Inc.
2027 South Figueroa St.
Los Angeles 7
Leo J. Meyberg Co.
21 Quail St.
San Francisco 2

COLORADO
Reidre & Bothoff Co.
1635 17th St.
Denver 17

CONNECTICUT
Radio & Appliance Dist.
612 Connecticut Blvd.
East Hartford 8

DISTRICT OF COLUMBIA
Southern Wholesalers, Inc.
707 Northeast Edgewood St.
Washington 5

FLORIDA
Sea Coast Appliance Dist.
24 Northeast 7th St., Box 4821
Miami

GEORGIA
Lacey Co.
1508 Northwest Northside Dr.
Atlanta 3

ILLINOIS
RCA Victor Dist. Corp.
415 North Lake Shore Dr.
Chicago 33
Wiles Radio & Electric Co.
707 Main St.
Peoria 2

INDIANA
Associated Distributors, Inc.
210 South Meridian St.
Indianapolis 4

KENTUCKY
F-wild Dist. Co.
309 South Ninth St.
Louisville 3

LOUISIANA
Kierstead Supply Co.
201 Monroeville St.
New Orleans 6

MAINE
Orchard & Allen
28 Commercial St.
Portland 6

MARYLAND
D & H Distributing Co.
25 West Liberty St.
Baltimore 3

MASSACHUSETTS
Eastern Co.
420 Memorial Dr.
Cambridge 20
RCA Victor Dist. Corp.
7409 Intervale Ave.
Detroit

MICHIGAN
P. C. Hayer Co.
261 North Washington
Minneapolis 1

MISSOURI
NCA Victor Dist. Corp.
2112 S Broadway
Kansas City 8
Interstate Supply Co.
26 South 10th St.
St. Louis 2

MONTANA
Northwestern Auto Supply
430 North Broadway
Billings

NEBRASKA
Bridles Co.
1003 Devesport
Omaha 2

NEW JERSEY
Erlich-Radice Co., Inc.
428 Elizabeth Ave.
Newark 2

NEW YORK
RCA Dist., Inc.
26 Broadway
Albany 4
RCA Victor Dist. Co.
150 Broadway
Buffalo
Bruno-New York, Inc.
444 West 34th St.
New York 1
Morris Dist. Co.
110 West Payette St.
Scranton 2

NORTH CAROLINA
Southern Radio Co.
1825 West Morehead St.
Charlotte 1

OHIO
Ohio Appliances, Inc.
66-68 E. Blymoure St.
Cincinnati
Marline Cleveland, Inc.
5400 Euclid Ave.
Cleveland 3
Lion Line Distrib., Inc.
374-38 South Erie St.
Toledo

OKLAHOMA
Dulaney Dist. Corp.
875 Northwest Second St.
Oklahoma City 2

OREGON
Harper-Messner, Inc.
1656 Northwest Irving St.
Portland 9

PENNSYLVANIA
D & H Dist. Co.
211 South Cameron St.
Harrisburg
Raymond Rosen & Co.
2121 Market St.
Philadelphia
Schnberg Bros.
38 Penn St.
Pittsburgh 22

RHODE ISLAND
Eddy & Co., Inc.
42 Hospital St.
Providence 3

TENNESSEE
C. M. McClung & Co.
261 West Jackson Ave.
Memphis 2
McClung's, Inc.
1871 Union Ave.
Memphis 3

TEXAS
Adelta Co.
1914 Cedar Springs
Dallas
Midland Specialty Co.
4271 West San Antonio St.
El Paso
Strauss-Frank Co.
4000 Leeland
Houston 1
Strauss-Frank Co.
201 South Flores St.
San Antonio 8

UTAH
Finn Dist. Co.
514 Second St., P. O. Box 1478
Salt Lake City 18

VIRGINIA
Wyllie-Corrick, Inc.
Orange at 14th St.
Richmond 18

WASHINGTON
Harper-Messner, Inc.
680 Republican St.
Seattle 9

WEST VIRGINIA
Van Zandt Supply Co.
1127 Fourth Ave., P. O. Box 780
Huntington 1

WISCONSIN
Taylor Electric Co.
112 North Broadway
Milwaukee 2

Reena

ILLINOIS
Franklin Sales
2834 Pullerion
Chicago

NEW YORK
Memorah Records, Inc.
489 Fifth Ave.
New York
Reena Record Sales Co.
133 West 43d St.
New York

CANADA
Musimat of Canada, Ltd.
508 St. Alexander St.
Montreal

Reliance

PENNSYLVANIA
Mustard Records
1718 Chestnut St.
Dept. 292
Philadelphia 3

Robinhood

CALIFORNIA
Diamond Record Dist. Co.
1818 West Pico Blvd.
Los Angeles
Chaston Dist. Co.
1921 Grove St.
Oakland
Deide Record & Pub. Co.
12 West Union St.
Pasadena

COLORADO
Davis Sales Co.
1224 Arapahoe
Denver

ILLINOIS
Franklin Sales
2834 Pullerion
Chicago

MARYLAND
E & O Dist.
591 Mount Royal
Baltimore

NEW YORK
Tempo Dist. Co.
427 First 41th St.
New York

OKLAHOMA
Burns Dist. Co.
Box 1812
Oklahoma City

TEXAS
M. B. Krupp Dist.
208 South Baste Pl. St.
El Paso

WASHINGTON
N. W. Tempo Dist. Co.
2267 First Ave.
Seattle 7

CANADA
Musimat
184 Richards St.
Vancouver, B. C.

Score

CALIFORNIA
Central Record Sales Co.
279 West Pico Blvd.
Los Angeles
Melroy Sales Co.
444 Sixth St.
San Francisco

COLORADO
Dyers Sales Co.
1224 Arapahoe
Denver

CONNECTICUT
Melroye-New England, Inc.
735 Connecticut Blvd.
East Hartford

DISTRICT OF COLUMBIA
Schwarz Bros.
2811 12th St. Northwest
Washington 17

FLORIDA
Pan American Dist. Corp.
30 Riverside Ave.
Jacksonville
Mercury Record Dist.
415 Southwest Eighth St.
Miami

GEORGIA
Southland Dist. Co.
441 Southeast Edgewood Ave.
Atlanta

IDAHO
7nd Dist.
817 North 19th St.
Boise

ILLINOIS
American Record Dist.
2611 Northwest Michigan Ave.
Chicago 16

INDIANA
Indiana State Record Dist.
1811 East Michigan St.
Indianapolis

KANSAS
Irwin Dist. Co.
106 South Grove St.
Wichita

LOUISIANA
A-I Dist. Co.
117 Clump St.
New Orleans
Stan Lewis Record Shop
728 Texas St.
Shreveport

MASSACHUSETTS
College Dist. Co.
330 Massachusetts Ave.
Boston

MICHIGAN
Cadet Dist. Co.
2786 Woodward Ave.
Detroit

MISSOURI
Roberts Record Dist. Co.
1615 Main St.
Kansas City
Roberts Record Dist.
1615 Main St.
St. Louis

NEW JERSEY
Eases Record Dist. Co.
91 Springfield Ave.
Newark

NEW YORK
Melroye Dist. Inc.
424 West 49th St.
New York
Olmeda's Victrola Shop
757 South Crouse Ave.
Scranton 16

NORTH CAROLINA
Margold Distributing Co.
818 South Orlanston St.
Charlotte

OHIO
A & I Record Dist. Co.
427 West 51st St.
Cincinnati
Ohio Record Sales
1731 Chester Ave.
Cincinnati 5
Oklahoma Record Supply Co.
627 Northwest Second St.
Oklahoma City

OREGON
J-D Record Service
1121 Northwest Gilman
Portland

PENNSYLVANIA
Marand Dist.
1827 Filbertwood Ave.
Philadelphia
Lee Bova Dist. Co.
125 Fifth Ave.
Newburgh

TENNESSEE
Olson Allen Supply Co.
1146 Union St.
Memphis
Coast Line Dist.
825 South Fifth Ave.
Nashville

TEXAS
Gramophone Enterprises
1425 Dragon St.
Dallas
M. B. Krupp Dist.
208 South Baste Pl. St.
El Paso
Gramophone Enterprises
1908 Leeland St.
Houston
Martin Dist. Co.
1238 East Commerce St.
San Antonio

WASHINGTON
N. W. Tempo Dist. Co.
2267 First Ave.
Seattle 7

Silver-Song

PENNSYLVANIA
Musimat Records
1718 Chestnut St. Dept. 292
Philadelphia 3

Skylark

CALIFORNIA
Skylark Record Dist.
1812 West Beachwood Dr.
Hollywood 4

NEBRASKA
Skylark Record Dist.
1224 South 24th Ave.
Omaha

NEW YORK
Skylark Record Dist.
208 Courtyard-Virgin Rd.
Courtland

Smart

ARIZONA
Distributions of Smart
Records
1818 East Highland Ave.
Phoenix
Victory Record Dist. Co.
1625 East Van Buren St.
Phoenix

CALIFORNIA
Allied Record Sales
1123 South Main St.
Los Angeles

FLORIDA
Hendley Dist. Co.
1812 North 12th Ave.
Panama

IDAHO
Dicus Record Supply
817 North 19th St.
Boise

ILLINOIS
Franklin Sales
2834 Pullerion
Chicago

TENNESSEE
Music Sales Co.
601 Union Ave.
Memphis

VIRGINIA
Holland's Records
Big Stone Gap

Sound of Our Times

NEW YORK
Marart Dist. Corp.
158 West 36th St.
New York

Swingtime

CALIFORNIA
Central Record Sales Co.
824 West Pico Blvd.
Los Angeles
Blitz California Dist.
1180 Polson
Boston

COLORADO
Dist. Sales Co.
1734 Arapahoe
Denver

DISTRICT OF COLUMBIA
Schwarz Bros.
2811 Northeast 12th St.
Washington

FLORIDA
Binkley Dist. Co.
581 Delwood Ave.
Jacksonville

GEORGIA
Southland Dist. Co.
441 Southeast Edgewood Ave.
Atlanta

ILLINOIS
United Record & Dist.
4801 Copland Grove
Chicago

INDIANA
Indiana State Record Dist.
1811 East Michigan St.
Indianapolis

LOUISIANA
Gramophone Enterprises
1425 Dragon St.
New Orleans
William M. Amann
115 Olive St.
Shreveport
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728 Texas St.
Shreveport

MICHIGAN
J-D American Record Dist.
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Portland

3 NEW COUNTRY and WESTERN ARTISTS... All recording on **CORAL** records...



ON 3 GREAT RELEASES!

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Coral 64118

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**"LOVE 'EM
and
LET 'EM BE"**

Pub. by Peer Int.
and

**"I WONDER IF
WE'LL ALWAYS
BE APART"**

Pub. by Hill & Range
Coral 64122

JOHNNY RECTOR

**"BE MY
DARLING
ONCE MORE"**

Pub. by Peer Int.

and

**"MARRIED BY
THE BIBLE
(Divorced By
the Law)"**

Pub. by Aberbach, Inc.
Coral 64119

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all our friends on our 15
STATE TOUR beginning
March 1.



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1. THE BIGGEST BARGAIN IN THE JUKE BOX BUSINESS
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3. AT JUST 3c PER CARD OF 20 STRIPS—they SAVE TIME—SAVE MONEY—INCREASE PLAY ON YOUR JUKE
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5. OVER FOUR MILLION USED BY OPERATORS EVERY MONTH
6. THREE MAJOR RECORD MANUFACTURERS—AND 80 DISTRIBUTORS NOW SUPPLY STAR PRINTED STRIPS WITH THEIR RECORDS
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DIRECTION: MCA
PUBLIC RELATIONS: Red Doff

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Miller Record Sales Co.
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St. Louis

NEW YORK
Tempo Record Co.
437 West 45th St.
New York

NORTH CAROLINA
F & P Enterprises
215 1/2 Clarkson St.
Charlotte

OHIO
A & J Record Dist.
321 West Blain St.
Cincinnati
Bennet Dist. Co.
227 Franklin Ave.
Cleveland

OKLAHOMA
Huras Dist. Co.
826 North Walnut
Oklahoma City

OREGON
B O Record Service
1317 Northwest Oilsan
Portland

PENNSYLVANIA
Scott-Cross Co.
1421 Spring Garden St.
Philadelphia
Lou Ross Dist. Co.
1628 Fifth Ave.
Pittsburgh

TENNESSEE
Music Sales Co.
1863 Union Ave.
Memphis
The Record Mart
179 North Third Ave.
Nashville

TEXAS
Oxamophone Enterprises
105 Dixon St.
Dallas
M. B. Krupp Distrib.
508 South Sanie Fe St.
St. Paso
Oxamophone Enterprises
1207 Clay St.
Houston

WASHINGTON
Artist Record Dist.
2418 Third Ave.
Seattle

Tara Irish

PENNSYLVANIA
The Harrington Co.
6009 Clear Ave.
Philadelphia

Tempo

ARKANSAS
Interstate Phonograph
Record Corp.
544 North Second Ave.
Birmingham
Wide Radio Supply
1081 Tomson Ave.
Fort Smith

CALIFORNIA
Melody Sales Co.
44 Sixth St.
San Francisco

COLORADO
Davis Sales Co.
1724 Arapahoe
Denver

FLORIDA
Binkley Dist.
504 DuPont Ave.
Jacksonville

IDAHO
Cradwell's Radio Supply
1622 State St.
Boise

ILLINOIS
Frumkin Sales
2834 Fullerton
Chicago

MARYLAND
Mangold Dist. Co.
215 South Eutaw St.
Baltimore 1

MASSACHUSETTS
Mutual Dist. Inc.
1259 Tremont St.
Boston

MICHIGAN
Perkins Sales Co.
7040 Woodward Ave.
Detroit 2

MINNESOTA
Mercury Record Dist.
1212 S. South Third Ave.
Minneapolis

MISSOURI
Roberts Record Dist. Co.
1813 Main St.
Kansas City
Roberts Record Dist.
1518 Pine St.
St. Louis 3

MONTANA
Music Service Co.
304 Fourth St.
Great Falls

NEW YORK
Tempo Dist. Co.
437 West 45th St.
New York

NORTH CAROLINA
Service Sales Co.
147 West Merchant St.
Charlotte

OHIO
Wil Record Dist. Co.
1943 Central Ave.
Cincinnati 1
Bennet Dist. Co.
297 Franklin Ave.
Cleveland

OKLAHOMA
Oklahoma Record Supply
Co.
127 Northwest Second St.
Oklahoma City

OREGON
Richer Record Dist. Co.
2118 N. W. Northrup St.
Portland

PENNSYLVANIA
Marne
1022 Fairmount Ave.
Philadelphia
Tempo Record Co. of
America
1218 Calloway St.
Philadelphia 7

TENNESSEE
Tennessee Music Sales
413 Main St.
Nashville

TEXAS
Oxamophone Enterprises
1425 Deacon St.
Dallas
Sunland Supply Co.
1700 East Missouri St.
St. Paso
Oxamophone Enterprises
1906 Lyland St.
Houston

WASHINGTON
N W Tempo Dist. Co.
Judith Franklin
2387 First Ave.
Seattle 7

HAWAII
John Skewis
2418 Oahu Ave.
Honolulu

Token Records

NEBRASKA
Tracy Kaulson
Hotel Shelton
Shelton

Vita

CALIFORNIA
Diamond Record Dist. Co.
1818 West Pico Blvd.
Los Angeles
Chester Dist. Co.
1921 Grove St.
Oakland
Vita Record & Pub. Co.
23 West Union St.
Pasadena

COLORADO
Davis Sales Co.
1724 Arapahoe
Denver

ILLINOIS
Frumkin Sales
2834 Fullerton
Chicago

MARYLAND
E & G Dist.
201 Mount Royal
Baltimore

NEW YORK
Tempo Dist. Co.
437 West 45th St.
New York

OKLAHOMA
Burns Dist. Co.
Box 121
Oklahoma City

TEXAS
M. B. Krupp Dist.
309 South Sanie Fe St.
St. Paso
N W Tempo Dist. Co.
2387 First Ave.
Seattle

CANADA
Musical Dist.
1040 Richards St.
Vancouver, B. C.

Wallis

CALIFORNIA
Mercury Record Corp.
2949 West Pico Blvd.
Los Angeles
Melody Sales Co.
44 Sixth St.
San Francisco

COLORADO
Davis Sales Co.
1724 Arapahoe
Denver

CONNECTICUT
Majoros-New England.
Inc.
735 Connecticut Blvd.
East Hartford
Seaford Dist. Co.
110 Ann St.
Hartford

DISTRICT OF COLUMBIA
Schwarz Bros.
2821 Northwest 11th St.
Washington 11

FLORIDA
Binkley Dist.
504 DuPont Ave.
Jacksonville
Pan American Dist. Corp.
90 Riverdale Ave.
Jacksonville
Stone Dist. Inc.
506 West Plieger St.
Miami

GEORGIA
Southland Dist. Co.
441 Edgewood Ave.
Atlanta

ILLINOIS
M. S. Dist. Co.
2211 South Michigan Ave.
Chicago

INDIANA
Indiana State Record Dist.
1511 East Michigan St.
Indianapolis

KANSAS
Irwin Dist. Co.
108 Quaker Drive St.
Winnita

LOUISIANA
Delta Music Sales Co.
704 Baronne St.
New Orleans 18

MASSACHUSETTS
Reid Dist.
234 Lincoln St.
Allston
Boston Record Dist.
1351 Washington St.
Boston
Music Suppliers of New
England
1235-1314 Tremont St.
Boston
Edward Dohberg
59 Edmond St.
Dorchester

MICHIGAN
Kaplan Music Sales
138 Edmond St.
Detroit 6

MINNESOTA
Mercury Record Dist.
1313 South Third Ave.
Minneapolis

MISSOURI
Roberts Record Dist.
1518 Pine St.
St. Louis

NEW JERSEY
Belmont Record Dist.
264 15th St.
Newark

NEW YORK
Leonard Smith, Inc.
409 North Pearl St.
Albany 4
M & N Dist. Co.
881 Main St.
Buffalo 3
Malverne Dist. Inc.
424 West 45th St.
New York

NORTH CAROLINA
Mangold Dist. Co.
215 South Eutaw St.
Charlotte

OHIO
Hil Record Dist. Co.
1043-1044 Central Ave.
Cincinnati 2
Bennet Dist. Co.
272 Franklin Ave.
Cleveland

OKLAHOMA
Oklahoma Record Supply
Co.
127 Northwest Second St.
Oklahoma City

PENNSYLVANIA
David Ross, Inc.
835 North Broad St.
Philadelphia
Jack W. Young Co.
225 Spring Ave.
Pittsburgh 17

TENNESSEE
Glen Allen Supply Co.
1148 Union St.
Memphis
Coast Line Dist.
23 South Fifth Ave.
Nashville

TEXAS
South Coast Amusement
Co.
137 Olive St.
Dallas
Sunland Supply Co.
1200 East Missouri St.
St. Paso
South Coast Amusement
Co.
314 East 11th St.
Houston 8
B. W. Martin Dist. Co.
1228 Commerce
San Antonio 3

UTAH
Standard Supply Co.
531 South Main
Salt Lake City 1

WASHINGTON
O & O Dist. Co.
2118 Third Ave.
Seattle

WISCONSIN
Major Dist. Co.
1099 North Water St.
Milwaukee

AUSTRALIA
Esquire Records, Ltd.
Sydney

ONTARIO
Mercury Record of Canada
Toronto

ENGLAND
Hilton Nixon, Ltd.
London

GUAM
Tradewinds Music
P. O. Box 403
Agaña

VENEZUELA
Venezuelan Industries
America's Postal 2070
Caracas

HAWAII
Whitner Electronic
Service
374 California Ave.
P. O. Box 28
Wahiawa Oahu

Westminster

ALABAMA
Interstate Phonograph
Record Corp.
544 North Second Ave.
Birmingham

CALIFORNIA
California Record Dist.
2942 West Pico Blvd.
Los Angeles
United Music Sales Corp.
448 Sixth St.
San Francisco

COLORADO
Davis Sales Co.
1724 Arapahoe
Denver

DISTRICT OF COLUMBIA
Schwarz Bros.
2821 Northwest 11th St.
Washington 11

FLORIDA
Binkley Dist.
504 DuPont Ave.
Jacksonville

ILLINOIS
E. O. Asher
2832 South Dearborn
Chicago

MASSACHUSETTS
Mutual Dist. Inc.
1259 Tremont St.
Boston

OHIO
Barnum Music Co.
136-137 Northeast Superior
Ave.
Cleveland

PENNSYLVANIA
Lenco Dist.
17 South 31 St.
Philadelphia 7

TEXAS
Oxamophone Enterprises
1425 Deacon St.
Dallas

WASHINGTON
O & C Dist. Co.
2418 Third Ave.
Seattle

CANADA
Elite Record Company of
Canada
417 St. Peter St.
Montreal
Tetras, Ltd.
1122 A Bursard St.
Vancouver
Modern Products Co.
1172 Portage Ave.
Winnipeg, Man.

HOW ABOUT IT!
For a KLIK With You?

!! SO DELIGHTFULLY DIFFERENT IT (STUMBLING)

with vocal by
TOMMY SCOTT
and
THE SCOTSMEN
h/w
(I DO, I DO, I DO)
KLIK RECORDS
5959 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIFORNIA

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and their

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A & P Records
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 New York 23, N. Y.

ABC Eagle Records
 6112 Selma
 Hollywood 26, Calif.

ABC Music Pub. & Record Co.
 P. O. Box 335
 Bakerfield, Calif.

A-1 Records of America
 2511 Thigpen Ave.
 Brooklyn 28, N. Y.

Abbey Records
 418 West 49th St.
 New York, N. Y.

Abbott Record Co.
 1853 North Argyle Ave.
 Hollywood 26, Calif.

Accordia Record Co.
 718 Mission St.
 San Francisco 3, Calif.

Accordion Music Pub. Co.
 46 Oresawich Ave.
 New York 11, N. Y.

Ace Recording Co.
 401 South 20th St.
 Mt. Vernon, Ill.

Ace Recording Studios, Inc.
 120 Boylston St.
 Boston, Mass.

Acme Records Co.
 7070 Hollywood Blvd.
 Hollywood, Calif.

Acme Recording Studios
 Box 288
 Campbellville, Ky.

Acme Records
 747 St. Nicholas
 New York, N. Y.

Acorn
 Savoy Record Co.
 58 Market St.
 Newark 1, N. J.

Adams
 583 Water St.
 New York 2, N. Y.

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 Elico Recording Corp.
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Advertisers' Recording, Ltd.
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 Montreal, P. Q., Canada

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 Beverly Hills, Calif.

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 Bronx 59, N. Y.

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 19 Seiden
 Detroit 1, Mich.

Alberti's Record Mfg.
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 Los Angeles 23, Calif.

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 Bronx, N. Y.

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 Musart Record Co.
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Alexander, Richard
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 New York 19, N. Y.

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 Allentown, Pa.

Alfred Record Manufacturing Co.
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 Los Angeles 38, Calif.

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 San Antonio, Tex.

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Alpine Record Co.
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Ambassador Music Co.
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 Toronto, Canada

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 Chicago, Ill.

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American Record Co.
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American Record Co.
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 New York 17, N. Y.

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 Cleveland 14, Ohio

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 New York, N. Y.

Ansa Records
 Amigo Music Publ. Co.
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 New York 19, N. Y.

Ansonia Records
 1485 Madison Ave.
 New York, N. Y.

Apex Records
 Apex Music Pub. Co.
 1416 Wood St.
 Philadelphia, Pa.

Apollo Records, Inc.
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 New York 19, N. Y.

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 New York, N. Y.

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 Chicago, Ill.

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Aitken Record Co.
 Atwood, Kansas

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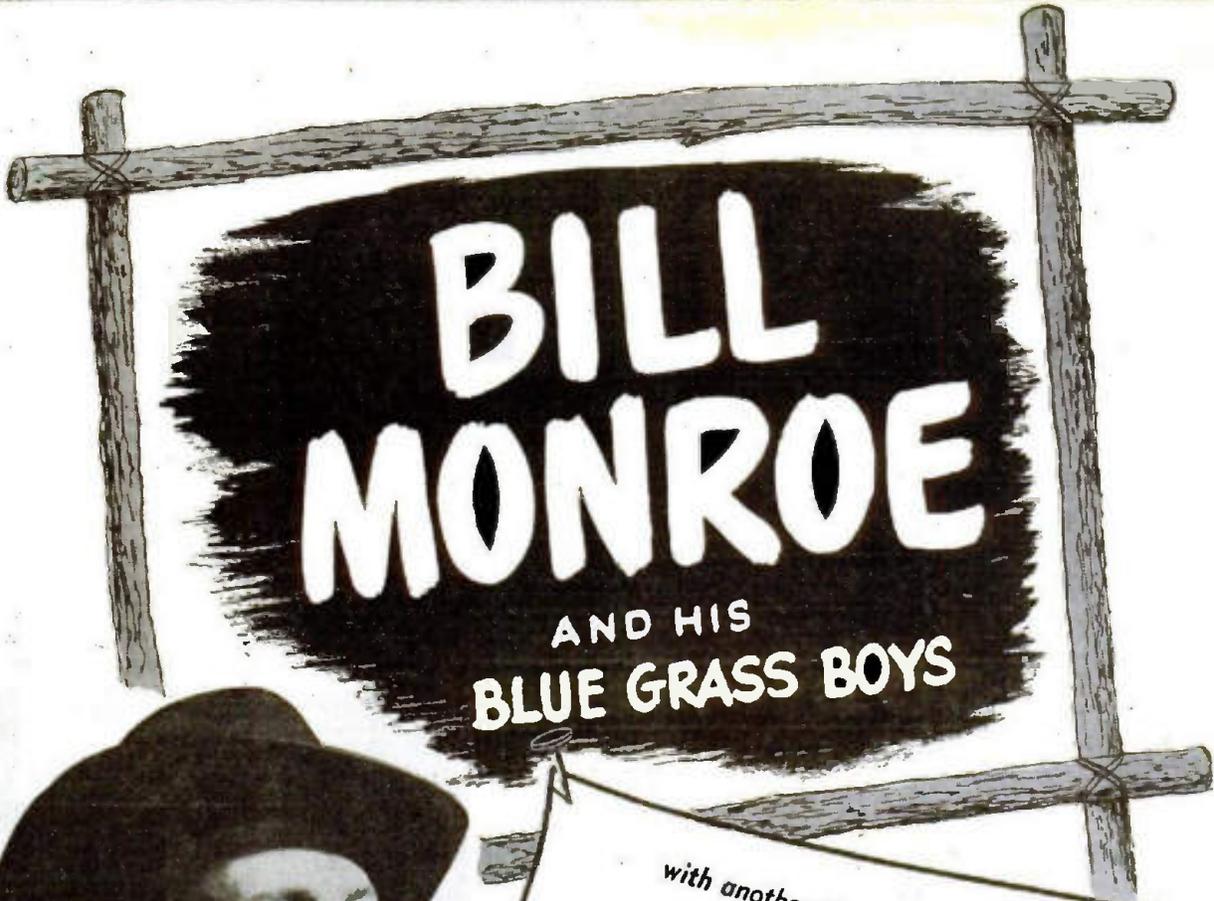
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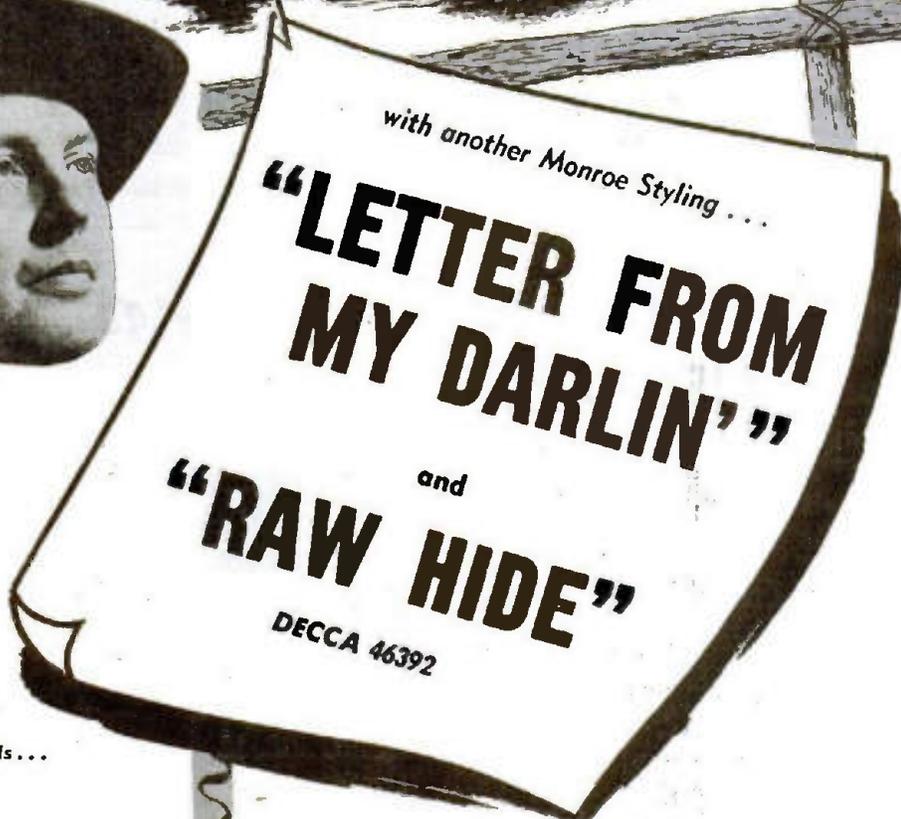


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- Dix Recording Co. P. O. Box 606 Pittsburgh 30, Pa.
- Dixie Records Associated Distrs., Inc. 213 1/2 Second St. Marietta, O.
- Dixiedisc Records Box 871 Jackson, Miss.
- Dixieland Records, Inc. 310 Cigali Bldg. New Orleans, La.
- Dome Records Country Music Co. of Chicago 20 East Jackson Blvd. Chicago, Ill.
- Domination Canadian Music Sales 1281 Bay St. Toronto 5, Ont. Canada
- Domino Records 2130 Seventh Ave. New York, N. Y.
- Doney, Henry E. 430 South Michigan Ave. Chicago, Ill.
- Doolton Records 8214 Central Ave. Los Angeles 2, Calif.
- Dorlan Records 105 Arrowhead San Bernardino, Calif.
- Dorset Recording Corp. 521 Fifth Ave. New York, N. Y.
- Dot Records Randy's Record Shop Glendale, Calif.
- Down Home Record Co. Box 85 Albany, Calif.
- Down Town Down Town Recording, Inc. 3254 San Pablo Ave. Oakland, Calif.
- Dubonnet Onyx Records 701 Seventh Ave. New York, N. Y.
- Dudley Records Box 170 Denver, Colo.
- Dunn Records Music Enterprises, Inc. 3430 College Ave. Indianapolis, Ind.
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- Dutch Hop Records care Kimbrell Music Co. 638-40 Ninth Ave. Greeley, Colo.
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- Eastly Records Sonorous Music Co., Inc. 1688 Broadway New York, N. Y.
- Ebony Records 417 East 47th St. Chicago, Ill.
- Ebony Music Distrib., Inc. 307 Lenox Ave. New York, N. Y.
- Eccles Recordings, Inc. 6235 Hollywood Blvd. Los Angeles 28, Calif.
- Echo Records 8010 West Sunset Blvd. Hollywood 37, Calif.
- Echo Records P. O. Box 1121 Pasadena, Calif.
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- Fanfane Records 1337 North Orange Dr. Los Angeles 28, Calif.
- Fantasy Records Circle Record Co. 554 Natoma St. San Francisco, Calif.
- Fantasy Records 489 Fifth Ave. New York 17, N. Y.
- Fay & Brown Recording Co. Box 126 Lucerne Valley, Calif.
- FBC Records 2291 Ave. B Rosenthal, Tex.
- Featherweight Records Box 1056 Palo Alto, Calif.
- Federal King Record Co. 1540 Brewster Ave. Cincinnati 7, O.
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- Festival Records 128 Mt. Vernon St. Boston, Mass.
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- Fidelity Records Care of Specialty Records Inc. 8208 Sunset Blvd. Hollywood 46, Calif.
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- FM Records Chas M. Redman Associates 48 S. Seventh St. Suite 733 Minneapolis, Minn.
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- Folk Dancer P. O. Box 201 Flushing L. I., N. Y.
- Folk-Star Records Goldband Record Co. 712 Front St. Lake Charles, La.
- Folk-Star Rich-R-Tone Record Co. 113 West Main St. Johnson City, Tenn.
- Folkways Records 117 West 46th St. New York, N. Y.
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- Fraswell Records 12 Fountain St. New Haven, Conn.
- Freedom Recording Co. 738 M & M Bldg. Houston 2, Tex.
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Quinn Recording Co.
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Gold Tone Record Co.
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Golden Records
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New York 21, N. Y.

Golden Records
1230 Sixth Ave.
New York 20, N. Y.

Gong Record Co.
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Good Time Jazz
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Los Angeles 38, Calif.

Gooding, Glad
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New York 19, N. Y.

Gospel Records
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Terre Haute, Ind.

Gotham Records
Ballen Record Co.
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Philadelphia 21, Pa.

Gothic Recording Corp.
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Grand Records
Standard Phonos Corp.
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New York 11, N. Y.

Graphic Educational Record Co.
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Grayson Record Co.
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Greco, Leo
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 1933 Oliver St.
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L'Echo Records Corp.
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 Minneapolis, Minn.
Lusk, Tillman L. & Co.
 71 West Washington St.
 Chicago 2, Ill.
Luxury Records
 RCA
 3625 Potomac Ave.
 Studio City, Calif.
Lynda Records
 4200 Huntley Ave.
 Los Angeles, Calif.
Lyric Record Co.
 464 West 51st St.
 New York 19, N. Y.
Lyric Empire Record Corp.
 2090 First Ave.
 New York 19, N. Y.

M
Manor Record Co.
 1020 Broad St.
 Seattle 2, Wash.
Maple Leaf Records
 Maple Leaf Records, Ltd.
 455 Craig St.
 W. Montreal, Canada
Marathon Record Co.
 P. O. Box 1099
 San Antonio, Tex.
Marathon Records
 439 Cavalier Ave.
 San Antonio, Tex.
Marco Products Co.
 Clifton Heights, Pa.
Maroco, Inc.
 Care P. L. Thomas & Co.
 122 West 30th St.
 New York 1, N. Y.
Margo Record Co.
 134 West 83rd St.
 New York, N. Y.
Marko
 1489 Rue De La Montagne
 Montreal, Canada
Martin, James A., Inc.
 2814 West North Ave.
 Chicago 47, Ill.
Marvel Record Co.
 852 Elm St.
 Manchester, N. H.
Masque
 286 West 64th St.
 New York, N. Y.
Master Music Co.
 589 Albany St.
 Huntington Park, Calif.
Masterstone
 203 Hubbell Bldg.
 Des Moines 9, Iowa
Masterstone Records
 8820 Sunset Blvd.
 Hollywood 27, Calif.
Math, Lou
 202 North Canon Drive
 Beverly Hills, Calif.
Maunay Records
 513 N. W. Nevada St.
 Portland, N. Mex.
Maylor Record & Recording Corp.
 1650 Broadway
 New York 19, N. Y.
Rupert, McLaughlin
 Rt. 3 Roundbe Rd.
 La Grange, Ga.
Mecca Recording Co.
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Mello Records
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Mello Records
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Mello-Roll Records
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Melford Records
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Melody Records
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Melody Trail Records
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Melotone Recording Studio
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Mercury Record Corp.
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Merit Records
 Regal Record Corp.
 Linden, N. J.
Merry Christmas Records
 1012 1/2 Palm Ave.
 Hollywood 46, Calif.
Mertone Recording Co.
 1005 North Sixth Ave.
 Pensacola, Fla.
Met Records
 3227 Kensington Ave.
 Philadelphia, Pa.
Metrix Records
 1 Lawton St.
 Manchester, New Hampshire
Metron Records
 Wells, Minnesota
Metropolitan Records
 1468 Whipple Walk
 Camden, N. J.
Metro Record Co.
 1697 Broadway
 New York, N. Y.
Metrotone Record Corp.
 712 Queen St.
 Brooklyn, N. Y.
Meyerson, Jack W.
 183 Colony Road
 New Haven, Conn.
MGM Records
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Micor Musical Services
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Middle-Tone Records
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Milton Enterprises, Inc.
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Miltons Records
 Day Disc Co.
 708 East 89th St.
 Los Angeles 11, Calif.
Milwaukee Sound Service
 3245 N. 24th St.
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Miracle Music
 P. O. Box 304
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Mirror Tone Records
 Murray Singer Records
 1674 Broadway
 New York 19, N. Y.
Mitchell, Les Productions, Inc.
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 Sunland, Calif.
Modern Records
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 Beverly Hills, Calif.
Mohawk Radio and Television Corp.
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 Schenectady, N. Y.
Mola Record Co.
 411 West 9th St.
 New York, N. Y.
Monarch Record Co.
 100 North Wood Ave.
 Linden, N. J.
Monarch Record Co.
 6122 Goodland Ave.
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Mondi Records
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 P. O. Box 303
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Mohr Records
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Moriland Record Co.
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Musart Record Co.
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Ocean City, Ill.

20th Century Records
Ballen Record Co.
1416 Wood St.
Philadelphia 21, Pa.

Town & Country Record Co.
180 Lucas Ave.
St. Louis 1, Mo.

Trans-Eco Records
1810 Park Ave.
New York 29, N. Y.

Trasonic Recordings
P. O. Box 444 Station H
Montreal P. Q., Canada

Trans-Radio Productions, Inc.
85 Baylston St.
Boston, Mass.

Treasure Chest
1888 Broadway
New York, N. Y.

Trell Records
2820 Baotic
Houston, Tex.

Trianon Publications
12005 12th St.
Cedar Rapids, Mich.

Trionon Record Co.
6090 Hollywood Blvd.
Hollywood 28, Calif.

Trihune Productions
40 East 49th St.
New York 17, N. Y.

Tri-Color
3422 Whittier Blvd.
Los Angeles 23, Calif.

Trident Records Corp.
270 East 10th St.
New York 3, N. Y.

Trier Records
420 North Hazel St.
Danville, Ill.

Trippel Records, Inc.
42 Miller Ave.
Maury, Ohio

Tri-State Record Distributors
652 Elm St.
Grandchester, N. H.

Tri-Tone Record Co.
125 West 45th St.
New York, N. Y.

Triumph Records
25 Spruce St.
New York 6, N. Y.

Tropical Records Corp.
181 West 14th St.
New York 11, N. Y.

Trophy Records
8532 Fenwick Bldg.
Detroit 26, Mich.

Tru-Blue Record Co.
1819 Broadway
New York 19, N. Y.

Tru Tone Records
201 Pennsylvania
Anderson, Ind.

Tulk, J. S.
251 Seaton St.
Toronto, Ontario, Canada

Tune Disk Records
1415 Locust St.
Philadelphia 2, Pa.

Trumpet Records
Diamond Record Co., Inc.
310 N. Fair St.
Jackson, Miss.

Turntable
P. O. Box 622 Hollywood
Station
Hollywood 28, Calif.

Trophy Record Co.
3082 Penobscot Bldg.
Detroit 26, Mich.

Tycoon Records
81 East 125th St.
New York 35, N. Y.

Typhoon Recording Co.
124 West 73rd St.
New York 23, N. Y.

Trope Records
19 Market St.
Newark 2, N. J.

Tuxedo Records
132 N. Main St.
New York, N. Y.

20th Century Records
Ballen Record Co.
1416 Wood St.
Philadelphia 21, Pa.

Twin Cities Utility & Publishing Co.
808 Andrus Bldg. 190 N. Dale
Minneapolis 2, Minn.

Unique Music Publishers, Inc.
P. O. Box 537
Toledo 1, O.

Uke Records
224 West 47th St.
New York, N. Y.

Union Records
148 West 54th St.
New York 19, N. Y.

Union Records
2128 North Hudson Ave.
Chicago, Ill.

Union Records
3128 North Hudson Ave.
Chicago, Ill.

United Artists Publishing Co.
1859 Cornelia St.
Saginaw, Mich.

United Broadcasting Co., Inc.
301 East 5th St.
Chicago 11, Ill.

United Broadcasting System
P. O. Box 1358, Grand Central
Sta.
New York, N. Y.

United Record Co.
5918 Prairie Ave.
Chicago, Ill.

United Records
8083 Cottage Grove, Suite 4
Chicago 18, Ill.

United Research Labs
1850 Broadway
New York, N. Y.

Universal-Fox Recording Co.
2919 West Seventh St.
Los Angeles, Calif.

United Sound System
1840 Second Blvd.
Detroit 2, Mich.

Universal Record Mfg. Corp.
168 West 25th St.
New York 11, N. Y.

Universal Recording Corp.
100 East Ohio St.
Chicago 11, Ill.

Universal Song Writers Agency
8532 Sunast Blvd.
Los Angeles, Calif.

Upton, Dean R. Co.
1138 Third National Bank
Bldg.
Nashville, Tenn.

Uplown Records
P. O. Box 867
Newark 1, N. J.

Urah Records
48 West 34th St.
New York, N. Y.

Urania Record, Inc.
867 Madison Ave.
New York 21, N. Y.

U S Recording Co.
121 Vermont Ave. N. W.
Washington, D. C.

US Records
United Research Labs
1850 Broadway
New York 19, N. Y.

V

Valentino, Thomas J., Inc.
150 West 48th St.
New York, N. Y.

Valley Records
915 North Market Ave.
Los Angeles 36, Calif.

Vancouver Recording Co., Ltd.
2002 Renfrew St.
Vancouver, B. C.

Vanguard Recording Society, Inc.
709 Broadway
New York, N. Y.

Vanity Records
8 Smith St.
Paterson, N. J.

Van Wormer, Lawrence A.
144 South Flower St.
Los Angeles 16, Calif.

Varack Record Corp.
204 West 103rd St.
New York, N. Y.

Vargo, Inc.
1011 East Main St.
Owosso, Mich.

Variety Record Co.
255 East 21st St.
New York 10, N. Y.

Variety
47 W. 63d St.
New York, N. Y.

Vega Record Co.
146 West 37th St.
Los Angeles 7, Calif.

Vella Records
1134 Ridgeland Ave.
Worth, Ill.

Velvet Recording Co.
1142 North Detroit St.
Los Angeles 46, Calif.

Ventura Records
604 East Santa Clara St.
San Jose, Calif.

Vendeglo Record Co.
921 Hancock Ave.
Bridgeport 5, Conn.

Venus Record Co.
150 York St.
New York 19, N. Y.

Veritone Records
P. O. Box 267, 375 Bridge St.
Flushing, L. I., N. Y.

Verna Recording Corp.
1724 Madison Ave.
New York 29, N. Y.

Vernon Music Publishers
Danbury, Conn.

Vernon Records
1887 Broadway
New York 19, N. Y.

Vict's Record Corp.
Vic's Courts
Salmon, Idaho

Victoria Records
Palda Record Co.
8406 Lyons Ave.
Philadelphia, Pa.

Victoria Recording Co.
1520 Acacia St.
Philadelphia, Pa.

Victory Records
P. O. Box 684
Beverly Hills, Calif.

Viennese Records
Empire Record Co.
2060 First Ave.
New York 29, N. Y.

Viking Record Co.
320 Manhattan Ave.
New York, N. Y.

Vilim, R. J.
320 F Ave.
Colorado, Calif.

Villa Record Corp.
2488 Grand Concourse,
Room 317
Bronx 38, N. Y.

Vinano Records
M & M Rins, Supply
4631 Woodward
Detroit 1, Mich.

Vincent and Clarence Record & Transcription Service
1649 Broadway, Room 905
New York 19, N. Y.

Virgo Record Co.
432 South New Hampshire
Hollywood, Calif.

Vita Records
33 West Union St.
Pasadena 1, Calif.

Vita-Tone Record Co.
1211 South Washington Ave.
Chicago 29, Ill.

Vocalari Records
Box 864
Hollywood, Calif.

Vocalion Records
Decca Records, Inc.
50 West 87th St.
New York 19, N. Y.

R. Voco, Inc.
1874 Broadway
New York 27, N. Y.

Vod-VII Records
494 Columbia St.
Reading, Pa.

Vod-VII Records
Orinus Music Publishers
Shubert Theatre Bldg.
Philadelphia, Pa.

Vonna Records
12129 Hartook
North Hollywood, Calif.

Vot Productions, Inc.
216 West 35th St.
New York 19, N. Y.

W

Walkiki Recording Co.
2360 Lillith St.
Honolulu, Hawaii

Walc Music Publishing Co.
144 North College Ave.
Fort Collins, Colo.

Walden Records
342 Broadway Ave.
New York, N. Y.

Waldorf Records
Bell Song Publishing Co.
8139 Da Longpre Ave.
Hollywood 28, Calif.

Wallis Records
Wallis Original Record Co.
100 North Wood Ave.
Linden, N. J.

Wardione Records
2535 Harding
Detroit 14, Mich.

Ware House of Music, Inc.
4742 California Ave.
Seattle 8, Wash.

Warren, Ernie
507 7th Ave.
New York, N. Y.

Warson, Chas. G.
4304 South Central Road
Flint, Mich.

Wax Records, Inc.
304 West 26th
New York 18, N. Y.

Way Margia Music Studios
5629 North Broadway
Chicago, Ill.

WCFM Radio Station
1120 Connecticut Ave. N.W.
Washington 6, D. C.

Webster Records
1508 1/2 North Wilcox Ave.
Hollywood, Calif.

West Craft Records
Larchmont Radio Salon
139 North Larchmont
Los Angeles 4, Calif.

Western Jubilee Records
708 E. Garfield
Phoenix, Ariz.

Western Printing & Lithographing
1220 Mound Ave.
Rice, Wis.

Western Radio Features
Palmer Hotel
San Francisco 6, Calif.

Western Ranger
3352 W. 25th Terrace
Miami, Fla.

Westminster Recording Co.
233 West 42d St.
New York, N. Y.

Whalen, Rod
6223 Anthony
New York, N. Y.

Whalley, Jean C.
1083 North Woodward
Birmingham, Mich.

Whimsy, Ltd.
5118 Colina Ave.
Los Angeles 28, Calif.

Whirlaway
Les Schreiber
1850 71st St.
Brooklyn, N. Y.

White Church
White Church Recording Co.
342 North La Brea
Los Angeles 39, Calif.

White Eagle Records
Continental Record Co., Inc.
263 West 54th St.
New York 19, N. Y.

White Owl Records
Cecile Schnaur Publications
P. O. Box 567
Greenfield, Mass.

White Swan
Cecile Schnaur Publications
P. O. Box 967
Greenfield, Mass.

Willita Records
1585 Broadway Suite 308
New York 19, N. Y.

Willow Recording Co.
2301 Third St. North
Minneapolis 11, Minn.

Winchester
Sound-Chicago
8919 South Winchester Ave.
Chicago 20, Ill.

The Windsor Company
Attn: Deo Alumbaugh
2808 Baldwin Ave.
Arcadia, Calif.

Wolfe, John & Co.
145 New Montgomery St.
San Francisco, Calif.

Wonder Record Co.
1810 South Rampart St.
New Orleans, La.

Wood Lane Records Co.
148 West 48th St.
New York, N. Y.

WOR Program Service, Inc.
1440 Broadway
New York, N. Y.

World Records
315 Warner Bldg.
Nashville, Tenn.

Wright
68 Elm St.
Meriden, Conn.

Wrightman
Neal Wrightman, Publisher
6811 Hollywood Blvd.
Hollywood 28, Calif.

Y

Yancar, Rudy
368 Harvard Ave.
Hillsdale, N. J.

Young, Guy
248 Court St.
Rochester, N. Y.

Young People's Records
820 Broadway
New York, N. Y.

Your Record Co.
910 Alberta St.
Detroit 20, Mich.

Z

Zack, Eddie
345 Posters Ave.
Providence 3, R. I.

Zanca, Leonard G.
1281 Taber Court
Brooklyn, N. Y.

Zee, Gee
100 West 42d St.
New York, N. Y.

Zenith Recording Co.
1674 Broadway, Rm. 608
New York, N. Y.

Zodiac Records
414 East 52d St.
New York 22, N. Y.

Zion Records
381 Records, Inc.
P. O. Box 55
Brooklyn 8, N. Y.

Zip Records
328 Hawley St.
Rochester 11, N. Y.

Zora Record Co.
1600 East Outer Drive
Detroit 12, Mich.

Zuckerberg, Israel H.
3029 Brighton 12th St.
Brooklyn 24, N. Y.

FOLK TALENT AND TUNES

Continued from page 101

tion. He will book top names when available and is enlarging the ranchose restaurant to seat 300. . . . Sally Holmes and wife, Meliss (King), have moved to WLW, Cincinnati, from WNOZ, Knoxville, according to Murray Nash of Acuff-Rose. . . . Chuck Seitz, manager of Joe (Cannonball) Lewis (MGM) is considering radio work for the new singer, following a night club tour. . . . Bob Willis has sold his club in Dallas, because of heavy personal appearance commitments. MGM has signed Jimmy Allen, Nashville singer. . . . Don Ridgway and his Country Cousins have signed with Rich-R-Tone label. Group is working at KNGS, Hanford 1, Calif., with Smilla's Sammy Malterzo. . . . Al Rogers (MGM), who is doing live and d.j. work at KGNC, Amarillo, Tex., became father of a daughter, Joanne, February 10.

Disk Jockey Doings:

Doug Smith has moved to WTAH, Norfolk. . . . Lem Hawkins has completed his third year of h.b. spinning at KFGO, Fargo, N. D. . . . Bob Williams is doing live and d.j. shows at WBBB, Burlington, N. C. . . . WIEL, Elizabeth, Ky., has two new d.j.'s Tom Baldwin and Cousin Walt. . . . Lonzo Squire and Happy Holmes are splitting up the catline waxings at WAYS, Charlotte,

N. C. . . . Sonny Cook doubles as music librarian and d.j. at WGAA, Cedartown, Ga. . . . Rusty Gabbard (MGM) is doing a daily d.j. show at WFDL, Beaumont, Tex. . . . Youngest d.j. yet to report is Johnny Western, 17-year old who has been handling the emcee chores on rustic shows at KOHL, Northfield, Minn., for the past two years. . . . Wally Williams, last at KNOB-FM, Long Beach, Calif., is now working at KCKY, Coolidge, Ariz. . . . Cousin George Gross, veteran Michigan d.j., last at WEXL, Pontiac, has moved to WSDC, Marine City, Detroit suburb. . . . Tom Perryman, KSII, Gladewater, Tex., has started a one-hour morning sacred show. . . . Cliff Rodgers, WHKK, Akron, has undertaken a campaign via his many airshots to harpoon the "song sharks." Rodgers explains the difficulties of getting songs published legitimately via his airings and sends to amateur songwriters, who write in, copies of BMI's "Song Facts for Song Writers." He asks that other d.j.'s contact him and do likewise for he's found that many country music fans are being bilked by illegitimate song publishers. . . . Jimmy Morgan has replaced Glen Hixson at WJAG, Norfolk, Neb. Morgan is emceeding a weekly Tom Baldwin and Cousin Walt show and amateur talent from local theaters. He uses winners on his live shows. . . . John Uley,

WFMV, Greensboro, N. C., would like tapes and acetates with mail pitches or birthday greetings from artists. . . . Dick Stuart, KWEM, West Memphis, Ark., reports that Bob Price, new h.b. artists with Chess records, may join the station staff soon.

Ray Anderson, d.j. at WHTN, Huntington, Va., has put out his first release on Mountaineer label, coupling "The Lord's Prayer" and "The 23rd Psalm" by the Belledettes. . . . Jimmie Osborne has moved into a new home in Louisville, according to Carl Shook, WKYV, there. Osborne is at WKLO, Louisville. . . . Curly Smith, WGAY, Silver Springs, Md., needs instrumental tracks, especially fiddle tunes. . . . Charlie Walker, KMAC, San Antonio, staged a big h.b. all-star show for "The March of Dimes" at the Municipal Auditorium to 4,000 attendees. Webb Pierce, T Texas Tyler and Leon Payne, plus many local bands, participated. Walker just inked with Imperial, Lou Chudd's label. . . . Cousin Ed Peebles, WSFT, Thomaston, Ga., needs h.b. and Western releases. . . . Dal Stallard, KCMO, Kansas City, Mo., emceed the WSM date at the auditorium recently, where Kathy Copas did her first p.a. outside of Nashville with her dad. . . . Dick Stuart, KWEM, West Memphis, Ark., is daddy of a daughter, Alice Virginia, born recently. . . . Cherokee Jack Henley, KMO, Tacoma, Wash., is the author of the latest Carl Smith show on Columbia, "Don't Just Stand There." . . . Dave Walshak, KCTI, Gonzalez, Tex., would like releases from smaller diskeries.

VOX JOX

Continued from page 92

when you think of what it could do to Fred Wolf, WKYZ, Detroit. For instance, Buddy Deane, WITH, Baltimore, is running for president this year and is passing out "B. D. for Pres." buttons, ala Howdy Doody. Deane says he "will be prey of anything I'm elected to do." "Something in Vox Jox awhile back gave me an idea," writes Chas. Harris, WJHP, Jacksonville, Fla. "I set up a separate file of 30 disks, tagged, 'Hot 30.' File contains 30 hottest numbers in the library at the moment with day-to-day changes when needed. As they cool off, platters are given regular file numbers. Needless to say The Billboard listings are a considerable help."

Preams

Ed Bell has replaced Claude Taylor at WIVY, Jacksonville, Fla. . . . Frank White, KMYR, Denver, has launched a new, 45-minute, piano-record show, across-the-board program, "Eighteen-year-old Mary Lu Mamoser, record librarian at KOCY, Oklahoma City, has been upped to spinner status and is the station's first fem deejay. Gal shares emceerole on her daily afternoon show, "Music Room" with 17-year-old George Wiley, young-st deejay in Oklahoma City.

Jim Palmer, KSIM, Sikeston, Mo., was named program director of the station. He also has a new disk program, "Top Six in Sikeston," which he airs in co-operation with the Music Box, a local record shop. . . . Jack Thayer, WLOL, Minneapolis, has launched a new series of afternoon shows. . . . Joe Belair has joined WANN, Annapolis, Md., as emcee of "Hot Spot." . . . Bill Enot has moved from K-F-Y, Bakerfield, Calif., to KBBS, same city. . . . Pete Lombardy, ex-KOCS, Ontario, Calif., has joined KPMO, Pomona, Calif. . . . Arnold Benum, KITO, San Bernardino, Calif., was upped from program director to sales head. . . . Chuck Bennett, KCSB, San Bernardino, Calif., has been appointed manager, but will retain his deejay show. . . . Jim O'Leary, formerly with KFXM, San Bernardino, Calif., is the new all-night deejay at KIQ, San Diego, Calif. . . . George Phillips, WSVS, Crewe, Va., was appointed program director. . . . Doug Layton and Myron Craddock, WMLS, Sylvauga, Ala., play The Billboard's top tunes each week on her daily afternoon show, "Music Room" with 17-year-old George Wiley, young-st deejay in Oklahoma City.

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MUSIC MACHINES

Star Title Growing; 1,000 Ops Use Strips

Continued from page 17

and even pictures, was proven by actual sales reports from a number of independent labels which were able to push their sides into national prominence, with smaller budgets and lesser name values previously offset by the one strong method of promotion used—title strips in juke boxes.

As songs begin to move into

Name Poole Co. New England Wurlitzer Rep

Firm to Take Over Territory Formerly Handled by Redd

NORTH TONAWANDA, N. Y., March 8.—Rudolph Wurlitzer Company announced this week that the Harry Poole Distributing Company of Boston had been appointed as its distributor in the mid-New England area.

Ed Wurlitzer, general sales manager of the Wurlitzer photograph division, said the Poole company will take over a large portion of the territory formerly represented by the Redd Distributing Company, Allston, Mass. Redd, owned by W. S. (Si) Redd, recently was named as AMI's distributor in five New England States (The Billboard, February 23).

Poole's territory will include Maine, New Hampshire, Rhode Island, Massachusetts (with the exception of Berkshire County) and Vermont (with the exception of Bennington County). Its office and service facilities are located at 1022 Commonwealth Avenue, Boston.

CM Background

Harry Poole, president of the new Wurlitzer distributorship, has a background of 12 years in the coin machine industry. After varied journalistic experiences, he became active again in the amusement industry following World War II. In 1947 he was elected president of the Beacon Coin Machine Corporation, Boston. The firm moved to its present address on Commonwealth Avenue in 1949.

Guy P. DiGiovanni, Poole's sales manager, entered the music business after World War II, joining the Atlas Distributors in Boston. A resident of Belmont, Mass., DiGiovanni was general manager of the Atlas organization until his appointment by the Poole company.

The firm's showroom and service facilities will be complemented by route sales and service representatives who will contact operators in the firm's territory.

Elect Roling PMA President

CHICAGO, March 8.—Rueben Roling, president of the Rudolph Wurlitzer Company, was elected president of the Phonograph Manufacturers' Association at the organization's annual meeting here Friday (7). He succeeds David Rockola, president of the Rock-Ola Manufacturing Corporation.

Rockola, John Haddock, president of AMI, Inc., and Marshall Seeburg, president of the J. P. Seeburg Corporation, were elected vice-presidents. C. T. McKelvey, vice-president of Seeburg, and Morris Bristol, general counsel for Wurlitzer, were elected treasurer and assistant treasurer, respectively.

Roling, Haddock, Rockola and Seeburg also were named to the association's board of directors.

prominence, the use of the strips jumps. Frankie Laine's "Mule Train," as an example, was used in more than 250,000 juke boxes with special strips, as was Patii Page's "Tennessee Waltz."

Operators using the strips break down geographically as follows: 95 per cent, East, North Central and Midwest; 4 per cent, West, and 1 per cent South. Over-all, about 90 per cent of the strips are devoted to pop tunes, while the remainder is divided among rhythm and blues, Western and country music, much of the latter produced by indie labels.

Promotional value of the strips to the diskeries and juke box operators is not confined to the United States. Routes in Alaska, Oahu, Guam and an operator in Nigeria are all serviced by Star Distributors in Switzerland, Germany and Japan are dickering with the firm to cover their respective countries.

Domestically, it is estimated that 35 per cent of the juke box accessory equipment now in use the strip services. Star execs report that sales during January and February of this year have been the largest in their history and should substantially add to the 35 per cent figure before the year is out.

METAL HARDSHIP DEADLINE SET

WASHINGTON, March 8.—National Production Authority announced this week that hardship applications for supplemental second-quarter allotments of copper and aluminum must be received by NPA's field offices or its industry divisions in Washington before Thursday (13). NPA on March 13 will tabulate all supplementary applications on hand to speed issuance of supplemental allotments to relieve the most urgent cases of hardship and unemployment.

Set Seeburg W. Va. School

COLUMBUS, O., March 8.—Shaffer Music Company here will conduct a service school on Seeburg equipment at the West Virginia Hotel, Bluefield, W. Va., Tuesday (11).

The instruction session will be held in the evening and is one of a series the company has held recently. The other service schools were staged in Columbus, Dayton and Cincinnati, O.; Indianapolis, Fort Wayne and South Bend, Ind.; and in Charleston, Parkersburg and Wheeling, W. Va.

Ed Shaffer, head of Seeburg distributing firm, said the schools have attracted a high attendance of operators and servicemen.

No Decision Made On MOA Confab, Election-Meet Dates

Miller Polls Exec Board Members On Questions of Meeting, Exhibit

OAKLAND, Calif., March 8.—George A. Miller, president of the Music Operators' of America, said this week that no decision had been made on a date for the organization's annual business and election meeting, nor had a definite decision been reached regarding a convention.

A meeting tentatively was scheduled for May 6-7 following the conclusion of the Bryson Bill hearings in Washington (The Billboard, February 23) but the situation now has become clouded by apparently increasing agitation for a MOA convention-exhibition.

Miller said he had sent all MOA executive board members a questionnaire asking them five questions as to their ideas on, if and when an election meeting could be held, if and when a convention-exhibit should be held, and if an election meeting and any convention should be held at the same time.

Further complicating the picture was the question of whether any election meeting and conven-

tion should be held in proximity to the National Automatic Merchandising Association's convention which is set for September 14-17 in Chicago's Palmer House.

Any possibility that the MOA might hold a meeting or convention in the Palmer House at the same time was obviated when the hotel informed Miller that there were no openings at that time. As things stand now, Miller said, anything definite on either an election meeting or convention must wait on the return of the questionnaires from the executive board members. However, Miller did say that a convention would help raise much needed money to operate MOA and would enhance the national solidarity already obtained by juke box operators in their efforts to defeat the Bryson bill.

Because of MOA's limited finances, most of which were expended in the Bryson Bill struggle and which were completely detailed to the House judiciary subcommittee, Miller emphasized that some means must be found to get additional revenue to carry on the daily operations of the organization's office.

Poll Reveals Spirited Battle For Juke Box Disk Business

Continued from page 1

on Questions One, Two and Three, which deal with service aspects. Decca wins on all-round service, scoring 440 points, with Capitol, Victor and Columbia following with 448, 431 and 383 points respectively. Cap. it is to be noted, is only one point behind the winner, and only 86 points separate the spread between first and fourth.

Tabulations on Question Two, dealing with rapid service to operators, highlight a similar situation, a relatively small point spread, 77, separates the first four diskeries. Capitol topped all with 391, Decca followed with 368, and Victor and Columbia scored 321 and 314 respectively.

On Question Three, which has

reference to which companies send the most helpful salesmen, a difference of only 62 points separates the first four diskeries. Capitol scored first with 251, Decca followed with 250 (again note the one point difference), and Columbia and Victor tallied 228 and 189 respectively.

Hyping the contest considerably is the resurgence of Columbia Records as a top-notch factor in the market. In last year's survey, Columbia was in fifth place, trailing Mercury, in all-round service. The diskery's score that year was only 144, as compared with Decca's 486, Victor's 435 and Capitol's 339. In the matter of fast

delivery, Columbia last year also trailed Mercury, and scored a sorry 108. Decca, Cap and Victor scored 368, 339 and 317 respectively. In last year's Question Three (most helpful salesmen), Columbia scored only 96 points as against 209 for Decca, 187 for Mercury, 171 for Capitol and 151 for Victor.

Another Question, Five, polling the ops as to which diskery turns out the best record from the standpoint of wear and reproduction, again points up Columbia's resurgence. This year Columbia scored second to Victor's first. Last year, Columbia had slipped

(Continued on page 129)

2d Round in CAPAC Jukes Royalty Fight

Continued from page 16

Only nominal damages were sought and an injunction was granted by the court to CAPAC restraining the defendants from using or playing the music specifically referred to in the action. Included among the songs were "Moon Glow," "Sophisticated Lady," "April Showers," "Old Man River," "Who?" and "Make Believe."

In the trial it was shown that ABC furnished musical programs for a monthly fee to some 190 subscribers in Toronto, including cocktail bars, restaurants and other similar establishments. Programs were supplied from a central control room.

It had been found by the trial judge that "the sum total of all the equipment constituted one single gramophone." The appeal court disagreed.

In the written judgment handed down by the appeal court, it was said that legislation covering copyrights was not meant for those merely owning gramophones, but was aimed "at those who might use the records for public performance of musical works contained in the records."

"Subscribers have no physical control over the records and have no say in their selection," the judgment stated.

General Music, Advance Named Evans Distribbs

CHICAGO, March 8.—H. C. Evans Company announced this week the appointment of the General Music Sales Corporation, Baltimore, and the Advance Automatic Sales Company, San Francisco, as sales representatives of the Evans line.

Shipments of the new Evans 40-selection 45 and 78 r.p.m. Jubilee model juke boxes, which started last week, are now under way to these distributors and will be on display soon.

Les Reiek, manager of Evans music division, said General Music's territory will include Delaware, Maryland, District of Columbia, Virginia, Northeastern West Virginia and Southern Pennsylvania. Advance Automatic has been assigned all of California.

General Music is located at Biddle and Howard streets, Baltimore, and has one of the most complete distributor headquarters in the

East. The firm's officers are Irvin Blumenfeld, president; George Goldman, secretary, and Harry Hoffman, treasurer.

Goldman and Hoffman organized the firm in 1925 and Blumenfeld joined the company in 1940 after eight successful years as an operator in Baltimore. The company moved into its present building in February, 1947.

Lou Wolcher, who has spent more than 20 years in the coin machine industry, is president of the Advance company. The firm's headquarters are at 1350 Howard Street, San Francisco.

Cleveland Ops In Board Meet

CLEVELAND, March 8.—The bi-weekly executive board luncheon meeting of the Phonograph Merchants' Association was held Tuesday (4) in the Hollenden Hotel here.

Guest of honor was Florian Zisch, vocalist of "Hot Canary" fame, along with Jerry Southern, whose latest recording is "Something I Dreamed of Last Night." Both currently have been appearing here.

Besides members of the association, other guests included Bill Glaseman and Bill Green, of Decca Records, and Nancy Reed, a young songwriter whose latest, "The Finest Little Tree," has been pressed by Decca with Evelyn Knight as vocalist and Eddie O'Neal's orchestra.

The meeting was co-sponsored by Guy McComis, Decca regional sales manager.

Ristorauct Ups February Biz

APPLETON, Wis., March 8.—Joe Cohen, general manager of Ristorauct, Inc., said this week that despite indications pointing to a slowdown in February, the firm's business increased, particularly in the domestic field.

He said the firm, manufacturer of a counter model 45 r.p.m. juke box, had been working overtime for the past two months because of back orders and that he expected the company to have its biggest month during March. Regarding Ristorauct's export business, Cohen stated that more and more overseas operators were filing "repeat" orders.

He also announced that the company expected to start production in 30 days on a combination radio-phonograph, featuring Ristorauct's juke box record restacker, for home use.

2d Quarter Metal Hikes Set for Jukes

WASHINGTON, March 8.—National Production Authority this week announced the poundage of materials in second quarter 1952 allocations to manufacturers of coin-operated phonographs. Poundage allocations illustrates the hike in copper and a drop in aluminum to be made available to the industry (The Billboard, February 23). Second quarter allocations compared to first quarter allocations follow:

Quarter	1st Quarter	2d Quarter
Carbon Steel (tons)	18,119	18,119
Alloy Steel (tons)	1,215	1,215
Copper Wire (pounds)	17,250	20,236
Copper Foil (pounds)	1,932	1,932
Aluminum (pounds)	107,411	107,411

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:

DECCA STYLES TUNE FOUR WAYS. Diskery issues "Honest" with four artists on four records (Music Department).

ROUND 2 IN CAPAC JUKE ROYALTY FIGHT. Appeal may go to England for final settlement (Music Department).

WASHINGTON ONCE-OVER. Weekly survey of latest on Capitol Hill spotlights juke issue's possible fate (General Department).

BATTLE FOR JUKE BOX DISK BUSINESS. Major recorders seek to strengthen positions with operators (General Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Chi Tavern-Trade Slump Hits Jukes

Statistics Show Steady Drop in Taverns; Cite High License Fees, Taxes, Costs

CHICAGO, March 8.—A definite slump in tavern trade, the backbone location-wise of the average music route here, has hit Chicago juke box operators.

Statistics on the number of retail liquor licenses issued by the city collector's office show a consistent downward trend since the peak reached in 1949 during the lush postwar years.

Key operators, who estimate that 70 to 80 per cent of their locations are taverns or establishments selling liquor, said the slump now has reached such proportions they probably would be losing money if it were not for dime play.

A spokesman for the local Retail Liquor Dealers Protective Association said present conditions were part of a nationwide pattern.

Henry Bugielski, secretary of the association, said the "obvious reason" for the decline was too many taverns per population and that the drop had to come sooner or later. He pointed out that currently there is one tavern for every 360 to 370 persons in Chicago.

Added to this, he said, were the greatly increased license fees, higher taxes, increased insurance rates and higher cost of living, curbing public spending. All told, he said, taverns were the highest licensed businesses in the country and that the situation "rapidly is becoming impossible."

As specific examples, Bugielski said, 80 per cent of all license fees collected by the city were paid by tavern owners who also have to pay a sales tax on their gross receipts which they cannot pass on to customers. Then he listed numerous types of insurance, ranging from dram shop to liability and plate glass insurance on all of which rates have increased. Other expenses include State and federal license fees.

Between fees, taxes and regulations, Bugielski said tavern owners no longer find any incentive to remain in business and the result has been a definite drop in the number of taverns.

Figures at the city collector's office show that in the boom period after World War II, the number of places licensed to sell liquor rose from 8,700 in 1945 to 10,211 in 1949—a jump of 1,511. From that peak, the number of licensed places declined by this year to 9,691—a drop of 520. During this same period license fees jumped from \$440 to \$465 for each six-month period.

Operators throught the city reported that most of their tavern location owners say business is

"terrible." Ray Cunliffe, head of the Brown Music Company, said that in some instances juke boxes in taverns are doing better business, percentage-wise, than the tavern itself.

Coupled with these factors, other operators said, were the generally unsteady economic conditions.

House Group Weighs Juke-Use Disk Label

Continued from page 16

hearings on the Bryson-Kefauver bill, and opposition was registered by witnesses appearing against the Bryson-Kefauver measure.

The sub-committee's avoidance of a vote on the present version of the Bryson-Kefauver bill is considered a significantly favorable break for foes of the measure, particularly since Chairman Emanuel Celler (D., N.Y.), of the House Judiciary Committee has made an appearance at the closed-door de-

liberations and registered a strong plea for sub-committee approval. Ordinarily the committee chairman does not attend sessions of the House Judiciary Sub-committee on Copyrights, Patents and Trade Marks. Celler testified for the bill at the public hearings in February. The sub-committee met in executive session Thursday and Friday (6, 7) before agreeing to schedule next week's hearing for disk-makers.

Disks Invited

Among disk-makers invited to testify at the upcoming hearing are: Decca Records; Columbia Records; RCA-Victor Records; MGM Records; Capitol Records; and Mercury. The five largest disk-makers have already gone on record as opposed to the Bryson-Kefauver bill and have indicated their opposition to a hike in the current statutory royalty rate.

The question as to whether the current royalty fee on pressings should be raised has cropped up time and again in deliberations on the present bill, and so the latest look-see into that is not a new development. The question of applying a higher statutory levy on special-label juke-box-use disks has a fresher aspect, but several of the sub-committee members have already indicated their skepticism as to this approach because of the cumbersome administrative and mechanical operations it would entail.

The Bryson sub-committee, it was indicated, is particularly impressed by the controversial nature of the entire copyright royalties issue. Within the recollection of present sub-committee members, no other issue has produced so many communications, including mail, telegrams and phone calls. Also the hearing transcript itself is developing into gargantuan proportions.

The sub-committee is showing urgency to complete the hearing

DANE TRIES FLING AT PLASTIC FILMS

CHICAGO, March 8.—The World's Fair, England's Amusement trade publication, reported recently that a man in Copenhagen had invented a new process for making plastic films for use in coin-operated machines.

The films cover a variety of subjects, including music, and are understood to run for about three minutes. Prior to World War II, the Mills Novelty Company here produced a musical backed panorama film machine which was used extensively in hotel and restaurant locations.

Chairman Bryson has declared, however, that the sub-committee will give "full and deep consideration" to the issue before reaching a conclusion. There is strong belief in some circles that because of the vexing problem and because the current congressional term is overshadowed by the coming elections, the issue is doomed to be shelved for the session. This, of course, would mean that new legislation would be needed to re-introduce the issue at the next Congress.

Wurlitzer Changes Juke Color Scheme

NORTH TONAWANDA, N. Y., March 8.—Rudolph Wurlitzer Company, which recently announced that production will be maintained on its 1400 and 1450 model juke boxes, disclosed this week that these models have been redesigned color-wise.

Ed Wurgler, general sales manager of the Wurlitzer phonograph division, said shipments of the restyled machines have been supplied the firm's distributors and are now on display.

The color changes include a restyled background for the record changer compartment, new color cylinders in the corner pilasters and a different grill covering. The redesigning has been accomplished without new tools or dies, the company said, and involves no changes in physical design.

The restyled record compartment background now consists of a moonlit water scene, framed by silhouetted palms, which has been imprinted on an embossed, silvered panel. An orange moon and its reflection on the water has been applied with a reflecting effect which gives an iridescent color in the compartment's fluorescent lighting. Two blue fluorescent tubes have been added as standard equipment.

The new corner pilaster cylinders feature pastel shades of blue, red and turquoise and reflect on a metal grille covering which has a checkerboard effect in one-half inch squares.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Index as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, 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 March 5	Issue of March 1	Issue of Feb. 23	Issue of Feb. 16
AIRION				
Comet 400	\$74.50	79.00	579.00	179.00
Comet 500	129.00	129.00	129.00	129.00
Driver '46	49.00	49.00	49.00	49.00
Super Deluxe				49.50
AMI				
Hideaway Model A	295.00	295.00	295.00	295.00
Model B			445.00	445.00
Model C	475.00	499.00	499.00	499.00
Singing Tom			545.00	545.00
CHICAGO COIN				
Hill Parade 45	165.00	165.00	165.00	125.00
MILLS				
Constellation	39.00	39.00	39.00	39.00
Thruway				49.50
PACKARD				
Manhattan 76	89.00	119.00	89.00	149.00
Pia-Mor 66-7			99.00	99.00
ROCK-OLA				
Commander	39.00	39.00	39.00	39.00
Hi-Way	49.50			49.50
Magic Glow				79.50
Flametail		69.00	69.00	69.00
Pioneer	495.00	495.00	545.00	69.50
Records 50-51				69.50
Standard	99.00(2)	99.50	85.00(2)	99.00(2)
1422	145.00	145.00	150.00	150.00
1424		159.00(2)	159.00(2)	159.00(2)
1425				119.50(2)
1428				295.00
1432-1951 Model				595.00
SEEBURG				
Classic	49.00	49.00	49.00	29.50
Colonial	49.00	49.00	49.00	49.00
Emmy	59.00	59.00	59.00	39.50
Gen	49.00	49.00	49.00	29.50
H-146 H Hideaway	159.00	179.00	159.00	159.00
H-147-B Hideaway			179.00	179.00
H-148 H Hideaway	219.00	249.00	219.00	229.50
H-246 H Hideaway	179.00	219.00	179.00	219.00
Highnote	59.00	59.00	59.00	29.50
La Tone				79.50
M-100-A 78-RPM	750.00(2)		775.00	750.00
Major	49.00	49.00	49.00	49.00
Major	39.50			39.50
Orbit	49.00	49.00	49.00	39.50
Orbit	49.00	49.00	49.00	39.50
Orbit	125.00			125.00
46			129.50	129.50
46 Hideaway	99.50	139.00	139.00	139.00
46				179.50
146 S	139.00	110.00	135.00	139.00
146 S				139.00
147	139.50			139.50
147 M	189.00	189.00	200.00	189.00
147 S	149.00	159.00	149.00	150.00
148-M Blonde	275.00(2)		275.00	275.00
148-M	289.00		289.00(2)	289.00(2)
148 SL	289.00		289.00	289.00
1941 RC Special	49.50	59.00	59.00	59.00
1947M			150.00	139.50
1949 100 Record			750.00	750.00
WILLIAMS				
Mask Mite	99.50(2)		99.50	
WURLITZER				
CM-41				29.50
CM-41				29.50
CM-73				29.50
500	49.00	49.00	49.00	45.00
500H				59.50
600K	49.00	49.00	49.00	49.00
600R	49.00	49.00	49.00	49.00
615				39.50
700				89.50
750	89.00	89.00	89.00	89.00
750	109.50	109.50	69.50	69.50(2)
750E				109.50
780	79.00	79.00	79.00	79.00
800	69.50	69.50	69.50	69.50
850	44.50	59.00	44.50	59.00
950-E		49.50		49.50
1015	175.00(2)	185.00	175.00	179.00
1015	179.00	179.50	179.50	179.50
1015	189.00	189.50	189.00	189.00
1015	250.00	185.00	250.00	179.00
1015			189.00	189.00
1015			189.00	189.00
1017	150.00	150.00	150.00	195.00
1080	145.00	189.00	169.00	179.00
1100	315.00	369.00	369.00	370.00
1250	495.00	525.00	495.00	525.00
Victory	39.00	39.00	39.00	39.00

YOUR NAME
ADDRESS

CANCER
% YOUR LOCAL
POST OFFICE

Give to the
AMERICAN CANCER SOCIETY

10217 LINWOOD
DETROIT MICH.

1224 TURNER
LANSING MICH.

2800 EUCLID
CLEVELAND OHIO

1302 JACKSON
TOLEDO OHIO

Check These Specials!

SEEBURG

148SL \$289
147S 149
146SM 139

Hideaways

H146M \$249
H146M 219
H146M 179

Wall Boxes

BW7-LS6 (5-10-25¢ 3 wire) \$44.50
BW2-LS6 (5¢ 3 wire) 17.50
W1-LS6 (5¢ wireless) 10.00

Write-Wire-Phone: 1/3 Deposit, Balance C.O.D.

ROCK-OLA

1426 \$159
1422 99

WURLITZER

1100 \$369
1015 179

AMI

Model D Write
Model B 295
Model A 295

PACKARD

Manhattan \$119

MUSIC SYSTEMS, INC.

EXPORT INQUIRIES INVITED—50 Cycle Motors Available.

MARCH 15, 1952

Communications to 188 W. Randolph St., Chicago 1, Ill.

Solomon, Steg Form New Mfg. Co. in Detroit

DETROIT, March 8.—A new firm has joined the roster of local coin machine manufacturers. Using the trade name, Michigan Coin Manufacturing Company, it will open its doors Monday (10) in the heart of the downtown district at 123 Cadillac Square.

The Motor City history of coin machine manufacturing goes back a half century and has included some major companies but at present is made up mostly of manufacturers of parts used in machines marketed by other firms.

Michigan Coin will come out with two lines of products—conversion units for bowling games and scoring units for shuffleboards. The firm plans to add other lines later, and eventually complete coin machine assemblies.

The company is a partnership headed by Henry Solomon and William Steg. Solomon was formerly vice-president of Ed M. Gottlieb & Sales Company, manufacturers of games, conversions, scoring units and accessories. Formerly a Detroit, he has been located in Chicago for the past two years. Steg is an engineer with a background in the coin machine field as well.

Name Badger Gottlieb Rep In S. Calif.

LOS ANGELES, March 8.—Badger Sales Company has been appointed distributor of Ed M. Gottlieb & Company products in Southern California.

The deal was negotiated by William Happel Jr., Badger, and Sol Gottlieb, who came from the Chicago factory to Los Angeles to complete the appointment. The distributor's headquarters are located in this area's coin row section on Pico Boulevard.

Gottlieb is in production on Quartette, a new type five-ball game (The Billboard, March 1)

Exhibit Sets Distrib Meet

CHICAGO, March 8.—Exhibit Supply Company will hold a distributors' meeting at its plant here Sunday, March 23, sales manager Frank Menciuri announced.

Purpose of the session is to outline a continuing and long-range sales campaign for the firm's coin-operated horse, Big Bronco, and a preview of a new addition to the line. Virtually 100 per cent attendance is anticipated.

Calendar for Coinmen

- March 10—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.
- March 10—Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.
- March 11—Automatic Music Operator Owners' Association, Sheraton Gibson Hotel, Cincinnati.
- March 11—California Music Guild, monthly meeting, 311 Club, Oakland.
- March 11—Amusement Machine Operators' Association of Dade County, monthly meeting, El Comodoro Hotel, Miami.
- March 12—Music Operators of Northern Illinois, monthly meeting. Site to be announced.
- March 13—Michigan Automatic Phonograph Owners' Association, monthly meeting, Maccabees Building, Detroit.
- March 10—Westchester Operators' Guild, Inc. monthly meeting, American Legion Hall, White Plains, N. Y.
- March 20—Progressive Music Guild of South Jersey monthly meeting, Walt Whitman Hotel, Camden, N. J.
- March 24—Phonograph Owners' Association, monthly meeting, Broadway Hotel, East St. Louis, Ill.
- March 24—Central States Phonograph Operators' Association monthly meeting, 621 Main Street, Peoria, Ill.
- March 24—Central Association of Music and Coin Machine Operators of Greater Baltimore Mandell-Ballow Restaurant, Baltimore.
- March 25—Western Vending Machine Operators' Association monthly meeting, Unique Cafe, Los Angeles.
- March 25—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- April 7—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- April 8—Central Association of Music and Coin Machine Operators, monthly meeting, Bellevue Hotel, Kansas City, Mo.
- April 10—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
- April 10—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
- April 10—Washington Music Guild, Inc., monthly meeting, 3110 M Street, Washington.

METAL HARSHIP DEADLINE SET

WASHINGTON, March 8.—National Production Authority announced this week that hardship applications for supplemental second-quarter allotments of copper and aluminum must be received by NPA's field offices or its industry divisions in Washington before Thursday (13). NPA on March 13 will tabulate all supplementary applications on hand to speed issuance of supplemental allotments to relieve the most urgent cases of hardship and unemployment.

Hirsch Steps Down as Exec Of NYC Org

NEW YORK, March 8.—Joe Hirsch has resigned his post as manager of the Associated Amusement Machine Operators' of New York, with the resignation due to take effect April 5. The game operators' association plans to announce his successor later this month.

While no official reason was given for the resignation, either by Hirsch or the AAMONY board of directors, it is known they have disagreed on policy questions in the past. Hirsch, it is understood, plans to remain active in the industry.

Coinometer Corp. Moves, Ups Output

CHICAGO, March 8.—Coinometer Corporation this week announced completion of its move to new quarters at 1223-27 S. Wabash Avenue. D. H. Finke, official, said that offices and plant have been moved to the new address.

Firm will increase its coin meter output at the new location which is larger than the former quarters at 30 E. Adams Street, Finke said.

OFFICERS INSTALLED

475 Attend Operators' Baltimore Banquet

BALTIMORE, March 8.—With congressman and city officials as honored guests, the Amusement Machine Operators' Association of Greater Baltimore held its fourth annual banquet and dance and installed newly elected officers at the Lord Baltimore Hotel here Sunday (2). Attendance at the event, which has gained consistently since the 1949 inaugural, was 475.

2D QUARTER QUOTAS

Small Copper Wire Increase No Aid to New Game Output

CHICAGO, March 8.—Following announcement by the National Production Authority of second quarter allocations of key materials to the coin-operated amusement industry, manufacturers here weighed the slightly higher poundage of metals and decided no added game output was possible in the next three months. Actually, only manufacturers of mechanical horses using aluminum were the recipients of upped quotas, and this advantage was termed a token increase by builders of this equipment.

Compared with quota figures originally issued for the first quarter, carbon steel and copper brass will be increased noticeably in the second period. Carbon steel jumps 215 to 499 tons and

copper brass from 9,429 pounds to 43,403. However, the material in greatest demand for amusement game output, copper wire was raised only slightly—from 72,871 pounds to 91,954 pounds.

Welcome—But

While the local manufacturers pointed out they welcomed even this small increase in copper wire, they said that when spread about the entire amusement industry it would not be enough to increase production. The aluminum allocation, meanwhile, was raised from 5,348 in this quarter to 5,527 pounds in the April thru June period. Other products listed by NPA in the allocation foundry products, which remains at its first quarter ration—not available.

A box score on the first and second quarter allocation comparison follows:

	1st Quarter	2d Quarter
Carbon Steel (tons).....	5,348	5,527
Alloy Steel (tons).....	5	5
Copper Brass (pounds).....	9,429	43,403
Copper Wire (pounds).....	72,871	91,954
Copper Foundry.....	5,348	5,527
Aluminum (pounds).....	5,348	5,527
Not Available.....		

Miss. Passes Favorable Tax On Coin Horse

JACKSON, Miss., March 8.—Gov. Hugh White, this week signed a bill into law levying a \$3 annual per machine tax on coin-operated mechanical horses on location in Mississippi. Previously, this type of equipment was covered by another section of the privilege tax at \$30 per horse annually.

Sen. Hermes Gautier, Pascagoula, authored the measure. The Wonder Horse Company, one of the leading manufacturers of the horse, basically a children's amusement device, has its headquarters in Pascagoula.

Among other items on the privilege tax are chain store, income, sales and poll taxes.

Expansion Set By Trans-World

CHICAGO, March 8.—Trans-World Trading Corporation, exporter of all types of coin machines, will move to larger quarters at its present address, 55 E. Washington Street here May 1. President Joe Caldron announced. Move will be basic part of an over-all expansion program necessitated by firm's taking on several new lines recently.

Already handling exports for such manufacturers as Exhibit Supply Company, Ristaurat and Modern Refreshers, Inc., on a territory basis and several others non-exclusively, Trans-World has added the needle and thread Corporation and a business machine firm to its growing account list. Trans-World also has a branch in Los Angeles.

Eye Court Test Of Bell Export

DETROIT, March 8.—A Cincinnati distributor was indicted here following the seizure of 24 bell machines which were being transported to Canada.

The attorney for the distributor contends there is nothing in the federal law governing bell equipment applicable to foreign shipments. He wants to make a court test of the law.

Complete Derby Bows In Four Major Areas

CHICAGO, March 8.—The special four-player Derby events which started with three Midwest showings (The Billboard, March 1) and mushroomed into a total of nine and eventually included turnouts in such widely separated areas as Utah, Florida, Texas and California, ended Friday (7). Because of the success in each instance, there is a possibility that Chicago Coin Machine Company, maker of the game, will encourage similar exhibits by other distributors.

The last two coinmen gatherings were sponsored by the Dan Stewart Company in its Salt Lake City headquarters Wednesday (5) and new Los Angeles office, Wednesday thru Friday (5-7).

Earlier, Derby events were held by Monroe Coin Machine Exchange, Cleveland, and Commercial Music Company, San Antonio, showings (The Billboard, March 1) and mushroomed into a total of nine and eventually included turnouts in such widely separated areas as Utah, Florida, Texas and California, ended Friday (7). Because of the success in each instance, there is a possibility that Chicago Coin Machine Company, maker of the game, will encourage similar exhibits by other distributors.

The last two coinmen gatherings were sponsored by the Dan Stewart Company in its Salt Lake City headquarters Wednesday (5) and new Los Angeles office, Wednesday thru Friday (5-7).

President Irvin Goldner made the welcoming address to the enthusiastic crowd which included virtually every local operator and distributor and their wives. Among the factories presented were AMI and Seeburg. Vice-Mayor Price commended the association on its trade progress and civic co-operation. Others introduced included Thomas Biddison, city solicitor; Irv Wasserman, head of the Department of Licenses, and Congressman Garmitz.

As at previous dinner dances speeches were brief and pointed, and the crowd settled back to an evening of fine food, compact floorshow and dancing. The but four years old, the Baltimore group has compiled a record of steady achievement. In this category were such programs as aid to underprivileged children and co-operation with law enforcement authorities. In addition to Goldner, the association's officers are David Koenigsberg, vice-president; Moe Kaminsky, treasurer; Bernard J. Rose, secretary. The board of governors is made up of Judson Galahan, Charles Gaston, Maurice Davis, Nathan Mannes, Irv Mason and Cecil Levinson.

Start Repairs At Marvel Co.

CHICAGO, March 8.—Repairs to the fire damaged factory of the Marvel Manufacturing Company were being rushed this week with a view to resuming production on the firm's new scoreboards in two weeks. Meanwhile, a near-by distributing firm, Mid State Company, also hit by the fire, reports it is back to normal operations. Ted Rubenstein, Marvel president, stated his main concern is getting a new roof on the plant. Windows demolished in the fire have been replaced by glass brick. While repairs are in progress, Marvel is receiving its mail at its factory address, 2849 Fullerton Avenue.

See Page 138 for
THE BILLBOARD'S NEW WEEKLY
"WHERE-TO-FIND-IT"
SERVICE
The Market Place
for the
Coin Machine Industry
Consult this new reader service for all of your special coin machine needs.

GOV'T COIN BOX YIELD DROPS

WASHINGTON, March 8.—Yield from federal tax on coin-operated devices in January was \$29,702, falling \$117,983 below receipts for the previous January. Internal Revenue Bureau reported today. Total tax yield since the start of the fiscal year last July 1 is \$16,980,853, trailing the total for the corresponding period the previous year by \$1,552,359. Tobacco tax yield in January was \$132,924,307, a gain of \$27,109,272 over the previous January. Revenues from this tax so far this fiscal year total \$901,266,977, compared with \$808,806,185 for the corresponding period the previous year.

ALUMINUM QUOTA CUT, BUT—

Venders Awarded More Steel, Copper During 2d Quarter

WASHINGTON, March 8.—Manufacturers of automatic merchandising machines will be allocated more steel and copper, but less aluminum, during the second quarter of 1952, the National Production Authority announced this week.

The industry will receive 443

more tons of steel, carbon and alloy type, and 8,446 more pounds of copper, foundry and wire tube, than in the initial quarter this year. There will be, however, 79,422 fewer pounds of aluminum and 2,830 fewer pounds of copper brass allocated to vender makers during the April-June period.

According to the Defense Production Administration, the overall increase in metal allocations to civilian industries in the second quarter will include 30 million more pounds of aluminum (in which the vending industry comes out on the minus side) and 29 million more pounds of copper. The increases, DPA states, have been made possible because of the stretches of increased production and expansion program and the

fact that orders from many companies (for both metals) were not as large as expected.

Generally during the second quarter makers of consumer durables will get 50 per cent of the steel, 30 per cent of the brass mill and foundry products, 35 per cent of the wire mill products and 30 per cent of the aluminum they received in their pre-Korean War base period, figured as an average quarter in the first half of 1950.

Second quarter allocations for vender manufacturers, as compared with those of the first 1952 quarter, follow:

	First Quarter	Second Quarter
Carbon Steel (tons)	1,362	2,279
Alloy Steel (tons)	7	19
Copper Brass (pounds)	14,486	11,654
Copper Wire (pounds)	2,780	15,464
Copper Foundry (pounds)	4,825	5,235
Aluminum (pounds)	14,725	115,303

HOT DOG!

Plan Plush Stadium for Dodger Fans

BROOKLYN, March 8.—It may never come to pass, but when it does a new Ebbets Field is built, the home of the Dodger ball club will be liberally spotted with coin-operated hot dog vendors. This is but one of a series of improvements incorporated in the design of a new ball park now being set down on paper by Norman Bel Geddes, industrial designer.

Other innovations include a retractable roof, heated foam rubber seats, a synthetic playing field to replace the grass and a self-contained 7,000-car garage. No timetable has been set for the erection of the new structure.

Martin Names New Area Reps

CHICAGO, March 8.—James H. Martin, Inc., announces the recent appointment of two new area representatives for its 8-column Candy Store vender.

Louisiana Coin Machine, Lafayette, La., covers its home State, Alabama and Mississippi, and Jake Friedman covers Georgia.

Martin's recently awarded 21-State distributorship for DuGrenier cigarette equipment. (The Billboard, February 23) increasing his former nine-State Midwestern coverage, resulted in the appointment of the following area representatives, who also handle the candy unit.

Taran Distributing, Miami and Tampa, for Florida; Ernest Vathis, Arkansas and Texas; Irv Lindholm, Minnesota, North and South Dakota; T. D. Holliday, South Carolina, and Al Wiedman, Michigan, Indiana and Ohio (see separate story). In addition, Donny Cohen, in Maryland, Virginia and North Carolina, and Bobby Kline in Pennsylvania, handle Martin's candy vender only.

Martin continues to cover Illinois and Wisconsin for both types of equipment. He stated that the candy machine produced for him by DuGrenier, is currently being delivered on an immediate shipment basis.

Coan Retains Output Pace; Eyes Increase

MADISON, Wis., March 8.—Coan Manufacturing Company stated this week that while its 350 candy, cigarette and cookie vender output per month had not increased, the improved materials picture now being painted by the National Production Authority may pave the way for greater production during the second and third quarters.

Coan's coffee vender, scheduled for a 100 unit production in the first 1952 quarter, may be doubled during the April-June period as predicted early last month by J. W. Coan, president. With an apparent easing in the source metals supply, overall production increases may become actualities, it was pointed out.

Belvend Set to Buy Dresko Corporation

Bel Hall Also Moves to Purchase Company's Contract Manufacturer

CHICAGO, March 8.—Confirming a trade rumor this week, Bel E. Hall, president of Belvend Manufacturing Company, Inc., and Joseph Dressel, of Dresko's Bakery here, stated that the sale of latter's Dresko Machine Corporation to Belvend was in the final signing stage.

A separate purchase deal by Hall for Cary Metal Products, Cary, Ill., which produced the ice cream vender for Dresko, was also confirmed by both Hall and Lee Gundelach, general manager of the Cary firm. It is expected the sale to Hall will be completed within a week.

Herman Dressel, head of the bakery chain, entered the ice cream machine field when he financed the formation of Dresko Machine Corporation in 1949. The Dresko firm was an outgrowth of the Berco Manufacturing Company, Chicago, headed by Henry Hildebrandt, which introduced the Hilco ice cream machine in 1941.

Leaf Intros Chlorophyll Ball Gum Line

CHICAGO, March 8.—Leaf Gum Company introduced a Chlorophyll ball gum line this week in all popular counts. Called Chickie Chews, the gum is packed in 25 pound cartons and priced at 60 cents a pound.

First local distributor to advertise the new Leaf line, Logan Distributing Company, announced that Chlorophyll flavor was also being offered as a second line for Victor Vending Corporation's oak cabinet Baby Grand vender. It pointed out, however, that unlike the two-for-a-penny Chiclet Treet lozenges sold exclusively thru Victor distributors and manufactured by U. S. Chewing Gum Company, Oakland, Calif., the Leaf Chlorophyll ball line tends one for a penny thru the Victor unit. Special deals are being offered operators by Logan for both the Treet and Chlorophyll lines.

Mills Retains Overtime Wk.

LOMBARD, Ill., March 8.—Continuing its six-day overtime work week, the Bert Mills Corporation reported that delivery schedules on its Coffee Bar vender are being maintained on a five to six-week basis.

Bert Mills, president, stated the present shipment program made possible by 100 per cent utilization of plant facilities and available materials.

motion program for this type of equipment.

The machine will replace the Arctic Vendor-produced unit which was formerly used in Belvend's Jolly Boy ice cream program following its introduction in August, 1950.

The purchase price of Dresko Machine Corporation and that asked by Cary Metal Products was not disclosed.

DEPT. STORE VENDING

Filene's Two-Year Test Confirms Vender Value

BOSTON, March 8.—Filene's, New England's oldest department store which instituted its own specialized automatic merchandising venture nearly two years ago, reports that the operation has reaffirmed its original belief that venders are valuable as a supplementary sales tool, with some limitations.

The full report of Filene's findings is carried in a feature article in the March issue of Vending, sister publication of The Billboard, out this week.

The first of two Filene's U-Serve-U-Centers was set up in the Greyhound Terminal here. It was followed by a battery of machines at the Logan International Airport outside the city. A total of approximately 25 multi-purpose venders, built by Glascock Bros. and Vendomatic Machine Company are in the two installations.

A basic finding of the test was that novelty items, not soft goods, became the best sellers in both Centers. The purpose of the experiment was to ascertain the problems involved in selling soft goods and accessories with vending machines in bus terminals, airports, stations and other centers of traffic.

Single Locations
One outcome of the two-year test, although Filene's decline to com-

Bulk Ops Sked 1st Local Meet

CHICAGO, March 8.—National Association of Bulk Venders' first of a series of local meetings scheduled this year was set for Sunday (9) at the Webster-Hall Hotel, Pittsburgh.

Originally scheduled for April, the Pittsburgh meet was moved up a month to replace the March St. Louis meeting. Later will be held next to be followed by others at approximately one-month intervals. NABV general counsel, said 35 members are expected to attend the first luncheon gathering.

METAL HARDSHIP DEADLINE SET

WASHINGTON, March 8.—National Production Authority announced this week that hardship applications for supplemental second-quarter allotments of copper and aluminum must be received by NPA's field offices or its industrial divisions in Washington before Thursday (13). NPA on March 13 will tabulate all supplementary applications on hand to speed issuance of supplemental allotments to relieve the most urgent cases of hardship and unemployment.

Automatic Will Set Up Export Div. in Miami

MIAMI, March 8.—Negotiations are under way for the purchase of a building here to house the export division of Automatic Products Company, manufacturer of cigarette and soft drink vending machines, according to Sam Kresberg, executive vice-president.

Kresberg also announced the acquisition of an old frame building adjoining the company plant in Minneapolis. The old building is being demolished to make room for a new structure that will add 7,500 square feet of space for additional manufacturing facilities.

Kresberg, who makes his business headquarters here during the winter, also has just purchased the estate which belonged formerly to Sam Lerner, of the Lerner clothing chain. Automatic Products' sales headquarters are in New York.

Dixie Delivers 9-Oz. Hot Cups For Coffee Ops

NEW YORK, March 8.—Nine-ounce hot cups, long desired by coffee operators wanting to switch from nickel to dime operation, have been delivered to at least two operators here by Dixie Cup Company. The operators already have found that location resistance to the higher price melts away when eight ounces of the brew is offered instead of five.

Coffee operators have found it difficult to jump the price to 10 cents in industrial stops while retaining the standard six-ounce cup. Some who have tried it were forced to revert to the lower vending price or lose their locations. Despite the high cost of ingredients, the nickel price in plants has become the norm here, while route owners have frequently shifted equipment in order to find locations where high volume permits profitable operation at a nickel.

Operators using the larger cup have had to modify cup mechanisms by replacing assembly collar and gears. The switch from six-ounce cups to nine ounce reduces capacity about 25 per cent.

Cole Products Offers No-Cost Machine Test

CHICAGO, March 8.—Cole Products Corporation, inaugurating a first in the cup vender industry, this week announced a free 30-day test of its Cole-Spa three-flavor cup vender.

Dick Cole, vice-president, stated that the offer was for one machine, that it was open to "rated and responsible operators" of any type of automatic merchandising equipment.

Called the "prove-it-to-yourself" plan, it does not involve monetary consideration of any form on the operator's part. Cole described the plan as one simply affording the operator a 30-day test of the machine under his own supervision. At the end of that time, the machine may be returned if the operator decides not to purchase Cole-Spa equipment.

Allied Coin Names H. Roth Office Mgr.

CHICAGO, March 8.—Allied Coin Machine & Premium House here has appointed Herb Roth office manager. He will be in charge of office details thus permitting Julian Crum and Vic Weiss to concentrate on sales.

Firm is stepping up shipments on coin machines and premium merchandise and also expects to release a new run on its shuffle game conversion.

SuperVend Inventory Unsold at \$807,200

DALLAS, March 8.—Texas Engineering & Manufacturing Company, in reporting its 1,798 SuperVend three-selection cup venders remained unsold of this week, stressed that it does not intend "to break the market by selling the machines individually at \$450," nor will it go into the distributing business to sell the equipment in broken lots.

Bert Howard, executive vice-president of TEMCO, told The Billboard that while the \$450 price per machine was correct (as reported in The Billboard, January 5) it only applied to the sale of the 1,798 venders as a group at \$807,200. Individual sale of the machines, which eventually will be undertaken by the group purchaser, will be at a higher figure than \$450. Originally, the SuperVend was sold at \$980 and later was raised over \$1,000.

TEMCO acquired the SuperVend inventory last December when it bid \$510,000 on the ware-

house receipts. Howard stated at the time that approximately 700,000 was past due on the machines. In addition, he said, TEMCO had incurred other expenses on the

(Continued on page 137)

Chlorophyll New Ball-Gum Flavor

CHICAGO, March 8.—Ball-Gum, Inc., this week introduced a new chlorophyll gum series, featuring ball gum in three counts and a candy-coated tab 430 count. All types are 45 cents per pound, f.o.b., according to Sterling B. Douglas, sales manager.

The ball variety, like the tab in chlorophyll green color, comes in 210, 170 and 140 count. Mini-mum comes in 100 count. Sterling stated that special deals were being made available to operators using the new flavor.

Peanut Output Up

WASHINGTON, March 8.—Peanut production in January amounted to 10,563 tons compared to 7,128 tons produced in December, Department of Commerce reported.

SMOKESHOP "612" PACK CAPACITY The NATION'S FINEST CIGARETTE VENDOR Tear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO. 2508 West 37th St., New York 19, N.Y. Plaza 7-3122

Low Priced RINGS 20 assorted kinds As an additional low-priced fill item, use plastic and coped-plated RINGS. Plastic \$3.00 PLATED \$5.50 per 1,000. F.O.B. Jamaica, N.Y. IMMEDIATE DELIVERY. These RINGS are a bargain for you and a basic fill for your machines. SAMUEL EPPY & COMPANY, Inc. 91-15 144th Place Jamaica 1, N.Y.

READY FOR DELIVERY NOW 1c or 5c ACORN ALL-PURPOSE BULK MERCHANDISER Featuring the new WHITE FLASH BRUSH HOUSING. Empire COIN MACHINE EXCHANGE 1012 Milwaukee Ave. Chicago 22, Ill.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

For this week's prices consult the used machine advertisements in this issue.

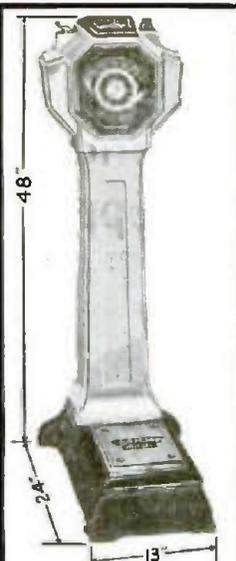
Table with columns: Item, Issue of March 8, Issue of March 1, Issue of Feb. 23, Issue of Feb. 16. Lists various vending machines like Ace Shoe Shine Machine, Advance Model D Ball Gum, etc.

Govt. Predicts Steady Growth In Cig Volume

WASHINGTON, March 8.—The Department of Agriculture predicted this week that cigarette consumption in the United States would probably continue to climb thru 1952 because of high incomes throughout the nation.

Cigarette production in 1951 reached a record 419 billion, with consumption during the year of 381 billion, a rise of 3 per cent from the 362 billion consumed in 1950, the Department reported.

MINNEAPOLIS, March 8.—Trudeau Candies, Inc., has moved its offices to Metropolitan Building here. Oscar G. Trudeau will maintain headquarters at the new location.



\$25 DOWN Balance \$10 Monthly ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON FOR CORN ENAMELED, FOR OUTSIDE LOCATIONS WRITE FOR PRICES Invented and Made Only by WATLING Manufacturing Company 4650 W. Fulton St. Chicago 44, Ill. Est. 1889 - Telephone: Columbus 1-3772 Cable Address: WATLINGTS, CHICAGO

RAKE COIN MACHINE EXCHANGE 609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA. Includes sections for RECONDITIONED VENDORS, RAZOR BLADE MACHINE, NEW COUNTER GAMES, RECONDITIONED CIGARETTE VENDORS, NEW VENDOR, NEW CLOSE-OUTS, RECONDITIONED COUNTER GAMES, VENDING SUPPLIES.

Aluminum Foil WASHINGTON, March 8.—National Production Authority was preparing this week to amend its order on aluminum foil to permit makers of foil for containers and protective purposes and for wrapping confections, ice cream, cigarettes and tobacco and gum to use greater flexibility in shifting use of foil from one product to another.

CIGARETTE MACHINES 7 Col. Model S DuGrenier, (20c or 25c operation, please advise) \$ 79.50 Electric, C-8 (with coin changer) \$ 159.50 Electric, 8 Col. (priced) \$ 159.50 WRITE FOR CATALOG On Bulk Vendors, Merchandise One-Third Deposit on All Orders. Parkway Mach. Corp. 715 East St. Baltimore 2, Md.

CIGARETTE MACHINES 4 Col. B Uneda Paks... 68 Pks. \$ 58.50 4 Col. E Uneda Paks... 100 Pks. 78.00 4 Col. A Uneda Paks... 100 Pks. 80.00 4 Col. C Uneda Paks... 100 Pks. 80.00 7 Col. B DuGrenier... 218 Pks. 89.50 6 Col. Rema Revolve... 228 Pks. 115.50 The above machines completely overhauled and refinished in two days backed on credit. At least one column linguistic and quarter operation. Buxik Phillips Clear Machines, 75 Cents. NAB Securit Machines for Cookies, Cakes, Cream, etc. \$9.00 1/3 deposit required with all orders. Mail C.O.D., P.O.B. Philadelphia CENTRAL VENDING MACHINES SERVICE CO. 3067 Parrish St., Philadelphia 4, Pa. EV 4-4244 BA 2-3710

CIGARETTE MACHINES Silver Quarter Operation King Size Cigs. Included Uneda Model 500, 15 Col., 425 Pack Cap. \$90.00 Uneda Model 500, 9 Col., 77.50 Uneda Model E, 9 Col., 77.50 Uneda Model B, 9 Col., 77.50 Uneda Model A, 9 Col., 77.50 DuGrenier Champion, 9-11 Col., 350 Pack Cap. 97.50 DuGrenier Model W, 9 Col., 208 Pack Cap. 97.50 Bawa Imperial, 8 Col., 240 Pack Cap. 97.50 Bawa Royal, 8 Col., 240 Pack Cap. 97.50 \$5.00 LESS FOR 20c VENDING CANDY MACHINES DuGrenier Candyman, 72 Bar. Cap. (Enclosed) \$61.50 Bawa Vending Candy (New) \$59.00 OUR PAINTS ARE NOW VENDERIZED Prevents Peeling, Flaking & Rusting 27 Parts and Motors available to all make and models. 27 Conversions, any make or model to 25c or 30c. King Size Cigarettes Involved in all machines.

UNEDA VENDING SERVICE, INC. "The Nation's Leading Distributor of Vending Machines" NEW... RECONDITIONED LIKE NEW 166 Clymer Street, Brooklyn 11, N.Y. • EVergreen 7-4568 Don't Delay... Order NOW! From LITTLE ACORNS mighty INCOMES grow ACORN The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR Vends all bulk mds. - nuts, gum balls, candy, creams. Polished, easy-to-clean merchandise chute. Tamperproof feed by top lock and body clamps only. Guaranteed mechanically - weighs less than 7 lbs. East & Midwest M. J. ABBLETON Gen. Sales Mgr. 3033 PINE AVE. Pittsburgh Phone: AT 1-6478 Pacific Coast Distributor OPERATORS VENDING MACHINE SUPPLY 1022 S. Grand Ave. Los Angeles

Wrigley Net Profit Off

CHICAGO, March 8. — William Wrigley Jr. Company's net income for 1951 was \$9,287,832, with earnings of \$4.76 per common share. Net income in 1950 was \$12,035,731, with common share earnings of \$8.11.



IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!

Today's hottest money-maker. OPS are aimed at the earnings which are two to three times greater than ever experienced in this field. Big capacity holds over 500 pieces. Ten columns... wide selection, tab gum, candy coated gum, lic chocolate bars, fruit bars, fruit charms... fast, easy front load servicing... positive, simple, fool-proof delivery... tested and proved on location.

THE NORTHWESTERN CORPORATION
219 S. ARMSTRONG STREET
MORRIS, ILLINOIS

SPECIAL EVENTS MEAN \$\$

"Crowd Catering" Proves Profitable Op Venture

DENVER, March 8.—Special events within his route area of a reasonable distance outside his operational boundaries can be made to return a plus-profit for the operator.

So believes Louis Davidoff, head of Ace Cigarette Service. During the past winter, Davidoff reports his program of selling his vending service to special events paid off not only in dollars and cents, but also in public relations.

The largest annual special event held in Denver is the Great National Western Stock Show. This year, some 178,000 persons attended the show. Naturally, all of those who patronized the venders were so many extra customers for Ace Cigarette.

Try, Try Again

Davidoff emphasizes, however, that there is no easy or ready open sesame to such special event installations. In his own case, this was the third year he attempted to have his equipment installed at the Stock Show. "The third time was the charm," he said. Following his unsuccessful tries in 1950 and 1951, due primarily to an anti-vender attitude by the concessionaire who held the contract those years, Davidoff found a new concessionaire in charge this year who readily agreed to vender installation.

The concessionaire, who also managed food and drink stands at Denver's new Centennial horse race track during latter's first two seasons of operations, had

okayed cigarette vender placement at the track.

The track installation, also effected by Davidoff, proved an excellent location for its relatively brief season. Most important, the concessionaire discovered Ace Cigarette converted losses into real profits.

A simple rule is used by Davidoff to decide whether or not a special event warrants cigarette vender placement: Does the event pull a large crowd, and is it the type of event where the crowd mills around?

3 Texas Bottlers Adopt 6c Price

BEAUMONT, Tex., March 8.—Three local bottling companies, Coca-Cola, Seven-Up and Dr. Pepper, announced an increase of 1 cent on bottle drinks this week.

In some locations, bottlers have placed a small box with a sign advising customers to drop the penny in it and the nickel in the vender. Necessary adjustments would be made to the bottle venders within the next several weeks, it was indicated by the three bottlers.

Canada Dry Names Sirup Sales Mgr.

NEW YORK, March 8.—Canada Dry Ginger Ale, Inc., appointed Allan Glazebrook national sirup sales manager. He replaced Joseph Lyons, who was named to a newly created position as national sales service manager.

Glazebrook was in charge of the firm's sirup operations in the New York area since 1949, prior to which he held a similar post in Philadelphia.

New Vending Candy Set by Boyer Bros.

ALTOONA, Pa., March 8.—A new cup candy suitable for sale thru machines has been released by Boyer Brothers here. Called Peppermint Butter Malt, the item is available in 100-count vending packs.

Made of chocolate, peanut butter and marshmallow, the confection is said to have been extensively consumer tested prior to release.

Dixie Cup Readies New Calif. Plant

EASTON, Pa., March 8.—Dixie Cup Company this week announced the leasing of a 100,000 square-foot plant in Anaheim, Calif., to supply West Coast and Mountain State customers.

The plant, completed in January, has been leased from Daystrom, Inc., a furniture manufacturer. It is scheduled to be in production next month.

Puerto Rican Tobacco

WASHINGTON, March 8.—Department of Agriculture announced the Puerto Rican tobacco crop in 1951 is estimated at 28 million pounds, compared to 25 million the year before. Loan levels for price supports for the Puerto Rican crop was set at 32.8 cents per pound compared to the 29 cents per pound for the 1950 crop.

WANTED Cigarette Machines

"Early Models"
UNEE-A-PAK, Model E 9-15 Col
Rowley Royals and Imperials
Du Genier "V" Model
Nationals "930"

Ohio Specialty Co.
29 W. Court St. Cincinnati 2, Ohio

PROMOTION SALESMEN

If your present deal doesn't average you \$25 per month write us at once. Our beta drive Cadillac enjoy terrific commissions selling only dispenser of the type is exclusive territory.
Write BOX CM-142, Billboard
145 W. Randolph St., Chicago 1, Illinois

Ill. Cigarette Tax Held Valid

CHICAGO, March 8.—Constitutionality of the Illinois cigarette tax law was upheld Friday (29). Judge Wilbert Crowley and Abraham Marovitz ruled the tax was constitutional in denying motions to invalidate indictments against 16 local tobacco wholesalers charged with participating in a counterfeit cigarette tax stamp operation.

Defense attorneys had based their case against the State tax on four points:

1. It is a use tax, not an occupational tax.
2. It is discriminatory because cigar dealers are not required to pay it.
3. The tax regulations permit a 5-cent rebate.
4. Printing of the stamps is done by rented machines rather than by the lowest bidder.

Bing Crosby Ice Cream Co. Formed

INDIANAPOLIS, March 8.—Bing Crosby Ice Cream, formed by Bing Crosby Enterprises, Inc., was announced last week at a meeting of the American Ice Cream Merchandising Council here.

The new company will manufacture ice cream under a franchise plan from a controlled formula. Franchise holders will have exclusive coverage of specified areas.

Everett Crosby, president of Bing Crosby Enterprises, said the new firm's product will be on the market by Easter.

New Dr. Pepper Execs

DALLAS, March 8.—Dr. Pepper Company announced the appointment of two members to its sales and marketing departments. Hoyt O. Kesler will head the fountain sales division, while Lester P. Helm takes over management of a newly created zone in the Southeastern territory.

American Chicle Net

LONG ISLAND CITY, March 8.—American Chicle Company earned a net income of \$4,163,637 in 1951. Firm's net income for 1950 was \$4,803,037. Gross sales last year were \$38,350,458, against \$35,120,118 in 1950.

Made of chocolate, peanut butter and marshmallow, the confection is said to have been extensively consumer tested prior to release.

WHAT ARE you VENDING?

Stick Gum? Ball Gum? Tab Gum? Soft Marshmallows? Nut? Stamps? Perfumes, Combs, Souvenirs, Cigarettes or other Merchandise?

ADVANCE
is the Vender for You!

The 1-column model (Illustrated) reads list carries up to 3/4" x 2 1/4" x 3 1/4" long — or reads carries up to 1 1/2" diameter x 3 1/4" long. The 2-column model handles round cartons up to 3/4" diameter x 2 1/4" long. Regularly furnished for 1c, 5c, 10c or 25c operation. Separate cash box — and Advance Coin Detector with automatic coin return when machine is empty.

Write more information! Write today to

J. SCHOENBACH
Factory Distributor Of
Advance Vending Machines
1645 Bedford Ave., Bklyn. 23, N.Y.
President 7-2900

BUY BABY GRAND VENDORS FROM TORR ON 20 Weekly Installment Plan

WRITE FOR DETAILS

ROY TORR LANSDOWNE PENNA
Serving and Financing Operators Since 1910

30 DAY MONEY BACK TRIAL

Northwestern Model 49

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

1c-5c-10c Price LESS THAN 2' \$17.35
LESS THAN 1' 100 \$17.15
100 OR MORE \$16.95 F.O.B. Factory

GUARANTEED USED MACHINES

DELUXE 11 and 12 Combination... \$13.95
MODEL 39 PORCELAIN... 7.45
MODEL 22 BALL GUM... 7.45
PORCELAIN... 7.45

RETAIL SUPPLIES AND SUPPLIES

LENOBIA PISTACHIO 65	SPANISH PEANUTS 5c 25	1000 LBS. MIN. 40
LENOBIA PISTACHIO 65	3 Lb. Vacum Packed 25	ADAMS GUM, All Flavors, 100 Count 26
FANCY SHIR 63	ITALIAN CHOC 25	WRIDLEY'S GUM, All Flavors, 100 Count 47
PISTACHIO 4-Bar 61	PEAS, Roasted and Salted 35	SUNARD CHOC. LATE, 200 Count 130
PISTACHIO Vendora 60	RAINBOW PEANUTS 35	RESERVE'S CHOC. LATE, 200 Count 130
MIN 58	BOSTON BAKED 25	MINIMUM ORDER, 25 Boxes Brackets, Charms, etc
PISTACHIO 3-Star 47	BEANS 25	
ESBROW, Whole 68	JELLY BEANS 22	
CASHEW, BUTTS 55	LICORIC LOZENGES 22	
MIXED NUTS 55	M & M 35	
VIRGINIA PEANUTS 36		

Complete List of Parts, Supplies, Stands, Closures, 12 Days Delivery, C.O.D. or Advance Payment. Dependable Service, C.O.D. or Advance Payment.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL

418 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickeying 4-0747
4105 16th AVENUE, BROOKLYN, N. Y. • CEDney 8-3600

There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 103 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last. 20. Porcelain and baked enamel finish in red, cream and black.

★ 2 Machines in 1... Fortune and Weight
★ Fully Automatic & Patented
★ No Keels, No Handles, No Trouble

Yours for Only **\$25 DEPOSIT**

★ Mail request form for immediate delivery or further details, monthly bonus as low as \$10.

AMERICAN SCALE MFG. Co.
3206 Grove St., N. W., Washington 7, D. C.

Check one of the following:
 Allow bill check for \$25 payment on one model 403 scale. Ship at once.
 Please send further details immediately.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Central Ohio Specials!!!

USED CIGARETTE MACHINE BARGAINS!

Get 'em while they LAST

40 NATIONAL ELECTRICS, 9 Col.	\$125.00
5 ROWE ELECTRICS, 8 Col.	125.00
1 KEENEY ELECTRIC, 9 Col.	150.00
2 EASTERN ELECTRICS	155.00
950 NATIONAL MECHANICALS	89.50
930 NATIDNAL MECHANICALS	79.50

All Above on 25c Plan

New Keeney Electric Cigarette Vender With Changer. Immediate Delivery. Write for New Low Prices.

TERMS: 1/3 DEPOSIT WITH ORDER; BAL. C.O.D.

CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. HIGH ST., COLUMBUS, OHIO AD 7254

Now DELIVERING!
Victor's New

BABY GRAND CHICLE MACHINE

Holds 50c lbs. of Chicle Treats. Vends 5 for 1c. Chicle Treats, 4c. 10c. — New Chicle Treats, 4c. 10c. 20c. 25c. 30c. 35c. 40c. 45c. 50c. 55c. 60c. 65c. 70c. 75c. 80c. 85c. 90c. 95c. 100c. No changes or conversion necessary to vend Chirophyll Gum.

Case of 4... \$52.00 — Single... \$13.48

NEW VICTOR JUMBO 100 MACHINE

Case of 4... \$58.00 — Single... \$14.95

1/2 Dep. 60c. C.O.D., F.O.B. Boston. Complete Victor Line in Stock

CHAMPION NUT & CHOC. CO. 1794 Tremont St. Boston, Mass.

Breath-taking News! CHLOROPHYLL GUM for Venders!

Now thousands of new locations... restaurants, clubs, etc.—open to you! Don't miss this opportunity for tremendous profits.

Ball-Gum, Inc. announces the newest member of its famous Champ Gum line. With chlorophyll, the green magic purifier of bad breath, incorporated in all standard sizes of gums (210's, 170's, 140's or 430 count sizes). It's a natural to keep those coming rolling in! Everybody's conscious of chlorophyll! If everyone wants to try it... will keep buying it as a daily sanitary protection!

Chlorophyll gum now available at 45¢ lb. F.O.B. Factory—cash with order or 50% with order, balance C.O.D.—minimum shipment 150 lbs. Attention—getting locals Rushed!

Dealerships now being accepted with this progressive company.

BALL-GUM, INC.
Lands the Field Again
2610 W. 19th St. Chicago, Illinois

A RED HOT WINNER!



EVERY KID WILL WANT ONE!
Bright red plastic SIRENS with metal front. Guaranteed to empty your machine faster than anything on the market. As soon as one kid gets one, all the kids will flock to your machine!

\$5 Gross
Sub NYC

Vends perfectly in all machines' ORDER NOW! Wholesaler please!

Distributors Wanted
PAUL A. PRICE CO.
220 Broadway, New York 30, N. Y.

GET NEWER CHARMS

Lower prices from America's largest Charm manufacturer.

Over 40 new and different styles of Charms.

Our prices are lowest! Send 3c for complete samples.

PENNY KING CO.
415 Negus Street
Pittsburgh 20, Pa.

VICTOR'S BABY GRAND
\$13.00 ea. 100 or more
CHICLE TREE TREET VENDOR
\$12.00 ea.

VENDS 2 FOR 1!
Something NEW—COOL! **BIG PROFITS.** Also Jumbo 100.
Burn costs 4c lb., vends for \$1.50 lb. (300 count). We carry the entire Victor line of machines and parts. Lowest prices on gum, charms and stands.
Write today.

H. B. HUTCHINSON JR.
860 North Ave., N. E., Atlanta 6, Ga.
Tel: Emerson 4300

IN STOCK VICTOR'S

New BABY GRAND CHICLE TREETS VENDOR

also **JUMBO 100**

ORDER TODAY VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LDCast 7-1448

BRAND NEW LUCKY BOY VENDORS

\$9.75

Lots of 1 \$9.30 ea.
Lots of 10 \$8.25 ea.
BACH MODEL Lots of 25 \$14.00 ea.
Lots of 50 \$26.00 ea.

Nut and Charm Vendors hold 3 lbs. Nut, Ball Gum Vendors, 500 Ball Gum. Fully Guaranteed.

U.S. Deposit, Balance C.O.D.

BLOYD MFG. CO.
VALLEY STATION, N.Y.

New Venders In Copenhagen

COPENHAGEN, March 8.—Two new vending machines were placed on the market here late last month and are being tested in mid-town locations. First venders placed is a multiple-unit nylon stocking dispenser which was installed in front of the ladies' rest room in the Central Railroad station. The machine has two vertical racks, each holding 10 glass-fronted cubicles, and two coin slots. One rack holds nylons priced at the equivalent of \$1.45 a pair and the other carries hose costing \$1.75.

Five two-kroner coins are required for the cheaper hosiery and six two-kroner pieces for the more expensive. Machines are of the same general type as standard merchandise venders here, except that the coin chutes are designed to handle the large two-kroner coins.

The other new machine is an attractively-finished perfume dispenser designed for wall installation. It was introduced last week with considerable ballyhoo when it was hung in the lobby of a mid-town movie palace. Machine carries three brands of perfume, with a dial arrangement for selecting the desired scent. Three one-kroner coins (44 cents) buy a neatly packaged vial, while a 25-ore (4-cent) coin gives out a sample squirt.

Fastidious males also are being given a break via coin-operated devices such as electric shavers and automatic shoe shiners. At least three shavers are conveniently located in the Central Railway station and shiners are spotted in other stations where bootblacks are not available. A 25-ore coin operates either machine.

SuperVend

Continued from page 134

equipment) which made it necessary to place a higher value on the inventory.

Howard declared it would be best if the machines were sold to a manufacturer in a position to continue their production following an easing of the material shortages (such as the metal shortage) which appears to be occurring at present, for details of which see separate story in this section).

Arrangements for the manufacture of the SuperVend machine would have to be made with M. M. Miller, of the original SuperVend Corporation, and the Texas SuperVend Corporation, Howard guessed.

Texas SuperVend originally contracted for the venders with TEMCO and offered them to operators. Later, Texas SuperVend assigned the sales and distribution rights to the SuperVend Sales Corporation, Chicago, headed by Mike Hammergren, formerly vice-president and general sales manager of the Rudolph Wurlitzer Company. Later, distribution rights were awarded to the Coan Manufacturing Company, Madison, Wis., but Coan never actively promoted the sale of SuperVends.

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According to Albert A. Weidman, emphasis is to be upon providing a service for the operator, who is concentrating in the field of industrial vending, to provide him with all types of machines required by different types of locations and contracts.

Another aspect of the new Weidman program will be the financing of machine purchases. Arrangements to carry operators' paper over a reasonable period will be made, so that the whole deal can be handled for a major factory location in one package.

Weidman has been developing this idea on an increasing scale for the past two years, and will now serve the Michigan, Ohio and Indiana territory from its central offices here.

"The future lies in industrial vending," Weidman said. There is a real prospect for growth, and the potential for expansion is great. Our policy will be, if it is a merchandise machine regardless of the type of merchandise sold, we will have it."

A national trade press advertising program will be launched. Lines already signed up by Weidman for distribution in this territory include: Du Grenier cigarette venders, Du Grenier and Mills gum machines, Oak bulk merchandise venders, Cold Spout 3-flavor cup venders, Arctic Ice cream machines, and coffee vender.

Weidman will also include in his regular line a cookie and cracker vender, and a snuff machine. The latter is said to be an especially good seller in the northern parts of Michigan, with the old-fashioned "Copenhagen." Other types of equipment for which there is a demand will also be added. Especially needed, Weidman said, is a lowest sandwich vender.

Accessory lines also will be carried, including coin counting and wrapping equipment, and carrying cases for stock.

Weidman has represented the National Vendors, Inc., since 1932, in Michigan, Wisconsin, North and South Dakota and Minnesota. He will continue to operate the extensive service shop for National machines at his headquarters here although he severed connections with National Vendors March 1. He said that Thomas Hungerford, public relations director of National, is now in the territory calling upon the trade, but a permanent sales representative will be appointed later to succeed Weidman.

Weidman was one of the first cigarette operators in the United States, starting with the organization of Mechanical Sales Company in Detroit in October, 1925. They operated the Smokeless at that time. The firm was liquidated in 1932 when Weidman went with National.

Leo Fayrlier, who has been with the company for 20 years as service director, has been made a part owner and vice-president of the company with the new move. Mrs. Adele S. Weidman is secretary-treasurer.

Department Store Vending

Continued from page 134

and women's soft goods fell off in the two Centers, novelty items were introduced along with various types of women's accessories. They were changed from time to time, with a final type pattern eventually worked out for such items as lending sellers in transient locations.

The only exception in soft goods sales, it was found, was in women's nylon hosiery. This continued to sell in moderate volume after the first big sales rush dwindled.

Among the items currently vended at the two Filene's Centers are toys, wallets, cuticle sets, pocket purse dental kit, pocket size tooth brushes and handkerchiefs. Accessory items appealing to women include purse-size perfume atomizer, bracelet with mother of pearl perfume flask and a good luck charm.

Items appealing to men include a hammer, screw driver and socket wrench set, flat pocket flashlight, pen and pencil set, utility tool set,

Tritone three-color pen and a four-color mechanical pencil.

Exchange Slips
Filene's pointed out that all goods purchased thru the venders carry the usual exchange slip; dissatisfied buyers may present the slip to any Filene's store for a refund.

Vending is not an expensive form of selling, Filene's states. The profit margin is higher in contrast to over-the-counter selling; there is less damage to goods and pilferage is reduced to a minimum. The disadvantages discovered thus far with machine selling arise from the locations which must be well supervised. Also, it was noted that "some means must be offered to provide the necessary change."

Filene's says its two Centers not only provide a means of increasing the firm's sales, but also give regular buyers an opportunity to purchase their needs after regular store hours.

MORE PROFITS—STEADIER INCOME WITH VICTOR'S NEW SUPER SALESMEN...

BABY GRAND & CHICLE TREETS



AT YOUR VICTOR DISTRIBUTOR TODAY!

—the right combination for greater profits and steadier income. CHICLE TREETS, the finest candy coated chewing gum, comes mixed in six flavors and six colors, 300 count per pound. VICTOR'S BABY GRAND was especially designed for the vending of CHICLE TREETS and vends two for one cent (2 for 1c). The vending of CHICLE TREETS in bulk makes it a more profitable and compact operation than tab gum vending —there are 300 CHICLE TREETS to the pound, and vending 2 for 1c gives you \$1.50 per pound. Also, there is no special loading! JUST FOUR YOUR CHICLE TREETS in BABY GRAND and YOU ARE OFF LIKE A FLASH. VICTOR'S BABY GRAND is the most unique design in modern vending. Its small, compact and attractive appearance gets you in those choice locations you've dreamed about. The cabinet is of solid oak and finished natural. BABY GRAND holds 5 1/2 pounds of CHICLE TREETS and takes in about \$2.25 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
5701-13 W. Grand Ave.
Chicago 39, Illinois

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OPERATORS
DISK JOCKEYS
RECORD DISTRIBS
ARTISTS

Get These
HITS

- "APPLE BLOSSOM TIME"
"ALONG THE OPECUON"
Vocal-VIRGINIA WILD
S.C. No. 1059
- "RAIN GETS ME DREAMIN"
Vocal-VIRGINIA WILD
S.C. No. 1061
- "I'VE GOT THOSE ALL ALONE BLUES"
Vocal-VIRGINIA WILD
S.C. No. 1060
- "CAN YOU TELL ME WHY"
Vocal-FLORENCE HOUSE
BOB MOSLEY TRIO
S.C. No. 1053
- "FLAGS UNFURLED MARCH"
Vocal-THE LANCERS
S.C. No. 1065
- "NO COMPANY"
Vocal-FLORENCE HOUSE,
BOB MOSLEY TRIO
S.C. No. 1054
- "WHITE ROSEBUD"
Vocal-JEANNE DETERMANN
AND THE LANCERS
S.C. No. 1064
- "IT IS SPRING AT LAKE TAHOE"
Vocal-VIRGINIA WILD
S.C. No. 1058
- "HE ANSWERETH PRAYER"
Vocal-JEANNE DETERMANN
AND THE LANCERS
S.C. No. 1062
- "THE LORD IS MY SHEPHERD"
(Modern Melodious Version
of the 23d Psalm)
Vocal-JEANNE DETERMANN
AND THE LANCERS
S.C. No. 1063

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- Ramos, Peter
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- Rampart Records
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- Rancho Records
Box 100
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- Ranch Records
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Lakeland, Fla.
- Rangel Music Co.
Box 4221, Station A
San Antonio, Tex.
- Range Records
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Las Vegas, Nev.
- Raymond Recording
60 East 42d St.
New York, N. Y.
- Raymond, William
155 East 49th St.
New York 17, N. Y.
- Raymor Records
Kumar Bldg.
Wichita 4, Kan.
- RCA Victor Division
Radio Corp. of America
Camden, N. J.
- Real Records
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- R E B Editions
Roxwayton, Conn.
- Ralph & Victor Recs.
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Co.
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- Recorded in Hollywood
4522 South Avalon Bldg.
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- Record Processing Co.
10951 West Washington
Bldg.
Silver City, Calif.
New York 18, N. Y.
- Records of Knowledge
1440 Broadway
New York 18, N. Y.
- Red Barn
125 West 10th St.
Kansas City 8, Mo.
- Red Bird Records
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Lincoln Highway East
Fort Wayne 8, Ind.
- Red Jay Recording Co.
Care Melocraft Music Co.
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- Real Records
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400 Fifth Ave.
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- Reeves Recording Studio
304 East 44th St.
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- R F D
Revel Record Corp.
20 E. Elizabeth Ave.
Linden, N. J.
- Regal Record Corp.
Linden, N. J.
- Regent Records
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Newark 1, N. J.
- Rego Records
Grand Central Music Co.
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Detroit 21, Mich.
- Reina Record Co.
Care Bell Song Publ. Co.
6132 De Longpre Ave.
Los Angeles 28, Calif.
- Relax Records
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New York 2, N. Y.
- Religious Tone
Supreme Records
4293 South Main St.
Los Angeles 37, Calif.
- Rem Records
6280 Hollywood
Hollywood 27, Calif.
- Remick Music Corp.
188 Madison Ave.
New York, N. Y.
- Remington Records
Continental Record Co.
265 West 34th St.
New York 19, N. Y.
- Renaissance
American Elite Record Co.
778 10th Ave.
New York 19, N. Y.
- Renna Record Corp.
130 West 42d St.
New York 18, N. Y.
- Research Craft Company
1097 North Sycamore St.
Hollywood 38, Calif.
- Reveal Records
Woodcliff Lake, N. J.
- ReX Records
London Gramophone Corp.
13 West 22d St.
New York 10, N. Y.
- Rexford Record Corporation
1440 Broadway
New York 18, N. Y.
- Rhapsody Records
2671 Cheltenham Rd.
Toledo 8, O.
- Rhythm Records Co.
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Van Nuys, Calif.
- Rhythmone
Rhythm Record Co.
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- Rialto Records
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- Richard Records
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- Richlona Recording Co.
P. O. Box 9081
Dallas, Tex.
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P. O. Box 9081
Dallas, Tex.
- Rich-R-Ton Record Co.
113 West Main
Johnson City, Tenn.
- Ring Record Co.
1660 Broadway
New York 19, N. Y.
- Ring Records
Farmington, Ill.
- Rile A Lyric Records
Murray Singer Records
1674 Broadway
New York 10, N. Y.
- Rithmo
L'Echo Record Corp.
161 W 57th St.
New York 19, N. Y.
- River Record
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Omaha 1, Neb.
- Rivers
Rainbow Records
707 10th Ave.
New York, N. Y.
- RMP Records
125 Broadway
Brooklyn, N. Y.
- Robbins Music Corp.
709 Seventh Ave.
New York 19, N. Y.
- Robin Hood Records, Inc.
1619 Broadway
New York, N. Y.
- Robin Records
Wrightman Music, Inc.
6811 Hollywood Blvd.
Hollywood 28, Calif.
- Roche, Edward M.
1910 Wyandotte St.
Kansas City, Mo.
- Rocket Recording Co.
E. R. Row, Pres.
100 Court Ave.
Albany, Ga.
- Rocket Records
1896
Portland 8, Ore.
- Rockette Record
1200 North Jefferson St.
Albany, Ga.
- Rochell Radio
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New York 22, N. Y.
- Rocking Horse
Synthetic Phonos Sales Co.
461 Eighth Ave.
New York, N. Y.
- Rocky Mountain Recording
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1917 West Cucharas St.
Colorado Springs, Colo.
- Rodriguez, Chago
14 West 68th St.
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- Roland Records
170 Second Ave.
New York, N. Y.
- Roller Derby Associates
304 West 50th St.
New York, N. Y.
- Romick Records
Berry Enterprises
50 Marvin Ave.
Shelby, O.
- Rondo Records
220 West Locust St.
Chicago 10, Ill.
- Roost Records
72 West 52d St.
New York, N. Y.
- Ernest A. Rork & Son
P. O. Box 2281, De Soto Sta.
Memphis 2, Tenn.
- Rosas Records
Paul Kallet Enterprises
1850 Broadway
New York 19, N. Y.
- Round Records
46 West Eighth St.
New York, N. Y.
- Roundup Records
Western Radio Features
Fairmont Hotel
San Francisco 6, Calif.
- Rowland Crosdale Records
Rowland Crosdale Record Co.
Berwyn, Pa.
- Royal Canadian Recordings
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Windsor, Ont., Can.
- Royale
48 Elm St.
Meriden, Conn.
- Royal Record Corp.
6333 Hollywood Blvd.
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- Royal Recording Studios
3724 North Highland Ave.
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6715 Hollywood Blvd.
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- Royalty
Savoy Record Co.
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Newark 1, N. J.
- R P M Records
244 North Canon Drive
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- Russ, Al
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171 South Arroyo Parkway
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- Russell Records
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P. O. Box 328
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- Ruthrauff & Ryan, Inc.
408 Lexington Ave.
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- S. & G. Records
1801 Matco St.
Los Angeles 21, Calif.
- Sachs, Benjamin
939 Eighth Ave.
New York, N. Y.
- Secord Records, Inc.
342 North St. Brea
Los Angeles 38, Calif.
- Saks Records
884 Pawona Ave.
Jersey City, N. J.
- Sampaguita Record Co.
Manila
Philippine Islands
- San Joaquin Recording Co.
1802 East 14th St.
Stockton, Calif.
- Saphier, James L. Agency,
Inc.
8538 Brighton Way
Beverly Hills, Calif.
- Savoy Record Co.
38 Market St.
Newark 1, N. J.
- SBW Recording Co.
17719 Piersan
Detroit 19, Mich.
- Scalia, Charles A.
2395 Delaware Ave.
Buffalo 16, N. Y.
- Scalzi, Ed
532 Vanderbilt Ave.
Staten Island, N. Y.
- Scandinavian Records
623 Lexington Ave.
New York 22, N. Y.
- Schirmer Records
3 East 43d St.
New York 17, N. Y.
- Schnit, Paul A. Music
88 South 10th St.
Minneapolis, Minn.
- Schneider Recording Studio
Lab
1303 Prospect Ave.
Cleveland 15, O.
- Schooner Records
1229 Military St.
Detroit 9, Mich.
- Schwarz, Reuben E.
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Wisconsin
- Scop Record Co.
1111 North El Centro Ave.
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- Scose Records
Aladdin Records
451 North Canon Drive
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Woodhaven 21, L. I. N. Y.
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- Seva Records Co.
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- Sharp Records
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Chicago 47, Ill.
- Shaw Lloyd Records, Inc.
122 West Abriendo Ave.
Pueblo, Colo.
- Shaw Record Processing,
Inc.
1914 Dana Ave.
Cincinnati, O.
- Shelby Music Pub. Co.
1205 Griswold St.
Detroit 26, Mich.
- Shelton
Signature Recording Corp.
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- Shome Records
Phillips Sound Service
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Philadelphia 28, Pa.
- Shrine Record Co.
6928 Grand Parkway
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- Signature
Signature Recording Corp.
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- Signal Record Co.
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POP VERSION of a GREAT TUNE!

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Bright red plastic SIRENS with metal insert. Guaranteed to empty your machine faster than anything on the market. As soon as one kid gets one, all the kids will flock to your machine!

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Distributors Wanted
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Weidman will also include in his regular line a cookie and cracker vender, and a snuff machine. The latter is said to be especially good seller in the northern parts of Michigan, with the old-fashioned "Copenhagen." Other types of equipment for which there is a demand will also be added. Especially needed, Weidman said, is a low-cost sandwich vender.

A necessary line also will be carried, including coin counting and wrapping equipment, and carrying cases for stock.

Weidman has represented the National Vendors, Inc. since 1932, in Michigan, Wisconsin, North and South Dakota and Minnesota. He will continue to operate the extensive service shop for National machines at his headquarters here although he severed connections with National Vendors March 1. He said that Thomas Hungerford, public relations director of National, is now in the territory calling upon the trade, but a permanent sales representative will be appointed later to succeed Weidman.

Weidman was one of the first cigarette operators in the United States, starting with the organization of Mechanical Sales Company in Detroit in October, 1925. They operated the Smokeria at that time. The firm was liquidated in 1932 when Weidman went with National.

Leo Fournier, who has been with the company for 20 years as service director, has been made a part owner and vice-president of the company with the new move. Mrs. Adele S. Weidman is secretary-treasurer.

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 tub gum vending —there are 300 CHICLE TREETS to the pound, and vending 2 for 1c gives you \$1.50 per pound. Also, there is no special loading; JUST POUR YOUR CHICLE TREETS in BABY GRAND and YOU ARE OFF LIKE A FLASH.

VICTOR'S BABY GRAND is the most unique design in modern vending. Its small, compact and attractive appearance gets you in those choice locations you've dreamed about. The cabinet is of solid oak and finished natural. BABY GRAND holds 5 1/2 pounds of CHICLE TREETS and takes in about \$8.25 each time it empties.

GET STARTED NOW — TODAY! A few of these very beautiful machines vending this high quality merchandise will convince you of a greater opportunity than you can visualize.

VICTOR'S JUMBO 100



AT YOUR VICTOR DISTRIBUTOR TODAY!

Designed to vend and sell more jumbo size ball-gum. 100 count per pound.

THOUSANDS OF LOCATIONS ARE AVAILABLE AND WAITING FOR THIS EYE-CATCHING SENSATION.

JUMBO 100 IS TRULY A MASTERPIECE. Its strong, sturdy appearance with colorful styling attracts attention beyond compare.

The combination of JUMBO 100 and JUMBO-SIZE BALL-GUM has sustained play appeal which means a permanent, profitable future for you.

JUMBO 100 will sell more JUMBO-SIZE BALL-GUM than any other vender 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
5701-13 W. Grand Ave.
Chicago 39, Illinois

GET * NEWER CHARMS

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lowest. Send 15c for complete samples.

PENNY KING CO.
415 Westmore Street
Pittsburgh 20, Pa.

VICTOR'S BABY GRAND
\$13.00 net
100 or more \$12.00 net

CHICLE TREETS VENDOR

VENDS 2 FOR 1c. Something NEW—GOOD! BIG PROFITS. Also Jumbo 100. Gum costs 45¢ lb., vends for \$1.50 lb. (100 count). We carry the entire Victor line of machines and parts. Lowest prices on gum, charms and stands. Write today.

M. B. HUTCHINSON JR.
860 North Ave., N. E., Atlanta 6, Ga.
Tel: Emerson 4300

IN STOCK VICTOR'S

New BABY GRAND CHICLE TREETS VENDOR

also **JUMBO 100**

ORDER TODAY

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LD 6-1158

BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 5 \$9.50 ea. Lots of 10 \$9.25 ea. EACH

MODEL 100. Lots of 25 \$1.00 or 50 \$9.00 ea.

Nut and Charm Vendors hold 5 lbs. Nut, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.

1/3 Deposit, Balance C.O.D.

BLOYD MFG. CO.
VALLEY STATION, KY.

Department Store Vending

Continued from page 134

and women's soft goods fell off in the two Centers, novelty items were introduced along with various types of women's accessories. They were changed from time to time, with a final type pattern eventually worked out for such items as leading sellers in transient locations.

The only exception in soft goods sales, it was found, was in women's nylon hosiery. This continued to sell in moderate volume after the first big sales rush dwindled.

Among the items currently vended at the two Filene's Centers are wallets, canteen sets, pocket purse dental kit, pocket size tooth brushes and handkerchiefs. Accessory items appealing to women include purse-size perfume atomizer, bracelet with mother of pearl perfume flask and a good luck charm.

Items appealing to men include a hammer, screw driver and socket wrench set, flat pocket flashlight, pen and pencil set, utility tool set,

Trilone three-color pen and a four-color mechanical pencil.

Exchange Slips

Filene's pointed out that all goods purchased thru the venders carry the usual exchange slip; dissatisfied buyers may present the slip to any Filene's store for a refund.

Vending is not an expensive form of selling, Filene's states. The profit margin is higher in contrast to over-the-counter selling; there is less damage to goods and pilferage is reduced to a minimum. The disadvantages discovered thus far with machine selling arise from the locations which must be well supervised. Also, it was noted that "some means must be offered to provide the necessary change."

Filene's says its two Centers not only provide a means of increasing the firm's sales, but also give regular buyers an opportunity to purchase their needs after regular store hours.

Coinmen You Know

Continued from page 138

	Issue of March 8	Issue of March 1	Issue of Feb. 23	Issue of Feb. 16
Jan. 21 (Gottlieb).....	\$39.50 54.50 79.50	\$25.00 54.50	\$24.50 40.00	\$49.50 79.50
H. C. Jones (Gottlieb).....	75.00	75.00	75.00	75.00
King Arthur (Gottlieb).....	109.50 119.50	100.00 119.50	109.50	119.50
Knock Out (Gottlieb).....	99.50 100.00	99.50	100.00	100.00
Lady Robin Hood (Gottlieb).....	39.50	39.50	39.50	39.50
Line-Up (Keweenaw).....	175.00 185.00 195.00(2)	175.00 195.00(2)	195.00(2) 225.00(2)	195.00 225.00(2)
Lucky Irving (Williams).....	69.50 79.50(2)	50.00 69.50	79.50	69.50 79.50
Madison Square Garden (Gottlieb).....	149.50	149.50	149.50	149.50
Major League Baseball (United).....	39.50	39.50	39.50	39.50
Major League Baseball (Chicago Col.).....	39.50 79.50	79.50	39.50 79.50	79.50
Marathon (United).....	49.50 59.50	49.50 59.50	49.50 59.50	49.50
Maryland (Williams).....	99.50 109.50	99.50	109.50	99.50
Mercury (Genco).....	67.50 114.50	67.50 114.50	114.50	114.50
Merman (Gottlieb).....	164.50	99.50	99.50	99.50
Mersey (Genco).....	124.50 175.00	124.50	175.00	175.00
Minister Man (Gottlieb).....	29.50 39.50	29.50 39.50	17.50 29.50	29.50 39.50
Mooney (United).....	39.50(2)	39.50 49.50	39.50 49.50	39.50 49.50
Monroe (Exhibit).....	29.50 49.50	29.50	49.50	49.50
Nifty (Williams).....	129.50	135.00	129.50	129.50
Oasis (Exhibit).....	79.50(2) 84.50	79.50 84.50	84.50	84.50
Oklahoma (United).....	144.50	85.00 144.50	144.50	144.50
Old Father (Gottlieb).....	29.50 39.50	29.50 39.50	17.50 29.50	29.50 39.50
Old Mill (Genco).....	49.50	49.50	49.50	49.50
Om. Two, Three (Genco).....	55.00 69.50	55.00 69.50	49.50	49.50
Parade (Gottlieb).....	99.50(2) 119.50	99.50 119.50	40.00 85.00	50.00 85.00
Parade (Exhibit).....	79.50	119.50 139.50	130.00 139.50	139.50
Pat Bowler (Chicago Col.).....	119.50 125.00	119.50 139.50	130.00 139.50	139.50
Play Ball (United).....	34.50 39.50	25.00	24.50	29.50 49.50
Play Ball (Chicago Col.).....	65.00(2)	65.00(2)	79.50	79.50
Playboy (Exhibit).....	124.50	124.50	124.50	124.50
Playtime (Exhibit).....	84.50	84.50	84.50	84.50
Podder Head (Genco).....	59.50	25.00 59.50	59.50	59.50
Quarterback (Williams).....	44.50 59.50	49.50(2) 100.00	59.50 84.50	59.50(2) 100.00
Rainbow (Williams).....	79.50	79.50	79.50	79.50
Rocket (Bally).....	19.50	50.00	135.00	99.50
Big Sailor (Genco).....	110.00 119.50	119.50	79.50 119.50	119.50
Rocket (Genco).....	110.00 119.50	119.50	79.50 119.50	119.50
Rockette.....	39.50 39.50	25.00 39.50	39.50	39.50
Red Rover (United).....	39.50 39.50	40.00 79.50	79.50	79.50
St. Louis (Williams).....	39.50	39.50	22.50	39.50
Sally (Chicago Col.).....	39.50	39.50	39.50	39.50
Sambo (Bally).....	29.50 59.50	29.50	59.50	59.50
Sambo (Exhibit).....	49.50	49.50	49.50	49.50
Sawtooth (Williams).....	29.50 39.50	29.50 39.50	39.50	39.50
Screwball (Genco).....	39.50	39.50	39.50	39.50
Select-A-Card (Gottlieb).....	70.00 79.50	30.00 70.00	34.50 79.50	79.50
Seaside (United).....	27.50	27.50	17.50	17.50
Shanghai (Chicago Col.).....	109.50 110.00	109.50	109.50	109.50
Shantown (Exhibit).....	39.50 69.50	39.50 69.50	69.50 69.50	39.50 69.50
Shantown (Gottlieb).....	39.50 69.50	39.50 69.50	69.50 69.50	39.50 69.50
Shim East (United).....	109.50	109.50	109.50	109.50
South Pacific (Genco).....	24.50 25.00	44.50 46.00	60.00 109.50	25.00 34.50
Social Entry (Bally).....	45.00 49.50	45.00 49.50	50.00 54.50	50.00 54.50
Speedway.....	109.50	109.50	109.50	109.50
Speedway (Chicago Col.).....	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Spot Bowler (Gottlieb).....	154.50	154.50	154.50	154.50
Standard (United).....	34.50 49.50	34.50 49.50	49.50	49.50
Strip and Go (Genco).....	124.50 139.50	75.00 124.50	75.00 139.50	125.00 139.50
Stormy (Williams).....	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Summer Time (Gottlieb).....	29.50 30.00	30.00 39.50	30.00 39.50	30.00 39.50
Sunny (Williams).....	19.50	69.50	60.00 69.50	69.50
Super Hockey (Chicago Col.).....	69.50	69.50	60.00 69.50	69.50
Super World Steam (Williams).....	295.00	295.00	295.00	295.00
Swanee (Exhibit).....	59.50 65.00	59.50 65.00	39.50	29.50 59.50
Sweetheart (Williams).....	99.50 134.50	99.50 134.50	134.50	134.50
Tahiti (Chicago Col.).....	85.00 109.50	85.00 109.50	60.00 109.50	85.00 109.50
Tampico (United).....	89.50	89.50	89.50	89.50
Tennessee (Gottlieb).....	49.50 79.50	30.00 49.50	49.50(2) 79.50	49.50 79.50
Tennessee (Williams).....	29.50	29.50	17.50 29.50	29.50 49.50
Texas Leaper (Keweenaw).....	50.00	50.00	50.00	50.00
Thing (Chicago Col.).....	89.50 119.50	59.50 69.50	59.50 119.50	119.50
Three Fathers (Genco).....	69.50 79.50	59.50 69.50	59.50 65.00	69.50 79.50
Three Fathers (United).....	79.50	79.50	69.50 79.50	69.50 79.50
3-4-5 (United).....	265.00	265.00	265.00	265.00
Thrill (Chicago Col.).....	27.50	27.50	27.50	27.50
Total Roll (Genco).....	39.50	39.50	39.50	39.50
Trade Wind (Genco).....	19.50 39.50	25.00 39.50	39.50 49.50	39.50 49.50
Treasure Chest (Exhibit).....	39.50 49.50	39.50	49.50	49.50
Friend (Chicago Col.).....	49.50	17.50 49.50	49.50	49.50
Tropolis (Gottlieb).....	149.50	149.50	149.50	149.50
Triple Action (Genco).....	19.50 29.50	29.50 39.50	29.50 49.50	29.50 49.50
Triple Action (United).....	39.50 49.50	39.50	49.50	49.50
Tri-Score (Genco).....	115.00 119.50	75.00 115.00	95.50 75.00	85.00 119.50
Tucson (Williams).....	59.50 69.50	69.50	69.50	69.50
Tumbler (Exhibit).....	69.50 84.50	84.50 104.50	104.50	104.50
Turf King (Bally).....	174.50 195.00 249.50(3)	169.50 229.50 249.50(3)	179.50 200.00 249.50(2)	179.50 195.00 225.00 249.00
Ulan (United).....	250.00 295.00	250.00 295.00	250.00 295.00	250.00 295.00
Ulan (United).....	99.50(2)	94.50(2)	94.50	94.50
Victory Special (United).....	19.50 29.50	29.50	29.50	29.50
Virginia (Williams).....	29.50(2)	29.50	29.50	29.50
Watch My Line.....	150.00 185.00	150.00 185.00	139.50	139.50
Whirl-a-Ball (Amusement).....	19.50	185.00	185.00	185.00
Wild West.....	185.00	185.00	185.00	185.00
Winner (Universal).....	99.00 119.50	129.50 195.00	125.00 139.00	135.00 150.00
Industrial.....	149.50 174.50	199.50 249.50	150.00 175.00	169.50 175.00
Wisconsin (United).....	195.00 199.50	249.50	199.50 229.50	199.50 229.50
Yam (Williams).....	29.50	39.50	17.50 39.50	39.50 49.50
Zingo (Genco).....	325.00	325.00	22.50	22.50

handling visiting coinmen and also out-of-town phone calls. Firm also is filling a series of volume orders for Formica replacement play fields.

Bally executives have been putting in a lot of time on the road recently. Herb Jones is back from a week in Washington and Paul Eckstein, head of the TV department, has returned from a similar stint in New York. Ray Moloney is completing a deferred vacation in Florida. Jack Nelson is on a road trip which will include stops in New York and several other key Eastern cities. Art Garvey, New England district manager, dropped at the plant after a swing thru his territory.

Juke Box Poll

Continued from page 131

so far that the ops gave the diskery sixth place.

The rise of Columbia in the juke field, it is to be noted, is directly traceable to changes in the diskery's upper executive echelon. Jim Conking was named president about one year ago, coming over from Capitol; sales manager Paul Wexler assumed his position 14 months ago, and pop A.R. director Mitch Miller was named to his post two years ago.

The major diskeries have been using new promotional devices aimed at winning the juke trade and have been producing an increasing number of disks especially aimed at the juke trade. Examples are the numerous disks with honky tonk sounds. Many, too, play shorter than the usual three minutes. A current example is the Victor Phil Harris-Bell Sisters "Hambone," which plays one minute and 59 seconds. Victor's honky tonks cut specifically for the juke markets. Joe Fingers Carr disks on Cap and Decca's Grady Martin etching of "Slew Foot Rag" are other examples of juke-tailored records.

Victor and Capitol, too, have been setting up such services as special sampling for ops. Victor has made up special lists of Latin-American best seller disks for the use of ops with routes in Spanish-speaking areas.

An increasing number of diskeries and distribbers are making title strips in order to cater to the ops. These are all illustrative of the growing attitude.

The swing toward larger capacity machines, such as the Seeburg 100-selection and the AMI 90-selection units, and the increased use of 45 r.p.m. equipment, augurs an even juicier market for the diskeries. In the current survey, tabulations on Question 14 indicate the average number of records purchased weekly by the operator at 151.7. Last year's weekly average was 145.99.

Part II of the Survey, notably Questions Two and Three, indicates operators are buying more boxes this year than ever before and plan to hike their purchases 10.4 boxes this year. Last year the figure was 8.2. A factor in this rising average is considered to be the growing demand for 45 r.p.m. boxes. Question Six, which asks ops who already have 45 whetters they plan to buy more such equipment, indicates the prevailing answer is in the affirmative—81 per cent so stating, 30 per cent gave no answer and only 19 per cent answered "no."

Details on the Poll may be found in the special juke box section, this issue.

Bally has had success with the in-line scoring games, and its current units, Shuffle Line and Spot-Lite, are proving hot items.

Over at United Manufacturing the 6-Player Deluxe Shuffle Alley, Bolero and Steeple Chase are the center of attention. Sales Manager Billy DeSelm has been greeting distributors from all parts of the country. AC-anwhile ace road representative Johnny Casola was in Knoxville and working his way back to the plant after stops in several key cities, including Birmingham, Miami, New Orleans and points in between.

Miami

Morris Sugarman, Runyon Sales Company, New York, is vacationing here. Stanley Fox, Stanmar Cigarette Company, is undergoing surgery in Chicago and probably won't return to his route until May.

The bunch at Taran Distributing extended birthday congratulations to Tommy Yasbick, mechanic, and Bob Dickens, a fellow repair man. Dickens formerly was with Atlantic Distributing, New York. Max Shaw, accountant at Taran Distributing, wears glasses now.

Ted Bush, Bush Distributing, spent a few days in the company's Jacksonville office. Ozzie Truppman celebrated a birthday anniversary but he isn't saying which one. Ken Willis is on a selling trip thru Central Florida for Bush.

Morris Gisser, of Cleveland Coin Machine Exchange, Cleveland, is vacationing here. Dan House, of House Music Company, Naples, Fla., was in town buying equipment. He reported excellent business in his area.

Harry Steinberg, Sterling Music Company, enjoys Florida but frequently gets a twinge of nostalgia for his former Newark, N. J., coin machine cronies, including Irv Morris, Sam Waldor, Joe Fishman and Frank Russo. Steinberg still maintains an interest in the H & S Amusement Company, Newark.

H. E. Brust, Tampa, reports that operators in his city have
(Continued on page 140)

'Ride'm Cowboy'



Proven Winner for Dime and Department Store Locations. Overall height, 54" (seats 48"); width, 27". Shipping weight, 300 lbs. Manufactured by:
KING AMUSEMENT CO.
Mt. Clemens, Mich.

Aluminum HORSES FOR SALE

To Ride and Rocking
All Horse Manufacturers
3 SIZES—IMMEDIATE DELIVERY
42" long—22" high—14" wide
52" long—26" high—18" wide
65" long—30" high—20" wide
Manufacturers, we can make your horse in quantity lots. All these design styles can fit bucking horse machines 14 horses are ready for painting and are priced right. If you wish, we will print to your specifications.
Leather Saddles and Gear Boxes Also Available for Assembling the Complete Horse.
WRITE—WIRE—TODAY
Automatic Enterprises
72 West Burton Place, Red Bank, N. J.

FOR SALE

2 Black Gold	1 South Pacific
2 Harvest Time	1 Knockout
1 Big Top	1 Rocket
1 One Go	1 Tumbler
1 Ch. Coin Hockey	1 Tumbler
1 Thine	1 Joanne
1 Punchy	1 Williams Double
1 Barrels Ball	1 Ready
1 June 21	1 Unto. Shuffle
1 Select-A-Card	1 Tournament

Make Best Offer—Bargain for lot sale.
BOX D-163
c/o The Billboard, Cincinnati 22, O.

PREMIUMS

LARGEST LINE OF PREMIUMS
SEND FOR CIRCULAR ON OCEAN CITY BEELS, MONTAGUE RODS, SALT AND FRESH WATER COMPLETE FISHING KITS.
CLOSE-OUT ALL THE LATEST MACHINES
Five New Williams Speed the Moon
One New Williams Horse Feathers
One New Williams Horsehoes
Five New Williams Sea
United A.B.C. perfect \$275.00
Two Bally Write Spots 325.00
Like new
Three Keweenaw 4 Player with Ferris top 450.00
Four Keweenaw 2 Player, Ferris top 229.50
Williams Reg Map 125.00
Gottlieb Knockout 110.00
Play Ball, like new 49.50
One-third deposit, balance C.O.D.
K. C. SPECIALTY CO.
410 Market St., Philadelphia 6, Pa.
Market 7-6855 or 7-6191

ARCADE FOR SALE

In Southern military town, 30 pieces of pin, mame and general arcade \$20,000 near. Pays for itself in short time. Particulars furnished to party showing ability to handle.
BOX D-166
c/o The Billboard, Cincinnati 22, Ohio

COBRA CARTRIDGES

Electronic and Resurced, 15¢ each. ORIGINAL PERFORMANCE GUARANTEED 10 Days Service Via Air Mail.
ELECTRONIC INDUSTRIES
1011 N. 30 St., Phoenix, Arizona

Look to
ATLANTIC
for the finest
RECONDITIONED MUSIC EQUIPMENT

Every reconditioned phonograph we sell is TRIPLE TEST GUARANTEED — your guarantee that it is ready to operate perfectly on location.

ATLANTIC
NEW YORK CORP.
Exclusive SEEBURG Distributors
583 10th Avenue, New York 18, N.Y.
CHickering 4-0760

Branch Offices in Newark, N. J. and Hartford, Conn.

SEND FOR LIST OR VISIT YOUR NEAREST ATLANTIC OFFICE!

RECONDITIONED BINGO GAMES

Bally Bright Light \$365.00
Bally Coney Island 475.00
Bally Bright Spot 435.00

Frank Swartz Sales Co.
515-A FOURTH AVE., S.
NASHVILLE 10, TENN.

INVENTOR PATENT ENGINEER

Experienced in developing electro-mechanical mechanisms and control devices and circuits. Want proposition from manufacturer of games or juke boxes. Write
HARRY FUCHS
114 East 28 St., N. Y. 16, N. Y.

WILL BUY OR MANAGE

Coin machine route on percentage basis. Thoroughly experienced in all phases of amusement machine operations. Best of references. Write
BOX D-161
Care The Billboard,
Cincinnati 22, O.

METAL TYPER WANTED
Gretchen or Barbara, State address and condition first letter.
RED DAUGHERTY
825 4th Ave., S., Nashville, Tenn.

QUALITY + EXPERIENCE + EQUIPMENT = WORLD WIDE

GENUINE FORMICA TOP

Silk Screened Make your old shuffle game to look like new... \$29.50 \$34.50

A Pennant Winner WILLIAMS DE LUXE WORLD SERIES

The game that gives players what they want... Realistic baseball thrills...

WILLIAMS MUSIC MITE The only low cost selective phonograph playing 10-15 RPM records...

GENCO Double Action Five ball free play novelty game...

ACE COIN COUNTER Brand new - precision operation...

NOW DELIVERING NEW GAMES Billy SPOTLITE Williams SWEEPSTAKES...

ONE BALLS Billy FUTURITY Wipe Billy CHAMPION... \$99.00

40 FIVE BALLS FREE PLAY FLIPPERS \$50 Each

HIGHEST CASH PRICES for BINGO TYPE ARCADE Billy BRIGHT SPOT...

DAVIS Guarantee BUY GUARANTEED PHONOGRAPHS WITH THE 'FAMOUS DAVIS' 6 POINT GUARANTEE SEEBURG...

Coinmen You Know

Continued from page 139

succeeded in building larger music grosses by changing the customary 60-40 commission split to 50-50...

New York Mac Polley, of United Phonograph, has returned from a vacation in Florida...

Hank Walton, who operates juke hives under his own name, has purchased the A. & P. Music route from Jim Alfano...

Joe Hanna, upper New York State operator and distributor, was in town last week on business...

Wurlitzer phonographs, in their new blue-tinted decor, may be seen at Joe Young's showrooms...

Teddy Blatt, attorney for the Associated Amusement Machine Operators of New York, reports that ops are experiencing no difficulty in getting licenses renewed...

Harry Sultan, of Douglas-Bruce coin-row disk distributor, is now buying up records from juke box ops...

Houston Last week's business visitors at the branch of the S. H. Lynch Company here included A. C. Hughes and E. D. Furlow...

Detroit Spacarb Detroit Distributors has installed a four-flavor beverage vender in an alcove in the Detroit Federal Building...

Jack Froeman, owner of the Silver Dollar Bar and at one time in the coin machine business, and David L. Weinberg have teamed up to form the D and F Cigarette Vending Company...

Chel Kajeski, manager of King Records, was a visitor at the Detroit office of The Billboard...

establishing the Baals Music Company, with offices at 11651 Cheyenne Avenue...

Cincinnati Automatic Phonograph Owners' Association held its regular monthly meeting Tuesday night...

The committee, headed by Abe

Salman and appointed at the last meeting, has met twice within the past month with Lawrence Kama, association attorney...

Charles Kanter, APOA president, has been invited to be a judge and panelist on the Columbia Broadcasting System's 'Songs for Sale' TV show...

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard from as indicated below...

For this week's prices consult the used machine advertisements in this issue.

Table with columns for machine name, issue of March 8, issue of March 1, issue of Feb. 23, issue of Feb. 16. Lists various arcade machines like Ale Bomber, All Star Baseball, etc.

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard

FIRST in Quality... FIRST in Value!

SHUFFLE GAMES
RENEEY'S
DELTA LEAGUE BOWLER
 "Your collection will soar with the Mercury Score!"

CONVERSIONS
"FIRST'S" JUMBO '9"
LITE-UP PINS!
 For C.C. BOWL ALLEY'S
 LITE TWIN BOWLING
 Computer installed in
 minutes! All the Pleasure
 of the New... \$24.50

NEW RENEEY
 Player Rebound
Shuffleboard Conversions
 For Short Boards
RECONDITIONED
4 PLAYER MATCH
LEAGUE BOWLER \$250
 2 PLAYER BOWLING
 CHAMP... \$135

ARCAD
EXHIBIT'S
JET GUN
 Machine Gun
 Action Thriller
 Popular with
 young and old

Chi Coin 4 PLAYER
DELTA
RECONDITIONED
AND REFINISHED
 SE. 510 BRONCO... NEW
 SEI PONY EXPRESS 5375
 SE. GUN PATROL... 215
 S&A-SUNNY... 115
 TEAM HOCKEY... 110
 AMUL JACK BASSBY... 90
 SE. 510 BRONCO... 85
 QUIZZER with form... 85
 SE. 510 BRONCO... 85
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Coinmen You Know

Continued from page 141

says business is quiet. Kaplan operates one of the largest arcades in the area. It has 60 places. He features all the latest pin games.

Max (Waxie) Maxie Silverman, of Quality Music Company, is excited over the possibilities of a new number by the Street Singers, "I Don't Mind." The number was written by Charles Gosson, author of "The Thing." It's on a Comet label.

D. C. Novelty Company, according to John Cokinos, is doing well with the Seeburg 100 Seeburg automatic juke boxes. Cokinos plans to buy 40 more. He also has hired two new mechanics.

Bill Steele, of the William F. Steele Company, has returned from Florida. He reports that Atlantic Amusement Company has hired two more mechanics and purchased quite a few new machines, even though the business is a little off.

The Washington Music Guild will hold election of officers in March. James Kaplan, who runs the Amusement Arcade, the largest in the city, is now interested in three other arcades. M. Selnick, of the Kaufman Washington Company, reports Leroy Anderson's recording of "Blue Tango" doing well.

Howard Ellis, president of the Music Guild of Nebraska, reports that operator Hap Marble, of North Platte, and his wife have returned from a winter trip to California.

S. K. Freed, of the Howard Sales here, has announced that he enlarged his business recently by purchasing another music route.

A number of out-of-town visitors, including Freddie Faust and Joe McCann, New Haven, were present. Toliano urged implementation of full membership quota by April 1, with increased membership dues in effect at that time. The new fee will be \$100.

Lou Chack, of General Amusement Games, and Tony Wilkas, West Hartford operator, are still leading the field as far as sartorial splendor is concerned. Tony showed up at General Amusement the other afternoon sporting a new suit. Lou walked out of his office, returned half an hour later, wearing a new outfit.

Past President Abe Fish rebuked absenteeism at the Connecticut State Coin Association at its last meeting (see separate story in this issue). Frank Marlin, New London operator, has returned from a Florida vacation. General location business began its traditional tapering off following the advent of Lent.

Altho the Cain Caillouette Company here still is operating and selling juke boxes, it is understood it will be replaced soon as Wurlitzer distributor in this area.

Badger Sales Company has been named exclusive distributor for Southern California for D. Gottlieb Company. The deal was completed by William R. Happell Jr., of Badger, and Sol Gottlieb, of the Chicago factory. (See separate story). William Happell and Mrs. Happell returned from a yacht trip to Catalina. Jack Leonard, head of the Badger parts department, back on the job after being out several days because of illness. Sam Stern, vice-president of the Williams Manufacturing Company, in town and visiting with Harry Williams, who makes his home in Southern California. Al Sleight, Bally representative, stopped off in Los Angeles to visit Lucille and Paul Layman. Sleight was on his way back to Portland, Ore., following a visit to Mexico City. En route he stopped off in San Francisco to visit with R. F. Jones, who handles the Bally line in the Bay area.

Jerry Bliss, of Southgate, is a new bulk merchandiser operator. He bought a route from Adolfo D'Este, of the vending supply department at Badger. H. L.

Smith here for equipment and parts for his operation in Porterville. Jose Del Real, Brawley, is dividing his time between the music box operation and ranching. While in town for equipment and parts, he took the opportunity to pick up an arc welder for repairing bulldozers on the farm. George Warner made a trip along West Pico. Dannie Jackson, formerly of Automatic Games, is now in the jewelry business in Los Angeles. Ray Brandenburg in town from near-by Whittier.

Sam Cooper, head man of the Paster Distributors front office, reports tremendous buying interest in the new AMI-D-80. Over 40 new D-80s are already on location in the Milwaukee area. Sam reports, with deliveries having a tough time keeping up to the steady stream of orders. Steady feature at the Paster office that is meeting with favor, is the "coffee on the house" program. Sam keeps a coffee maker going at all times.

Bill Miller, of Miller Music, Menasha, was laid up for a few weeks recently as the result of a spill while shifting a music machine in a location. He has recovered and has since made a buying trip to the Beer City.

Veteran Stevens Point colman, Lou Jacobs, was a recent patient at the Wisconsin General Hospital, Madison.

Vital statistics concerning the Mitchell Novelty Company show Clifford Cottrill exchanged wedding vows with Josephine Triscari, February 16. Eddia Kaye, another Novelty employee, became a father when his wife gave birth to a girl February 14.

Just returned from a Florida vacation, Herb Wagner, of South Milwaukee's G. & W. Novelty firm, reports that one of the highlights of his sojourn was his gabfest with L. E. Hale, nationally known tobacco auctioneer. Now that Wagner is back, his partner, Glenn Gaedke, is mulling plans for a quick fishing trip to Tennessee. New service and maintenance man on the pay roll at the P. & P. Distributors St Paul Avenue headquarters is Edwin Carlisle.

The cigars were passed around recently at L. R. Distributors when Arnie Cutter and Carl Staska were presented with the additions to their families. Badger Tobacco employees did themselves proud when 20 of them earned certificates as members of The Milwaukee Journal WTMJ and WTMJ-TV "Five Thousand Club" by pledging to donate a pint of blood for the soldiers in Korea. Instigator of the group response was office manager Bob Burnette. His patriotic salesmanship contributed to emptying the station to go way over the top with a total of 7,612 pints of blood.

Holloway Candy sales rep, Dick Wall, made a flying trip to his home State, Tennessee, to visit with his family for the week-end. The flu bug hit Windy Gale,

route man for the Matt Schaefer music routes in Milwaukee. After a week's illness Windy is back picking more top tunes for the boxes. Latest additions to the Schaefer inventory are a couple of new Model AMI 80-play music machines.

Ray Kramer, vet Elkhart Lake music and games operator, reported to the Beer City for several arm loads of new waxings. Phyllis Kaponeman, Johnny O'Brien's right arm at Major Distributors, spent a long week-end in the Windy City visiting relatives and taking in the sights. Top tunes in recent weeks on the Banaco music boxes, according to the front office, are Bobby Wayne's "Wheel of Fortune" and Leroy Anderson's "Blue Tango." Boss man, Frank Barinik, is staying close to the job these days with his Cessna plane in the hangar until the weather takes a turn for the better. Next flying trip being mulled is a flight some time in May to his hunting camp in the Canadian woods.

United, Inc. exec, Harry Jacobs Sr., is expected back from his Florida jaunt by next week. Checking over the books for January and February business totals this year, Harry Jacobs Jr. states the statistics break down into the best volumes the firm has experienced for the past years since they opened the doors. The outlook for March, continues Harry Jr., also presents a favorable picture, with the orders continuing to roll in for new and used Wurlitzer equipment from all over the State.

Northwestern Tab Gum Vendors are sparking the sales parade. reports Carl Happel, head man at the Badger Novelty Company headquarters. Otherwise, according to Carl, nothing else seems to be hitting any peak volumes, altho a comfortable steady demand for Rock-Ola juke boxes continues to roll in. Ailing Mike Riechmann, of the Wisconsin Novelty firm, is leaving for a several weeks stay in Florida. Doctors have advised the change of climate to see if it will alleviate his arthritic condition.

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Genco Baseball & Pin Game Type, New	99.50
Genco Baseball 18 Ft. Shot (New)	99.50
Genco Shuffle Target, New	179.50
Keeney De Luxe Leaver Bowler, New	Write
Keeney Shuffle Alley (4 Panes)	216.00
United Shoe Alley	99.50

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Emilio Dale Game	99.50
Ferris Yellows Machine	49.50
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Model C	349.00
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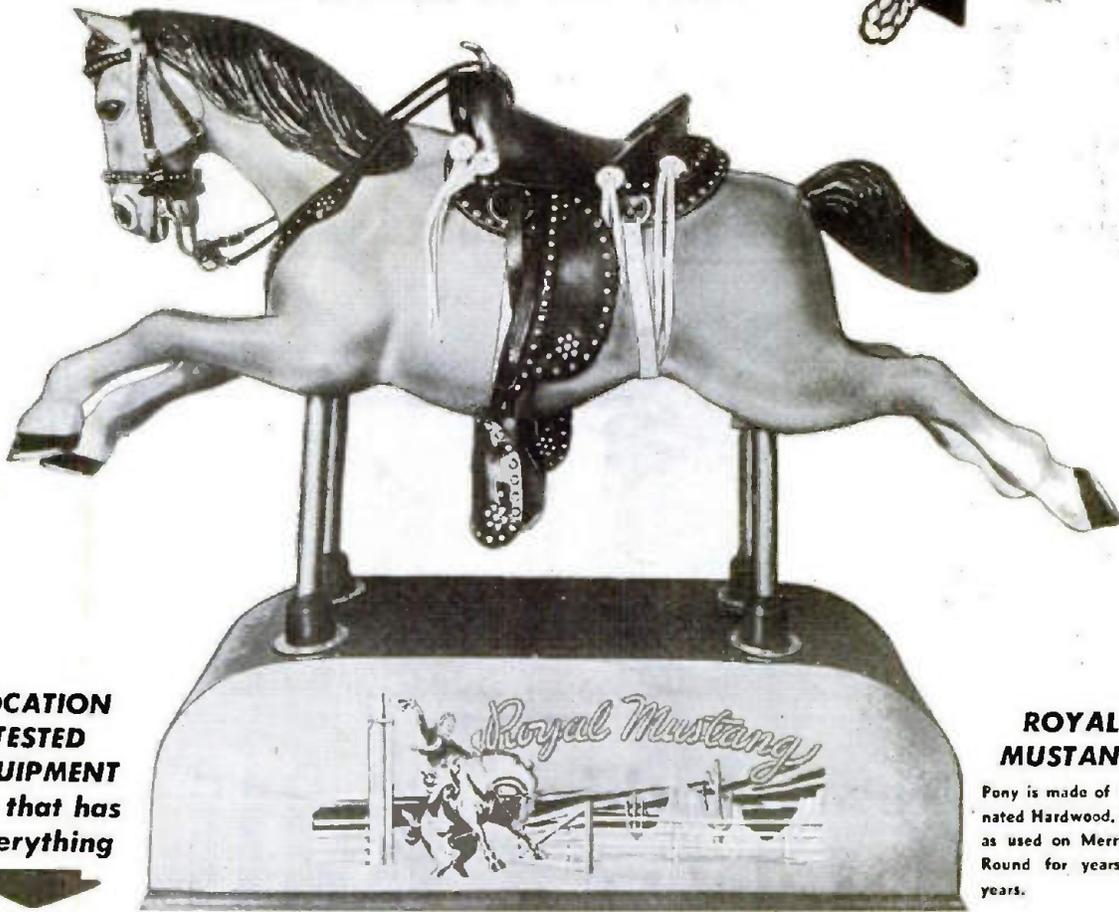
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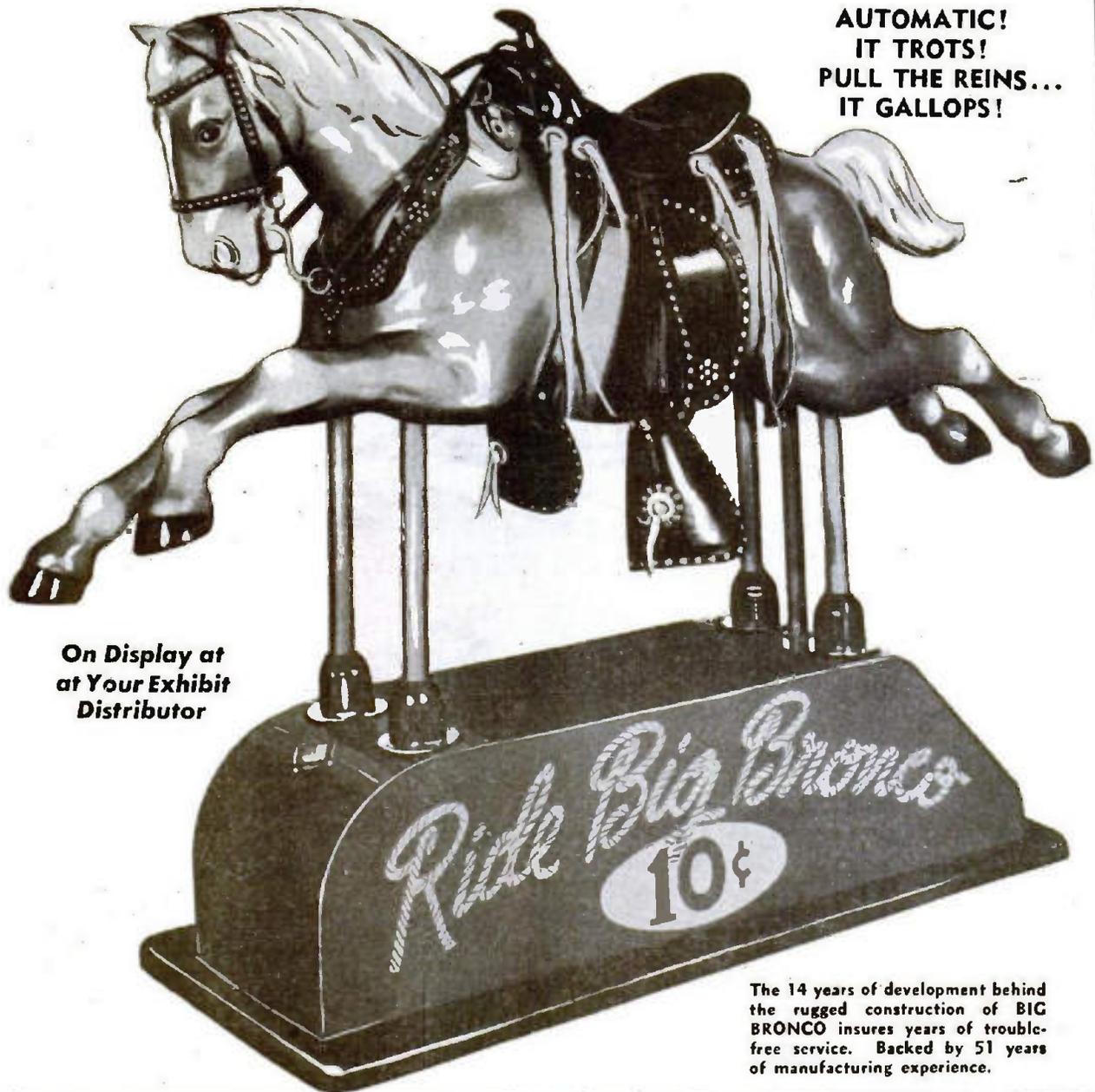
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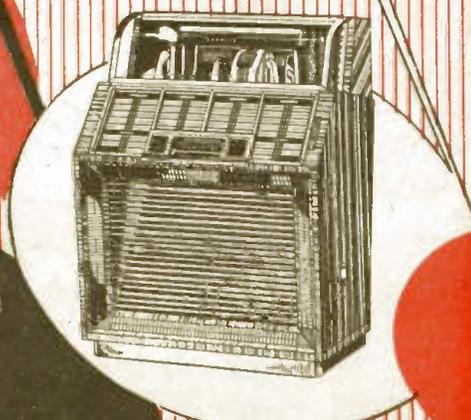


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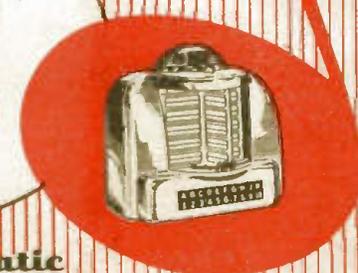
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